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IM CHECKLIST AI • FREE STARTER CHECKLIST

The Affiliate Promo Checklist

Promoting other people's products is one of the fastest ways to earn online, but a lazy promo earns lazy results. This checklist walks you through a promotion that stands out: the right offer, a reason to buy through you, and emails that actually get sent. Follow it for your next affiliate push.

Project: _____ Date: _____

Part 1 - Choose Well

- ☐ 1 **Pick a product you have used or genuinely believe in.**
Your reputation is worth more than any single commission.
- ☐ 2 **Get your affiliate link and test that it tracks correctly.**
An untracked link means you did the work and got paid nothing.
- ☐ 3 **Check the offer, price and any launch bonuses or deadlines.**
Know the deal better than your audience does before you promote it.

Part 2 - Stand Out

- ☐ 4 **Create a bonus that makes buying through your link the smart choice.**
A relevant bonus is the difference between a click and a sale.
- ☐ 5 **Write an honest review or explanation of who it is for.**
Say who should not buy it too. Honesty sells better than hype.
- ☐ 6 **Prepare a short email sequence around the promotion.**

One email rarely converts. A short, timed sequence does the work.

Part 3 - Promote And Follow Up

☐ 7 **Send your emails and post where your audience already is.**

Consistency across the promo window beats one big blast.

☐ 8 **Send a final reminder before any deadline closes.**

The last-call email routinely earns a large share of the sales.

☐ 9 **Deliver your bonuses promptly and thank your buyers.**

Happy affiliate buyers become repeat buyers for your next promo.

PRO TIPS

- Promote fewer things, better. Ten half-hearted promos earn less than two great ones.
- Track which promotions convert so you know which partners to work with again.
- Affiliate Marketing has two full volumes inside IM Checklist AI, plus a WarriorPlus deep dive.

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