

Step-by-Step Actionable Checklist

Category 1: Foundation & Mindset

Task 1: Understand What Affiliate Marketing Is

- ☐ Step 1: Watch introductory videos on affiliate marketing.
- ☐ Step 2: Write down your goals - why you want to start.
- ☐ Step 3: Accept that it's a business, not a shortcut to quick money.

Task 2: Identify Your Motivation

- ☐ Step 1: Think about the lifestyle or freedom you want to create.
 - ☐ Step 2: Write a 2–3 sentence mission statement for motivation.
 - ☐ Step 3: Keep it visible on your workspace for daily reminder.
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Category 2: Niche & Brand Setup

Task 1: Choose Your Niche

- ☐ Step 1: List your passions, hobbies, and skills in Google Docs.
- ☐ Step 2: Use **Google Trends** to compare which niches are growing.
- ☐ Step 3: Pick one that solves a real problem (e.g., fitness, finance, skincare).

Task 2: Decide on Brand Type

- ☐ Step 1: Choose **Personal Brand** if you're comfortable showing your face.

- ☐ Step 2: Choose **Faceless Brand** if you prefer AI or animated content.
 - ☐ Step 3: Name your brand and secure social media handles.
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Category 3: Affiliate Link Setup

Task 1: Find High-Paying Offers

- ☐ Step 1: Visit **ClickBank.com** or **Impact.com**.
- ☐ Step 2: Search for offers in your niche.
- ☐ Step 3: Check commission rates and product quality before choosing.

Task 2: Create Tracking System

- ☐ Step 1: Record each affiliate link in a spreadsheet.
 - ☐ Step 2: Include columns for product name, payout, and URL.
 - ☐ Step 3: Add notes about performance once you start promoting.
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Category 4: Build Your Website

Task 1: Create a Simple Affiliate Site

- ☐ Step 1: Use **Shopify** or **WordPress** with a clean theme.
- ☐ Step 2: Add an "About" section explaining who you help and why.
- ☐ Step 3: Add your affiliate products with clear CTAs and links.

Task 2: Add a Blog

- ☐ Step 1: Write 3 - 5 short posts answering common niche questions.
 - ☐ Step 2: Insert affiliate links as part of the solution.
 - ☐ Step 3: Publish and share posts weekly for SEO growth.
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Category 5: Promotion Strategy

Task 1: Use TikTok or Reels for Organic Growth

- ☐ Step 1: Post 3 - 5 short videos per week showcasing your niche solutions.
- ☐ Step 2: End each video with “Link in bio for more.”
- ☐ Step 3: Track engagement and adjust based on top performers.

Task 2: Use Pinterest for Faceless Promotion

- ☐ Step 1: Sign up for **Canva** and design pins using templates.
 - ☐ Step 2: Upload to Pinterest and add your affiliate website link.
 - ☐ Step 3: Post 1 - 2 new pins daily to build traffic.
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Category 6: Build an Email Newsletter

Task 1: Choose an Email Platform

- ☐ Step 1: Use **ConvertKit** or **MailerLite** for beginners.
- ☐ Step 2: Create a lead magnet (e.g., free guide, checklist).
- ☐ Step 3: Connect your form to your website.

Task 2: Start Email Marketing

- ☐ Step 1: Send one valuable tip per week.
 - ☐ Step 2: Include your affiliate links naturally within each email.
 - ☐ Step 3: Track open rates and link clicks.
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Category 7: Scale & Automate

Task 1: Learn Paid Ads

- ☐ Step 1: Create small test campaigns on **Google Ads** or **Pinterest Ads**.
- ☐ Step 2: Set a \$10–\$20 daily budget.
- ☐ Step 3: Analyze performance weekly and double down on winners.

Task 2: Automate Tasks

- ☐ Step 1: List tasks that take the most time (e.g., editing, design).
- ☐ Step 2: Hire freelancers on **Fiverr** or **Upwork**.
- ☐ Step 3: Use your saved time to create more content and strategies.