

Affiliate Recruitment Playbook

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Objective

Identify, qualify, and recruit high-quality affiliates who align with the offer and can generate consistent sales.

This playbook outlines the process used to:

- Find potential affiliates
 - Evaluate fit and audience alignment
 - Conduct outreach
 - Manage follow-ups
 - Convert prospects into active partners
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Step 1: Define the Ideal Affiliate

Before searching for affiliates, identify who is most likely to succeed promoting the offer.

Key factors to evaluate:

Audience Match

Does the affiliate's audience align with the product's target market?

Example:

Health offer →

- Wellness influencers
- Biohackers
- Functional medicine educators
- Nutrition creators

Content Style

Affiliates who educate and build trust often convert better than purely promotional accounts.

Look for creators who:

- Teach their audience
- Share insights
- Provide recommendations

Platform Strength

Evaluate where their audience engages most:

- Instagram
 - YouTube
 - TikTok
 - Email newsletters
 - Blogs
 - Podcasts
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Step 2: Prospect Discovery

Use a combination of manual research and platform discovery tools.

Instagram

Search hashtags related to the niche.

Example:

#guthealth
#biohacking
#holistichealth
#functionalmedicine
#wellnesscoach

Look for accounts with:

- Engaged audiences
 - Educational content
 - Authentic engagement
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YouTube

Search topics related to the offer.

Example searches:

- “How to improve [problem]”
- “[Problem] solutions”
- “[Topic] explained”

YouTube creators often have strong influence because of their educational content.

TikTok

Search trending topic keywords.

Example:

mold toxicity
brain health
supplements
longevity

Look for creators consistently posting in the niche.

Blogs & Websites

Search Google for:

best supplements for [problem]
how to fix [problem]
[problem] natural solutions

Writers who already rank for these topics may be strong affiliates.

Step 3: Prospect Qualification

Before outreach, quickly evaluate potential affiliates.

Score them based on:

Audience Fit

Does their audience clearly align with the product?

High alignment = higher conversion potential.

Engagement Quality

Check:

- Comments
- Community interaction
- Authentic conversations

Avoid accounts with large followings but low engagement.

Content Quality

Look for creators who:

- Explain topics clearly
- Share insights
- Build trust

These affiliates typically convert better than hype-based accounts.

Step 4: Prospect Tracking

All prospects should be tracked in a CRM or spreadsheet.

Example fields:

Name

Platform

Username

Email

Followers

Audience niche

Contact status

Last contact date

Notes

Status stages:

- Prospect identified
- Contacted
- Follow-up sent
- Interested
- Onboarding
- Active affiliate

This prevents losing opportunities.

Step 5: Outreach Strategy

The goal of outreach is **starting a conversation**, not immediately asking for promotion.

Outreach Message Version 1 (Relationship First)

Hi [Name],

I've been following your content around [topic] and really appreciate how you explain things to your audience.

I work with a brand in the [niche] space that aligns closely with topics you cover.

If you're open to it, I'd love to share more about the partnership opportunity and see if it could be a good fit for your audience.

Best,
[Name]

Outreach Message – Version 2 (Direct Opportunity)

Hi [Name],

I came across your content about [topic] and thought it aligned really well with a partnership opportunity we're building.

We're working with creators who educate their audience about [problem] and provide helpful resources.

Would you be open to learning more about the program?

Best,
[Name]

Step 6: Follow-Up System

Most affiliates respond **after the second or third message**, not the first.

Follow-up schedule:

Day 3 → Friendly check-in

Day 7 → Value message

Day 14 → Final follow-up

Example follow-up:

Hi [Name],

Just wanted to circle back in case my previous message got buried.

I'd still love to share details about the partnership opportunity if it feels relevant to your audience.

Let me know if you'd like more info.

Best,
[Name]

Step 7: Handling Positive Replies

When someone expresses interest:

1. Thank them for their response.
2. Share a brief overview of the program.
3. Provide an affiliate signup link.

4. Offer support if they want help planning content.

Example:

Hi [Name],

Thanks for getting back to me!

Here's a quick overview of the program:

- Product: [Name]
- Commission: [Details]
- Audience fit: [Brief explanation]

You can learn more and sign up here:

[Affiliate signup link]

Once you're approved, we'll also send a resource library with content ideas and assets.

Happy to answer any questions!

Best,
[Name]

Step 8: Activation

Once affiliates join, ensure they don't sit inactive.

Send:

- Welcome email
- Affiliate resource library
- Promotional ideas
- Content suggestions

Top affiliates should receive personal outreach and strategy support.

Weekly Recruitment Targets

To maintain program growth:

Recommended weekly outreach:

30–50 new affiliate prospects

10–20 conversations started

3–5 new affiliate signups

Consistency matters more than volume.

Recruitment Best Practices

- ✓ Focus on audience alignment
- ✓ Prioritize quality over quantity
- ✓ Personalize outreach
- ✓ Track every interaction
- ✓ Follow up consistently

Strong affiliate programs grow through **relationships and consistency**.

Optional Advanced Strategy

Build **affiliate tiers**:

Tier 1 → High-volume affiliates

Tier 2 → Mid-tier creators

Tier 3 → Emerging creators

Each tier receives different levels of support and incentives.