

Build Your Own Online Freelance Digital Marketing Business with an Affiliate Program

10 Point Start Up Checklist



STEP 01

Review Your Current Position

Take a moment out to review where you are currently at. What is working, what is not. Where would you like yourself, or your business, to be in 12 months time? What are your goals, ambitions, targets. How would you like to position yourself or your business in the marketplace, and on social media. Develop a vision for yourself and your business.

STEP 02

Research

What is your area of specialization, your niche? Who are your competitors in this niche? Where do they meet online, who do they follow, how do they represent themselves as a business, or as an individual? Do some research to find out what and who you will be competing against, and how they represent themselves online. Test their online links and study their process offer.

STEP 03

Find an Affiliate Program to Match Your Niche

Look for products or services that fit into your area of interest or your niche. Do a Google search with the name of the product/service + affiliate program. Or you can take a look at Clickbank, Commission Factory, CoolThings Australia, or similar affiliate marketing websites for inspiration.

STEP 04

Create your Marketing Blueprint

Develop a Roadmap for yourself that pulls all the ideas together and how you will go about implementing your strategy. Who will be your target audience? How will you reach them? What are their needs and how will you satisfy them? What are the milestones you need to achieve to move to the next stage, and what training or education will you need to speed up your learning.

STEP 05

The Mechanics – Tools & Strategies

Register a domain, set up a two step sales funnel and capture emails. You can use GoDaddy, Bluehost, Google Domains to register a domain name. Simple website sales funnels can be set up on Get Response, Clickfunnels, Leadpages or similar. Your follow up emails can be set up on Aweber, SendinBlue or Mailchimp. Collecting emails is an important part of building your business.

STEP 06

Create Content

This is the most fun part! But it does take a bit of advance planning to create engaging content that resonates with your audience and invites them to join as a follower and subscriber. As your build your subscriber list on Tik Tok, FB Pages, Instagram or YouTube, you can begin to share offers or products that match your audience needs. Content needs to be fun and educational.

STEP 07

Generate Traffic

Once your social media post are up, and your sales website is set up, you now need to create some attention and drive traffic to your content. This could be organically by posting regularly on social media platforms, or also via paid advertising on Facebook Ads or Google Ads. The key is to elevated your profile on the virtual stock market of attention through consistent posts.

STEP 08

Monitor/Track/Adjust Your Strategy

Some folks are able to go viral very quickly. But for most of us, we need to put in some effort to monitor what content is working and what is not, which *#hashtags* are connecting best with our intended audience, how does our TikTiok, Instagram, Facebook account front page look like. For most of us we need to monitor and adjust our strategy to make sure our content is well received.

STEP 09

Scale to Expand Your Business

There will come a point where you will need to automate more and more of your business to meet the amount of traffic you are generating and managing various accounts and sales campaigns that you are running simultaneously. There are online sites such as Fiverr, Freelancer, or Upwork where you can source contract help for design, copy, or site maintenance at minimal cost.

STEP 10

Collect \$\$ and Repeat the Process

The skills you learn in setting up your own online digital marketing company are transferable across any industry type. All you need is some creative thinking to solve marketing problems in another sector. And once you set up one niche and one business, start another and keep the \$\$ rolling in!

To speed up your education and training process, I highly recommend the following link - <https://legendarymarketer.com> – It will save you a lot of wasted time and Legendary will provide all the “done for you” campaigns you need to start quickly!

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