



Prepare to *Win* Any Launch

JV Partner Checklist

WHAT YOU NEED TO KNOW ...

Before you say YES:

- ☐ **Launch Plan** - What is my partner releasing and when?

- ☐ **Launch Dates** – Are the dates a fit for my schedule? (No conflict from first promo to cart close)

- ☐ **Offer** – What is it and is it a fit for my tribe?

- ☐ **Partner** – Do I have experience with this partner? With their offer?

- ☐ **Price Point** – Is it a good price for my list?

- ☐ **Commission Rate** – Is it profitable for me?

☐ **Upsells / Downsells / Cookies** - Will I receive commission? For how long? At what rate?

☐ **Prizes / Incentives** – Do they motivate me?

☐ **Marketing Materials** – Professional? Compelling to my audience?

☐ **History** - What is my partner's history with launching this offer?

☐ **References** - Who else has promoted this partner, and may I contact them?

☐ **Customer Service** – Do they have a dedicated Client Care professional to take care of my peeps?

After you say YES:

☐ Sign up for partner's affiliate program

☐ Get JV / Affiliate Manager contact info

☐ Get commission pay out policy and note calendar



☐ Get refund policy

☐ Get client support person's name, email and phone for my peeps who need help

☐ Get Affiliate Login Details and understand how to check stats

☐ Schedule my promotions

☐ Request promotional materials be delivered by date needed

☐ Clarify my ideal outcomes for supporting this launch

☐ Schedule time to devote to this launch

☐ Brainstorm my strategies to CRUSH IT

☐ Create my plan

☐ Choose my bonus as incentive for cart open purchases



Strategies to win it!

- ☐ Rewrite promotional copy to personalize for my tribe
- ☐ Promote in ezine, solo emails, and/or snail mail
- ☐ Showcase an article from my partner on blog, in ezine or as a solo email to my tribe. Promote article through social media, too. Put your affiliate link in partner's bio.
- ☐ Social media posts
- ☐ Facebook, Linked In ads
- ☐ Host a special webinar to my community for partner
- ☐ Exit pop-ups on my website that direct to partner's opt in page
- ☐ Free opt in for partner's content on my website
- ☐ Write or video a review of partner's product or offer on a webpage with my affiliate link
- ☐ Give a bonus to those who opt in through my link
- ☐ Give a bonus to those who purchase through my link
- ☐ Check stats often and course correct as needed
- ☐ Test every affiliate link before I post or send anything

Wrap up

- ☐ Get emails of purchasers who qualified for my bonus (if applicable) and let them know when to expect it (preferably after refund period).
- ☐ Prepare a Webpage or way to deliver my bonus, with customer service contact
- ☐ Ka CHING!

