Affiliate Recruitment Checklist:
Things to Consider and Do When Recruiting Affiliates

Building a profitable affiliate program requires that you recruit and potentially train an army of hungry affiliates who will promote your brand and products far and wide. This list will help you remember what is essential.

Build an Effective Online Presence

Building a fabulous online presence is probably one of the most important things you can do to find the best affiliates. If people like to buy from those whom they feel as if they know, like, and trust, people also only want to sell things for people that they know, like, and trust. To build that online presence, you'll need to do the following.

☐ Create the Best Website You Can Afford – Your website should not only attract visitors with amazing and creative content and products, but it also needs to work technically. It should load fast, be a secure space, offer amazing information to potential buyers and current customers, and present your products in their best light.

☐ Blog Regularly – Not only should you blog often and consistently on your website, but you should also contribute guest blog posts, guest articles, and other content to the places your audience goes for information.

☐ Set Up Effective Profiles on The Right Social Media Platforms – If your audience is there, you need to be there too. Learn about the platform so that you can set it up to work most efficiently for your needs.

☐ Share Your Content to Social Media -- Once you have set up the right platforms, remember to share your content from its original place. For example, from your site or wherever you published the information to the social media platform using the right quotes, size and shape of images and graphics, and call to action.

☐ Get Published and Interviewed More – The more potential affiliates see your face, hear your voice, and read your content, the more they'll trust you. When you've proved that you are a passionate business leader in your niche, they'll want to be part of your business.

☐ Build Relationships – Don't just publish content one way. Instead, build two-way relationships with others as it will build trust more. Share the content of your audience's favorite information sources, comment on their content, ask questions, get to know your affiliates, and become the source to trust.

☐ Live Up to Your Words – This is probably one of the most critical facets of building a profitable affiliate program. Affiliates will want to work with you if you are known to stick by your word even if you end up wrong sometimes. You never have to be perfect, just authentically you.

Your online presence consists of everything you do to get known by your affiliates and your audience. It needs to be consistent (and persistent) across all platforms so that people feel trust and comfort when they think of your brand.

Give Your Affiliates the Tools, Motivation, and Training That They Need to Promote Your Products

It's not true that if you have an amazing product, it will sell itself. The truth is, if no one knows about it, it won't sell even if it's the cure for all that harms humans and the world. In other words, you're going to have to market your products to sell them, and if you want your affiliates to sell, you're going to have to give them the right tools, motivation, and training to do it.

☐ Host Contests – An excellent old-fashioned contest to motivate sellers is a great way to make more sales. Offer your affiliates a chance to win a price pot. For example, the high seller during the week of April 10th – 17th will receive a bonus of $500.

☐ Offer Jointly Hosted Webinars to Super Sellers – Active affiliates like to promote products using live and recorded and run as live webinars. This is a great way to work with an affiliate to help them (and you) earn more money. Set up a few times that you can do it and let your affiliates sign up first come first serve. All you must do is show up and be enthusiastic.

☐ Create Special Offers and Coupon Codes – Incentivize your affiliates by offering special offers and coupon codes that are exclusive to them that doesn't harm their commissions. When they feel like they can offer something unique to their audience easily, they're more likely to promote your product.

☐ Create Content and Graphics for Your Affiliates – You want to make it easy for them, but you also want to keep your products and services branded your way. Offer your top affiliates the opportunity to request specialized content and graphics for their use. Provide general graphics and content for everyone else to use to promote. It should be cut and paste easy.

☐ Develop Converting Landing Pages – Don't skimp on creating sales pages and landing pages that make people want to buy your product. If your affiliates send a lot of traffic and no one buys, they'll stop working with you. Create high selling products with highly converting landing pages, and they'll want to promote you more.

☐ Offer Business and Marketing Training – Take it one step further and give every affiliate that signs up with your access to business and marketing training designed to help them run a solo affiliate marketing business.

When you offer amazing products, highly converting pages, and training to your affiliates, you can bet that you'll have a tremendously successful affiliate program that continues to grow and provide long term.

Use and Recommend the Right Software and Tools to Do the Job

While you don't have to use the most expensive software platforms and tools that exist, you do need to choose the ones that do the job correctly. Don't try to use everything free. Invest in your business, and it will pay off for you when you do your due diligence investigating the right software and tools.

- Autoresponder Software – Aweber.com, GetResponse.com, ConvertKit.com, and others help you automatically set up a system that funnels your audience into the right list, so they receive the correct information in the email automatically. You can't run an online business without it.

- Landing Page Software – You can use your normal website builder instead of landing page software, and some autoresponder software is also landing page software. It depends on your budget and what you can afford but having good landing page software like leadpages.com will help you get sales pages set up faster, and they'll work better.

- Website Builders – The best website software to use is self-hosted WordPress. Many free and premium themes will work with the software you choose to use with it. Always check to find out if there are issues with them playing nice. You usually cannot go wrong with self-hosted WordPress.

- Webinar Software – Webinars are tried and true methods for promoting your products. You can use it to promote, but you can also use it for training. Try using Zoom.us, Clickmeeting.com, Demio.com, and others. Check out the various price points and features to help you choose.

- Podcast Software – Podcasts are audio-only recordings that are sort of reminiscent of radio programming. If you choose to market with podcasts, you'll want to invest in podcasting software like GarageBand from Apple or Adobe Audition that you can find on the Creative Cloud Suite through Adobe. A well-loved free cross-platform audio editor is Audacity, which you can find at Audacityteam.org.

- Graphic Design Software – You may choose to create your graphics, or you may hire someone, but sometimes you'll want the ability to make something quick. You can use software like Canva.com, or you can invest in the entire Adobe Cloud Suite if you are talented at doing it.

- Affiliate Software and Platforms – You may choose to offer more than one affiliate platform for your affiliates to use to promote your products. For example, while you might want to use software like amember.com to run your program, you may choose to use platforms like JVZoo.com and clickbank.net too.

- Functionality and Connectivity Software – There is a lot of software out there to use to run your entire business. Getting it to work together to streamline and automate your business is imperative for your success. You may need to invest in "if this, then that" software otherwise known as IFTTT software. You can learn more at ifttt.com.

- Social Media Sharing and Engagement Software – Software like Hootsuite.com, sendible.com, tailwindapp.com, or coschedule.com will help you automate a lot of the sharing and make engagement simpler on social media.

Investing in tools and software is important because you'll be able to get a lot more done in less time. As a business owner, you must use your time wisely. If you can automate it and it allows you to spend more time face to face and in person motivating and training your affiliates, you'll create a very lucrative affiliate program for your business.

Set Your Prices and Commissions Competitively

You have a great product, your sales pages are converting, and you have all the resources and tools your affiliates need to promote your products in place, so now you need to ensure that you have priced your products right and picked the right commission plan for your affiliates.

☐ Figure Your Costs – Add up how much it cost you to run your business and create products. Each product you create has a cost that should be determined before setting the price of the product. That way, you know how many you'll have to sell before you break even or make a profit.

☐ Know Your Product's Value – After cost, there is also value to consider. Often value has nothing to do with how much it cost but more about what benefits it provides the user. It's an important component in pricing because people pay more for high value.

☐ Know Your Affiliate Audience's Preferences – Many affiliates prefer specific platforms and payment options. They may prefer to get a set amount per product sale or per lead, or they may prefer a percentage of sales.

☐ Give a Higher Percentage to Super Affiliates – The more you can afford to offer per sale, the better. If you want to attract serious affiliates, you need to provide as much as you can, especially to super affiliates who have big lists and make a lot of sales

☐ Show Affiliates Your Funnel and The Potential – Affiliates want to understand how your business works so that they can trust you with sending their customers to you. Show them how much they can earn working with you.

After all, everything can be perfect up until now, but if the affiliate doesn't feel as if they can earn money promoting your product, they won't do it no matter how much they like you or how much you teach them.

Consider Working with An Affiliate Manager

You can build a popular and profitable affiliate program if you have at least one great product to promote along with a highly converting sales page, but if you want to break through hiring an affiliate manager can get you there faster.

☐ Choose and Set Up Software – A good affiliate manager doesn't just manage your affiliates; they will also manage all the software. They'll add new products, graphics, and so forth to your back office to get it ready to promote.

☐ Vet Incoming Applicants – You don't want just anyone out there promoting your products because they may be dishonest scammers. A manager can ensure that the applicants are real people who don't use illegal or sneaky tactics.

☐ Cheerlead to Boost Sales – One thing that they'll have more time to do is help you boost sales by motivating your affiliates with contests, training, and other encouragement. They can provide affiliates step-by-step 'cut and paste' information to use.

□ Works with Customers or Customer Service – Some affiliate managers also provide customer service. This is great until your program has more customers, then you may need to hire separate customer service help.

□ Coordinates Marketing Collateral Creation – The affiliate manager ensures that all marketing collateral from sales pages to graphics and content are created by assigning tasks to your team.

□ Trains Affiliates – They create training for affiliates to follow to learn about your product and how you prefer it to be promoted using your marketing materials. Plus, provide general marketing information to help affiliates do more.

□ Stays Abreast of Trends – A great affiliate manager will also stay abreast of trends in affiliate marketing, including new regulations, rules, laws, and information to help you stay ahead of the game.

Working with an affiliate manager or hiring a virtual assistant to do some of these tasks for you is a great way to build a profitable affiliate program and recruit the best and brightest affiliates so that you can make more money in less time.