MATT BACAK'S CHECKLIST

Checklist 6: Finding Upcoming ClickBank Offers to Promote

Project Name: _____ **Date:** _____

		Yes	*No*
	Success or failure at affiliate marketing has a lot to do with the type of products a person chooses to promote. It might sound and seem very simple at first, but once you don't get many sales for long, you realize you should have spent more time in choosing the product to promote. Here is a checklist to help you out:		
	Research Steps		
1	Start by brainstorming a niche.	☐	☐
2	Think about what market you would want to work in.	☐	☐
3	Select a market that matches with your hobbies, skills, passions and experiences.	☐	☐
4	Scroll through ClickBank's marketplace and create a short list of niches that you think you can work on effectively.	☐	☐
5	Invest time in understanding your customers.	☐	☐

Notes

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6 Search for ‘who’ in the niche is buying. ☐ ☐

7 Search for ‘what’ these people are buying. ☐ ☐

8 One way to do this is to dive into forums related to your niche. ☐ ☐

9 Find out how narrow your niche is. ☐ ☐

10 Try to select best-selling products. ☐ ☐

11 Go to ClickBank and search for good products that you can promote that hold the potential to meet your needs. ☐ ☐

12 Find a market that has multiple related products being sold via ClickBank. ☐ ☐

13 Promote high commission products. (i.e. products paying out at least $18 per sale) ☐ ☐

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14 Do not forget to take a long, careful look at the sales page of the product. Come up with a persuasive vendor pitch page. ☐ ☐

Other Tips

1 Check the Gravity score. The higher the score, the better. ☐ ☐

2 Check the Alexa ranking of the offer website to see the traffic the offer is generating. ☐ ☐

3 Make use of #1 Adwords and SEO Keyword, Ad Copy and Landing Page Competitor Research Tool to detect competitors and ads. ☐ ☐

4 Join in mastermind groups such as Skype groups where other affiliates are discussing offers and develop connections. ☐ ☐

Notes

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