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Are You Affiliate Friendly? A Self-Assessment Checklist for Affiliate Managers

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One of the resources in this outstanding affiliate management training program is a handy self-assessment called “Are You Affiliate Friendly?” If you already have an affiliate program as I do, it is a great tool for assessing my current strengths and weaknesses. What I learned pretty quickly is that when it comes to affiliate marketing I definitely have more weaknesses than strengths but thanks to this course I plan to turn that around!

It’s more likely though that you’re just starting out. In your case you’ll want to use the Self-Assessment Checklist as a planning tool for thinking through your affiliate program in tandem with your overall business planning.

The entire checklist has a total of 80 questions in 5 key categories every affiliate manager should attend to. The entire checklist has a total of 80 questions in 5 key categories every affiliate manager should attend to. Naturally this information is copyright protected. To get you started however, the course developer’s has generously granted me permission to pull a few questions from each of the five categories to share with you here:

Under **Communication** there are 14 questions including:

- I pick up the phone and call my affiliates
- I tell my affiliates about what marketing methods are working right now
- I ask my affiliates for feedback
- I host webinars or online chat sessions
- I host teleseminars for my affiliates

Under **Recruitment Incentives** there are 21 questions including:

- I offer commission upgrades for a strong, steady record of sales
- I offer affiliates discounts or rebates on my products
- We offer multiple payment options including direct deposit transfer and Paypal



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Under **Helping Affiliates Do Their Job** there are 18 questions including:

- Our software solution allows for deep linking to individual products
- An Affiliate FAQ is easily accessible on my program web site
- New creative (ads) is provided in advance for specials and limited time promotions
- I provide pre-written text ads with anchor text that can be modified

Under **Avoiding Disincentives** there are 18 questions including:

- I pay commissions on all our products, not just selected ones
- I pay commissions on upsells or cross-sells
- I have a strict anti-spyware policy and enforce it
- I have mechanisms in place to track off-line sales

Under **Professionalism** there are 9 questions including:

- I research competitors' commissions, cookies, and conversions
- I support the movement towards transparency in our industry
- I attend affiliate industry trade shows, conferences, and web events

The entire checklist and tons of other invaluable resources are included in this information packed training program. To learn more about the power of affiliate marketing, and how you can profit from affiliating with like minded business owners, go to <http://ChangingCourse.com/recommends/affiliatemanager>