

# Scaling Your Affiliate Partnerships

## 10 Point Checklist

### Laura Sprinkle

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"The ripple effect you can make in the world is bigger than you can imagine."**

**LAURA SPRINKLE**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Take note of the four phases of a successful affiliate program: Attract, Activate, Amplify, and Appreciate.
- Create the best offer and share it with the world. Always deliver a massive amount of value in whatever I'm offering. The more I put out there, the more I get back.
- Build trust with my community. The strength of the community lies in the connections that we have with each other. Also, trust builds teamwork and collaboration and empowers ethical decision-making.
- Target the right people who can become trustworthy and relevant affiliate partners. If I market to the wrong people, my offer will fall on deaf ears.
- Focus on the value I can provide. Adding value builds trust with my customers. The more I help them through my knowledge, content and resources, the more they will trust me and the more brand equity I build.
- Evaluate whether my campaigns and offers are scalable. Learn whether my campaigns and offers can perform or not. This will let me know how to proceed with each campaign and offer.
- Test my campaigns and compare which strategies work best for the business. This is the easiest way of knowing my audience and optimizing my marketing efforts.
- Gamify the audience's experience. Eliminate boredom and spark attention by giving away prizes and bonuses. (Stephan and Laura laid out some examples of bonuses and free offers in the episode.)
- Establish a well-thought-out opening and closing in my presentation. Make sure it's memorable and compelling for my audience.
- Join Laura Sprinkle's [Rock Your Affiliate Program Training](#). Also, visit her [website](#) to learn more about her and her services.