FUNNELSPARKAI

Affiliate Funnel Launch Checklist

A practical pre-launch and post-launch checklist for a clean, trackable affiliate funnel.

Practical. Simple. Built for action.

Strategy

- ☐ One target audience is defined.
- ☐ One primary problem is defined.
- ☐ One affiliate offer fits that problem.
- ☐ The offer page and claims have been reviewed.
- ☐ A clear funnel goal is chosen: lead, click, sale, or booked call.

Lead Magnet

- ☐ The giveaway delivers a quick win.
- ☐ Title is specific and benefit-driven.
- ☐ Branding is consistent.
- ☐ File opens correctly on desktop and mobile.
- ☐ The lead magnet naturally leads to the recommended offer.

Landing / Opt-In Page

- ☐ One clear headline.
- ☐ One primary CTA.
- ☐ Form asks only for essential information.
- ☐ Privacy/consent language is present where needed.
- ☐ Page works on mobile.
- ☐ Thank-you message or page is configured.

Email Follow-Up

- ☐ Delivery email sends immediately.
- ☐ At least 5 follow-up emails are loaded.
- ☐ Every email has one primary CTA.

- ☐ Links are tested.
- ☐ Affiliate disclosures are included where required.
- ☐ Sender name and reply-to address are correct.

Tracking

- ☐ Campaign naming convention is defined.
- ☐ Affiliate links are stored in one place.
- ☐ Clicks are trackable.
- ☐ Conversions/commissions can be recorded.
- ☐ Baseline metrics are documented before optimization.

Quality Check

- ☐ No broken links.
- ☐ No placeholder text or stock/demo brand names.
- ☐ Spelling and grammar checked.
- ☐ Desktop and mobile tested.
- ☐ Form submission tested with a real email address.
- ☐ Lead magnet delivery tested end-to-end.

First 7 Days

- ☐ Record daily traffic and leads.
- ☐ Do not change multiple variables at once.
- ☐ Identify the weakest funnel stage.
- ☐ Make one improvement.
- ☐ Record the change and date.
- ☐ Review results after enough traffic has accumulated.

> **Launch-ready rule**
> Do not wait for perfect. Launch when the full journey works: visitor -> opt-in -> delivery -> follow-up -> affiliate click -> tracking.