

AFFILIATE BOSS

FREE CHECKLIST

6 Proven Steps To Quit Your 9-5 Job
With Affiliate Marketing



Peter Pritchard

AFFILIATE BOSS CHECKLIST

INTRODUCTION

Affiliate marketing is the ultimate business model when it comes to earning a full-time living from the comfort of your home.

Why?

Because it's the only business model out there that only requires you to get good at **ONE** thing...

Which is marketing!

And even better, you don't need any money to start. You don't need your own product or service. You don't need to deal with customer support or shipping. You don't have to show your face (if you don't want to). Do you see why so many people love affiliate marketing?

Unfortunately, there are lots of outdated strategies out there... Or even worse, the fake gurus who only teach affiliate marketing and don't actually do it themselves.

Luckily I take a little bit of a different approach...

In fact, I make affiliate commissions utilizing the same strategies that rich people use to build their wealth to massive levels. But instead of buying traditional assets like: real estate, stocks, or buying businesses...

I build up mini digital assets that bring in passive income streams every month on autopilot that require no money to start.

In [The Rugged Rail Community](#), we have several courses that teach you how you can generate thousands of dollars every month from each digital asset you own with little to no knowledge about affiliate marketing.

Plus, how you can do this from scratch even if you don't want to record videos or have any followers currently.

AFFILIATE BOSS CHECKLIST

This way you can become your own boss AND finally start enjoying life on your own terms!

When I got started with affiliate marketing, there really wasn't any good information on how to build your own automated affiliate business that was able to bring in profits consistently every month.

Sooo... I had to learn the hard way – through trial 'n error.

I've bought dozens of programs, subscriptions & programs and have tried dozens of different strategies out there. I've learned what works, and what doesn't. Moving forward you will never have to worry about the best way to get started from scratch again.

My goal is to help every student that joins no matter their skill level or experience, that is willing to invest the time and money to get the results they are wanting in their life given the in-depth value that is given.

It is my mission to bring you the best set of advice that is going to allow you to replicate my results.

This is why I created this free checklist.

But I won't lie to you...affiliate marketing will take some hard work especially if you're trying to get started all on your own...

But I'll tell you what, the reward is well worth it. And hopefully, this checklist or other resources I've built for you at [The Rugged Rail](#) will help you get there much faster than I was able to.

Here's the first step:

THE NICHE

01.



THE NICHE

01.

This is really the first step in any kind of career. You have to see what you want to be known for or in other words who do you want to promote products for.

Why can't we just promote products to everyone?

Because the way to make something easy to sell is to specialize to one solution for people and just hone in on that.

There's a reason Bunnings' saying is "lowest prices are just the beginning" or Walmart's saying is "save money, live better" It's because that is who their store is being catered to...(people who want to save money)

As an affiliate this is especially important because we want to build an email list and community all around a specific audience and promote products that solves their problems.

You can't do that if people on your list all have different problems.

Some people want to lose weight...

Some people want to gain muscle...

Some people want to make money online...

Some people want to find an auto loan even if they have bad credit...

Below are some of my favorite niches for 2024 & beyond: Health, Wealth and Relationships, being the top 3.

- Amazon FBA
- Credit Cards
- Dash Cams
- Cruises
- Keto Diet
- Garage Gym Reviews
- Websites
- Digital Marketing Software
- Dropshipping
- Interior Design (service)
- Vacuums
- Furniture
- Specific State / Big City
- Biohacking
- Remote Jobs
- Skincare
- A.I. Copywriting
- Stock Trading
- Nutrition
- Credit Repair
- Side Hustles
- Airbnb Arbitrage
- Trendy Amazon Products
- Gaming
- Manifestation
- Personal Finance
- Travel
- VR Headsets
- Fitness
- User Generated Content (service)

THE PRODUCT 02.



THE PRODUCT 02.

After you choose your niche, the next step is choose a product that helps your niche solve their pain or problem.

As an affiliate our goal is not to be used car salesmen that just try to sell all day...

In fact that's why most affiliates struggle to get any results.

The secret is to actually help and solve your niche's problems by recommending a product, service or solution to them.

It's as simple as that.

You're simply just the bridge between the customer and the product you're promoting...

And in return?

You get a commission for every sale that comes through you.

That's really all affiliate marketing comes down to.

Here are some good ways to find a product to promote in your niche:

- 1.** Sign up to affiliate networks like: Clickbank, Digistore24, Maxbounty, Warrior Plus etc. But you will learn more.
- 2.** Type into Google "your niche + affiliate programs"
- 3.** Go inside Facebook Groups and make a post saying "does anyone know of any good products to promote in the _____ niche?"

DIGITAL ASSETS 03.

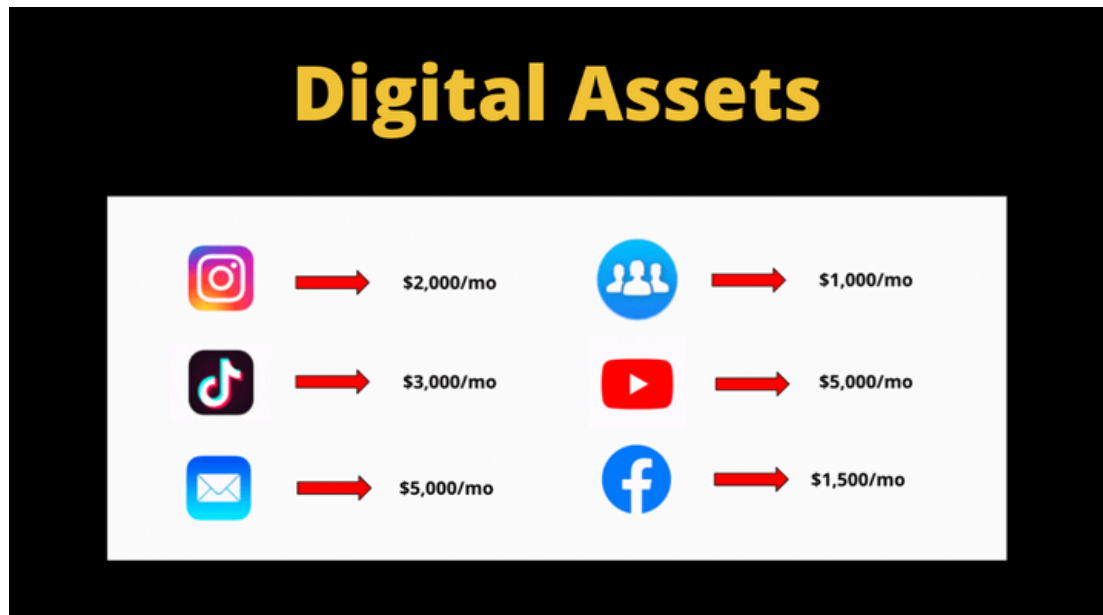


DIGITAL ASSETS 03.

As I said earlier I make affiliate commissions utilizing the same strategies that rich people use to build their wealth to massive levels.

But instead of buying traditional assets like: real estate, stocks, or buying business'...

We are building up mini digital assets in your NICHE that bring in passive income streams every month on autopilot that require no money to start.



Which brings me to building digital assets!

Building a digital asset is one of the most important jobs as an affiliate...

(This is how you get traffic to the products you're promoting)

You can have the best converting funnel, the best emails, and the best marketing strategy, but if you don't have a consistent flow of people (traffic) coming into your funnel... you WON'T have a business.

Luckily there are dozens of digital assets / traffic methods nowadays...

Whether It's...

1. Email List
2. Facebook Profile
3. Facebook Group
4. Instagram Page
5. Tiktok Profile
6. Youtube Channel
- **7. Your Own Community**

These are all digital assets you can continue to build and make money from each and every month rather than having to rely on ads. Building your own community on your own domain is by far the best.

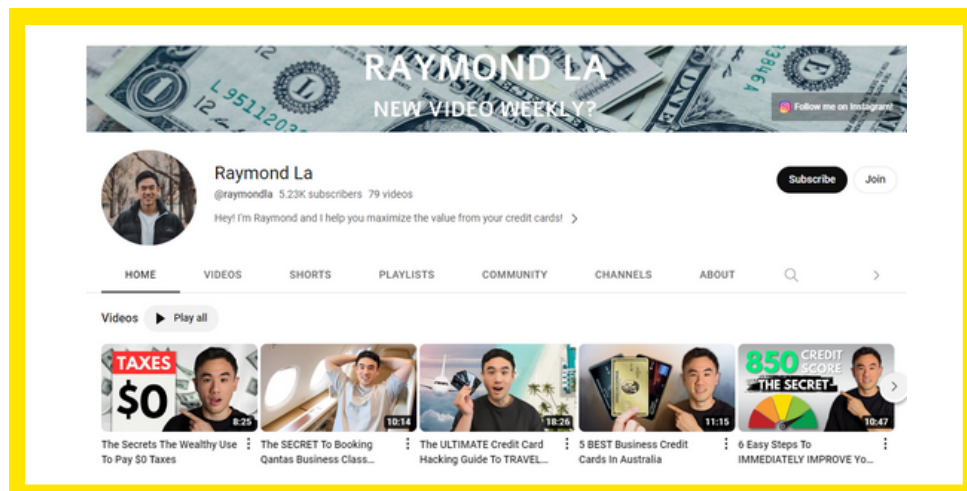
You just have to make sure you're building your digital asset around your specific niche that you chose in step 1.

(see examples below)

Digital Asset Example #1 -

Niche: Credit Cards

Digital Asset: Youtube Channel



Digital Asset Example #2 -

Niche: Digital Marketing

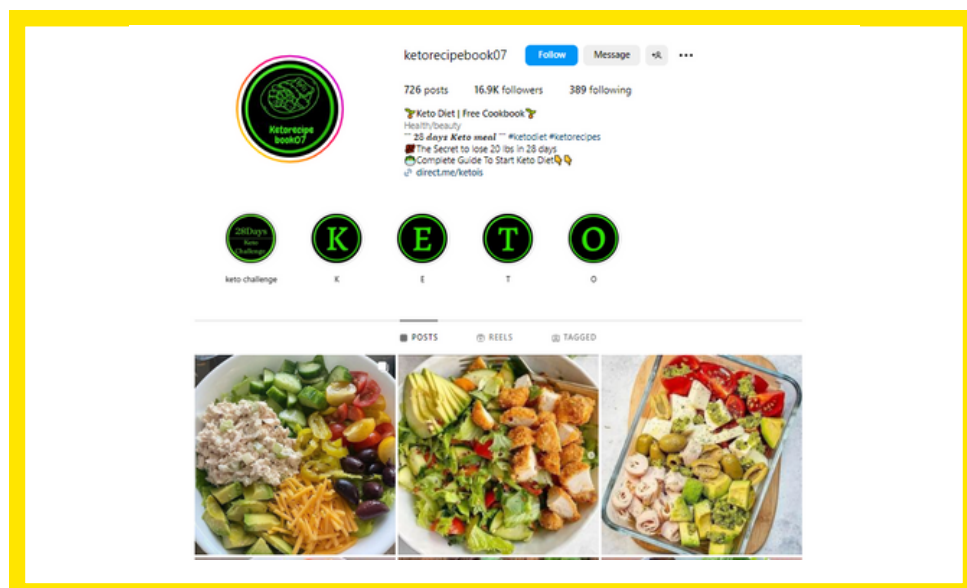
Digital Asset: Facebook Profile



Digital Asset Example #3 -

Niche: Keto Diet

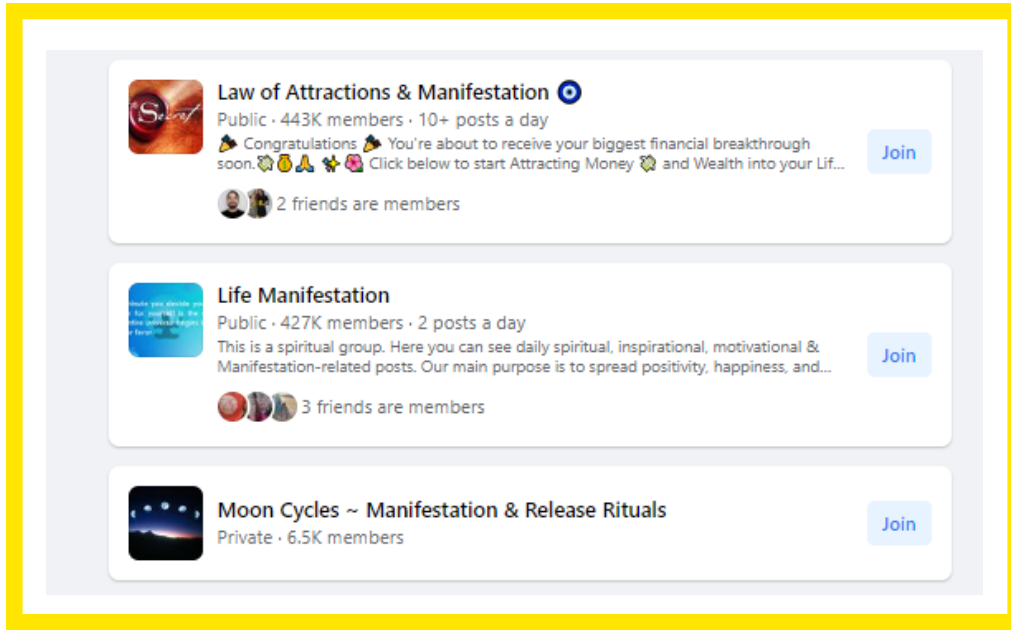
Digital Asset: Faceless Instagram Page



Digital Asset Example #4 -

Niche: Manifestation

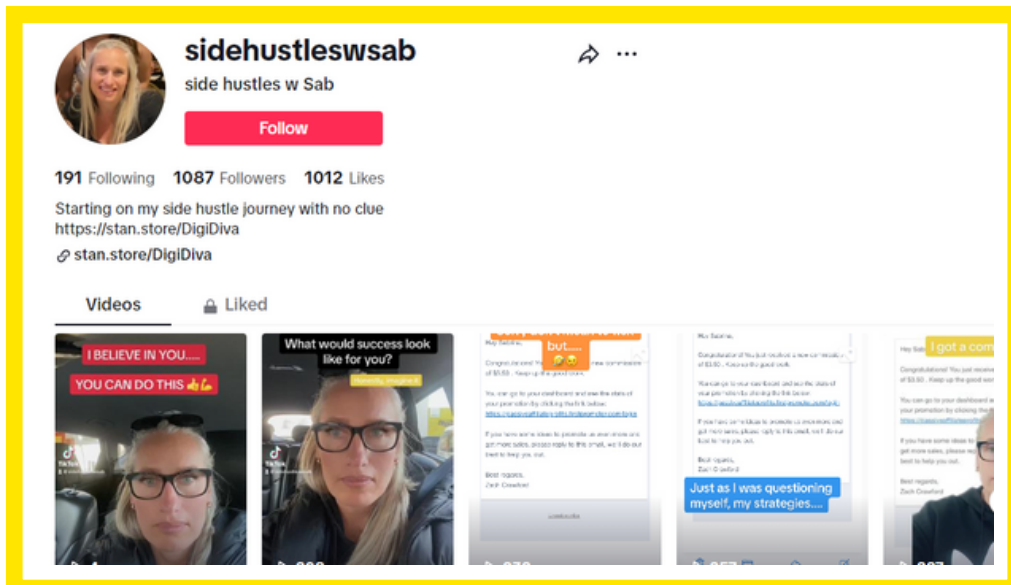
Digital Asset: Facebook Groups



Digital Asset Example #5 -

Niche: Side Hustles

Digital Asset: Tiktok Profile



YOUR HUB 04.



YOUR HUB 04.

You have a niche and product to promote...

You are working on building a digital asset and directing them to your list or community in that niche...

Now what?

You need a hub for people to come to and view your brand , products etc.

Your hub contains:

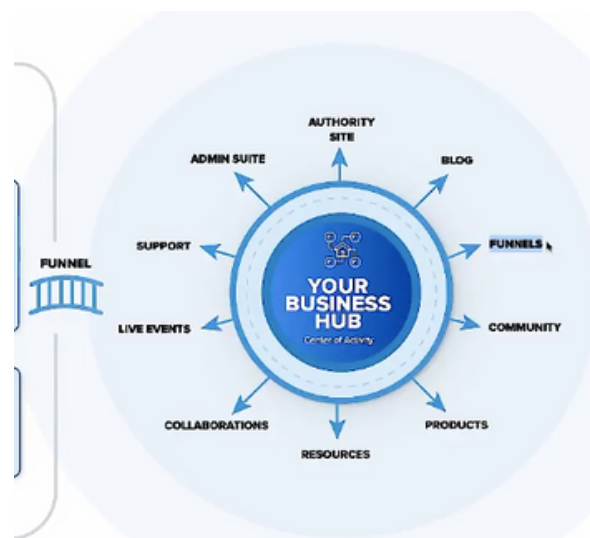
- Authority site
- Your community or social network
- Products
- Trainings
- Resources
- Collaborations
- Live events
- Blog
- etc.

Your hub becomes a place of destination for your business.

A place where people can come to over and over for answers and products and trainings related to your niche.

This eliminates the one-and-done affiliate funnel offer.

With a hub-centric business, you now have a real-deal sellable business asset.



THE FUNNEL 05.



THE FUNNEL 05.

You have a niche and product to promote...

You are working on building a digital asset and directing them to your community in that niche and your hub.

Now what?

You need a way (or a funnel) that will market that product for you on autopilot.

Us affiliates call this a “funnel”.

The absolute first step to a successful affiliate funnel is having some kind of free gift or lead magnet to get your niche interested.

(Inside the **Rugged Rail Community** there is a course that teaches you this.)

And in exchange for the free gift the lead gives you their email address.

(This is also known as a lead magnet: free training, pdf, guide, video, checklist, ebook, quote, etc.)

When you have an awesome free gift that your audience wants...

It becomes extremely easy to get people coming through your funnel because...

Who doesn't like free stuff?

You might be thinking this is great, but how does giving away something for free make me money?

1) It doesn't.

The whole point of this first step is to build your email list, give value to your leads, and show them that you're here to solve their problems through your free gift.

2) After they claim their free gift...

I will usually take them to a bridge page where I recommend an even faster or better solution (the product I'm an affiliate for) that's related to the free gift.

On the next page there will be some real examples of successful affiliate funnels that you can model for your own niche...

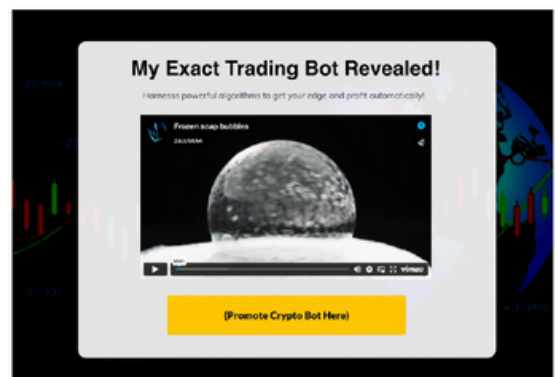
Here are some examples of successful affiliates funnels to use:

Funnel Example #1 -

Niche: Crypto

Product: Crypto Training Bot

Digital Asset: Free Training

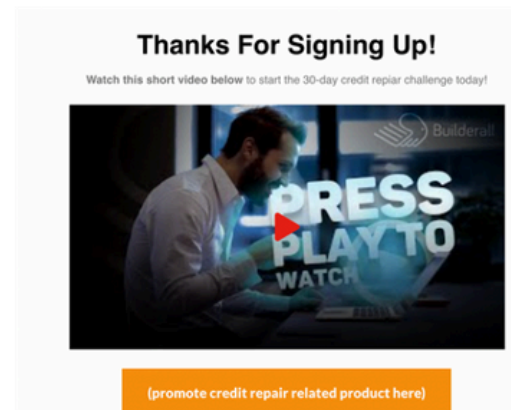
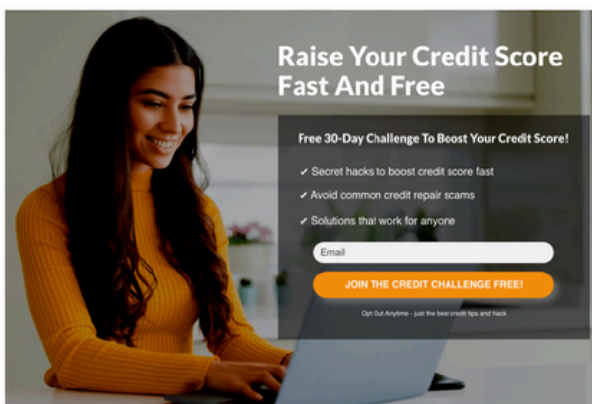


Funnel Example #2 -

Niche: Credit Repair

Product: Credit Repair Software

Digital Asset: 30-Day Credit Repair Challenge

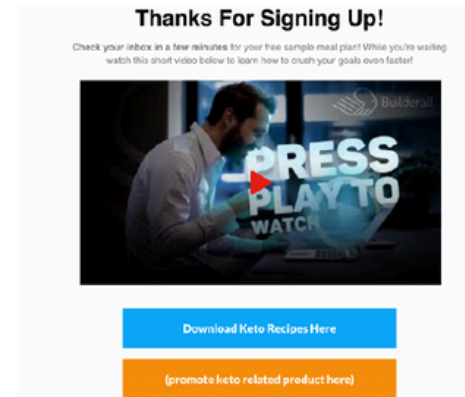
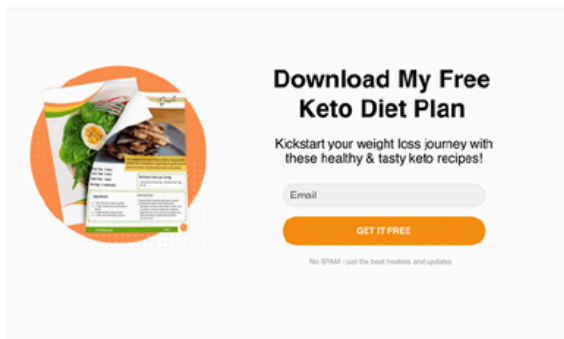


Funnel Example #3 -

Niche: Keto Diet

Product: Keto Challenge

Digital Asset: Free Keto Recipes



Those are just a few examples of funnels in different niches.

Now I understand building your own funnel can seem really overwhelming...

(At least I know it was for me when I first started)

That is why I'd never expect you to have to build your own right away. The system I recommend will have some done-for-you funnels.

But once you get started you will want to create your own which is easily done with the system. (more on that later)

P.S. Does everybody buy off of the funnel right away?

Definitely not.

You'll actually find that MOST people don't buy off the bridge page...

Which is why step 5 of this guide is by far the most important step to success...

THE FOLLOW UP 06.



THE FOLLOW UP 06.

Have you ever heard the saying...

"The money is in the follow up?"

Well it's true!

If you go back to part 3 of this checklist...

You'll notice how every funnel example I showed asks for your email address in order to get access to the free gift.

Well that's because your email list and community is by far one of the most valuable digital assets you can build online.

The more emails you have = the more money you will make...period.

A common rule is for every email you have on your list you'll make \$1 per month from each email.

So if you have 5,000 emails of people all interested in losing weight you can easily make around \$5,000/mo in commissions promoting weight loss related products to them.

See how this all comes together now?

But what are you supposed to write in your email follow up to get people to buy off your link?

That will always depend on the product you're promoting...

What problem it is solving?

To make this make more sense...

On the next page I'll show you the exact framework I follow for nearly all of my most successful email follow ups, no matter what the niche is:

Here is an example of the exact framework I use for my email follow up:

Email 1: Lead magnet deliver + why you're here / what can they expect.

Email 2: State the problem they have & why it's a big deal.

Email 3: Give empathy to the problem with your own story + soft recommendation.

Email 4: Introduce the solution (the affiliate product), how it helped you & can help them too.

Email 5: Why you picked that solution... (why you picked Coke over Pepsi or Estage over Clickfunnels...they need to know why this solution is the best over everything else, before buying)

Email 6: Proof your solution is the best! (customer testimonials or results the product has brought you)

Email 7: Overcome objections (these are questions the lead might have before buying.

Email 8: What you get + introduce your free bonuses!

Email 9: Reasons to act now! (scarcity, let them know your bonus offer is closing soon)

Email 10: Last call, the offer is closing forever (Don't be afraid to give scarcity in your offer, people need a reason to act now!)

After they go through your follow up, you should see anywhere from 5% - 10% of your leads turn into commission for whatever you're promoting

P.S. We will go over HOW to consistently get leads coming into your funnel and follow up in the next step coming up.

Date	Gross	Trend
Fri Mar 16	\$167.37	Green
Thu Mar 15	\$296.41	Brown
Wed Mar 14	\$157.02	Green
Tue Mar 13	\$86.42	Brown
Mon Mar 12	\$79.91	Green
Sun Mar 11	\$176.49	Brown
Sat Mar 10	\$118.60	Green
Fri Mar 09	\$107.56	Brown
Thu Mar 08	\$263.51	Green
Wed Mar 07	\$178.04	Brown

Okay...so you did your follow up, you made some offers, you solved their problem, you made some sales, now what?

At this point this is where most affiliates will NEVER speak to their lead again... But in reality this is where the REAL money is!

As I said before, your email list/community has the ability to generate you monthly income for the rest of your life...

In order to do that you need to consistently email your list preferably multiple times per week (That's 2-3 times per week)

Will some people not want to hear from you everyday and unsubscribe?

Yes, and you should let them!

You only want people on your list that WANT to hear from you everyday and like your daily content/recommendations.

This way when you do go to make an offer, people get EXCITED rather than mad...

And most importantly, your conversions & sales will skyrocket to numbers you have NEVER thought possible.

"But Pete, what the heck do I send these people everyday without getting repetitive or annoying?"

Great question...

Every niche is a little bit different.

For example, one way I sell the products in The Rugged Rail and all the other products I promote is by following a simple pattern like this:

1) Recommending content for them to watch (1-2 days per week)

Ninja hack: this doesn't even have to be your own content. If it's around the niche and it's of great value, share it with them! That's your job as an affiliate right?

2) Content with recommended product (1 day per week)

This type of email is similar to the autoresponder emails shown in the last section.

You typically want to give some content on a problem that your list is facing.

Share a story on how you or a friend overcame it, give some tips to solve that problem, then at the very end of the email...

Recommend a FASTER solution (your affiliate link...)

3) Give an offer to them they can't pass up (1 day per week)

No content here, be more direct. Layout your offer and clearly explain the BENEFITS of the product you're recommending.

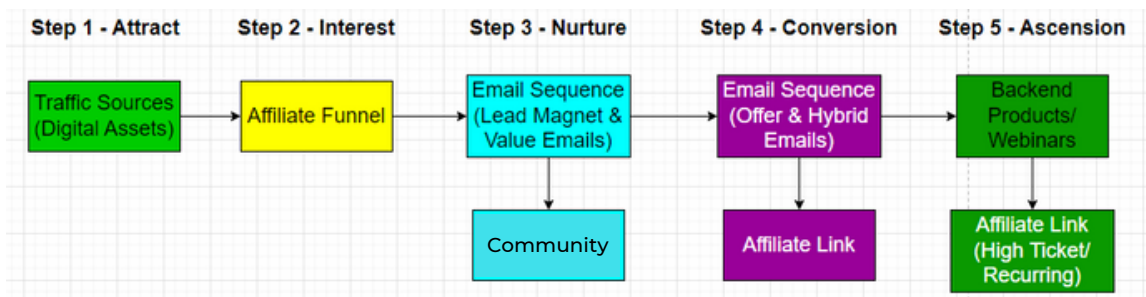
To BOOST your sales even more, take advantage of offering free bonuses if they buy on that day only.

Combine that with the product you're promoting and you should have an offer they just can't afford to miss out on!

Remember your broadcast list is an ongoing sequence that essentially goes on forever.

Once you build up an engaged email list of around 500 - 1,000 people that open your emails and listen to your recommendations, is when everything will CHANGE for you.

This is the FASTEST way to a full-time income online with affiliate marketing (recap below)



AFFILIATE BOSS CHECKLIST

I hope you can take this guide and ALL of these 5 proven steps we talked about today...to start a profitable affiliate marketing business faster than you ever thought possible.

And if this is overwhelming for you...

That's okay, it's normal to feel that way when learning something new!

If you need more help along your journey I have a private community inside The Rugged Rail that is free to join!

There is a ton of free trainings inside you will get instant access to.

So if you're interested...

[Click here and create your account inside the community.](#)

Looking forward to working with you!

*Talk Soon,
Peter Pritchard
The Rugged Rail*

P.S. Look out for my future emails in your inbox as I will be sending you more awesome free gifts and content (like this one)