

# Internet Marketing Tuition

*"The Gateway To Your Future Prosperity"*

Aide Memoire:

Product Creation

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The BIG picture - We curated this collection to help in the understanding of the Internet Marketing ecosystem



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## Product Idea Guide

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### Step 1 - List Your Skills

List your skills asking yourself what you've made money in, what you've learned, what you can teach, what interests you the most.

-- Exercise: List Your Skills --


Examples: *SEO, Copywriting, Graphics, WordPress, List Building, Facebook Ads, Social Media, Product Creation, Affiliate Marketing, Video Marketing, CPA, Offline Consulting, Software, Management, Outsourcing, PLR, Health, Fitness, Coaching, etc.*

### Step 2 - Do Your Market Research

Visit the sites below and checkout the recent top sellers.

- **JVZoo.com Top Sellers** <https://www.jvzoo.com/products/topsellers>
- **JVZoo.com Find Products** <https://www.jvzoo.com/affiliates/findproducts>
- **WarriorPlus** <https://warriorplus.com>
- **Clickbank.com** <https://clickbank.com>

-- Exercise: List the most common types of products you find --


Examples: *Video, Traffic, SEO, PLR, Email Marketing, Fiverr, Affiliate Marketing, Facebook, WordPress Plugins*



## Step 3 - Getting That Idea

From the skills you've listed above and the research you've done, list what products you think are missing in the marketplace or what product you think you could do a better job in creating.

-- List Topics That You Could Create A Product Above --


Examples: *The 100 Leads Per Day Facebook Method - List Building To 5,000 In 2 Months*  
*The Biggest Mistake List Builders Make - JvZoo Tips & Tricks - Membership Site Secrets*  
*Facebook Power Editor Explained - 250 Power Grabbing Headline - How To Create PDF Guides Which Sell - How To Use Optimize Press / Click Funnels Correctly - (Optimize Press Tips) - How To Build Sales Funnels That Convert - How To Use Photoshop - How To Use Facebook To Get Leads Daily - Offline Marketing Masters - Client Attraction - How To Create High Converting Sales Videos - How To Become A Fiverr Expert - How To Write Sales Copy The Converts*

## Step 4 - Create Your Funnel

Now that you've an idea what your front-end product could be. List possible upsells you can add to the sales funnel.

-- List All The Possible Upsells / Downsell You Can Add To Your Funnel --


Examples for Information products: Video training, advanced topics, templates, etc.  
Examples for PLR products: PLR videos, installations service, membership, coaching.  
Examples for Software products: Multi-site, developer, white label, limited features, etc.  
Examples for Offline / Consulting products: Video training, membership, consulting.

\*\* For more ideas check the Product Creation - Sales Funnel Checklist



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## Step 5 - Set Your Timescale To Complete

Now that you've an idea what your front-end product could be. List possible upsells you can add to the sales funnel.

-- List Everything You Need To Complete & Give It A Timeframe --

Product Creation Front End	Ex. 10 Days	
Product Creation Upsells	Ex. 7 Days	
JV Page / JV Recruitment	Ex. 3 Days	
Membership Area Setup	Ex. 2 Days	
Sales Page & Upsell Copy	Ex. 14 Days	
Sales Page & Upsell Designs	Ex. 10 Days	
Pre-launch Advertising	Ex. 7 Days	
<b>TOTAL</b>	<b>Ex 53 Days</b>	

From start to finish 53 days is a realistic time to complete a product. Keep in mind the project size so this example timeframe may be less or greater. Also keep in mind you can work on various things at once, outsource and streamline.

## Step 6 – Plan Your Launch

The biggest reason many product creators fail is not setting a deadline for completion. Add up the number of days you think if you take to complete the project and set a launch day.

-- List Your Planned Launch Date & Actual Launch Date Below --

Planned Launch Date	
Actual Launch Date	



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## Services & Software

Make sure you have the following software and services setup before you start your online business.

		Yes	No
1	Have you set up an email autoresponder account? (Aweber, Active Campaign, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you set up an account with an affiliate network? (JVZoo, Warrior Plus, ThriveCart, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
3	Have you set up an account with a payment merchant? (PayPal, Stripe, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you setup your social media accounts and fan pages? (Facebook, Twitter, Linkedin, Google, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
5	Have you purchased a domain and hosting service? (GoDaddy, 123reg, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
6	Have you purchased all of the software licenses, plugins and tools you need to build your website? (OptimizePress, Thrivethemes, Dreamweaver, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
7	Have you setup a tracking and analytics service? (Clickmagic, Google Analytics, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
8	Have you setup business accounts to advertise on social networks? (Facebook Ads, Google Adwords. etc.)	<input type="checkbox"/>	<input type="checkbox"/>
9	Have you created accounts for a JV Launch calendar service? (Munch eye, LaunchCamp, etc.)	<input type="checkbox"/>	<input type="checkbox"/>





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## Funnel Creation

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 -PRICING FOR PROFITS FOR ANY PRODUCT

Yes No

- 1 Is the funnel pricing and content prize money attractive to affiliates?
- 2 Have you any upsells and downsells in place that will allow affiliates to earn over \$100 per customer?
- 3 Have you any recurring products in the upsell or backend to earn passive income?
- 4 Have you a high-ticket offer / backend webinar to generate more from the launch?

### USE FOR AN INFORMATION MARKETING PRODUCT

Yes No

- 1 Front End: PDF / Video Training.
- 2 Have you checked if all videos are working in different browsers?
- 3 Have you added the launch date on your thankyou page?
- 4 Upsell: Membership site with more training or templates.
- 5 Upsell: Reseller rights to the funnel.
- 6 Downsell: Less Video Modules From Advanced Training
- 7 Downsell: Less Campaigns or Templates
- 8 Downsell: Trial Access to membership site
- 9 Upsell: Live Webinar Training / FB Group Access / Coaching Call
- 10 Backend: High Ticket Offer



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## USE FOR A PLR PRODUCT

Yes No

- 1 Front End: PDF Report with PLR Rights
- 2 Upsell: Video Training Series with PLR Rights
- 3 Upsell: Membership site with more PLR products
- 4 Downsell: Trial Access to Membership site.
- 5 Upsell: Installation service for PLR product
- 6 Upsell: PLR Product Creation Service
- 7 Upsell: PLR Package With Other Products

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## USE FOR A SOFTWARE PRODUCT

Yes No

- 1 Front End: Single Site License / Limited Uses / Pages / Clicks / Uses etc.
- 2 Upsell: Multi-site or Developer License
- 3 Upsell: Agency License
- 4 Upsell: Reseller License
- 5 Upsell: White Label License
- 6 Backend: High Ticket Software Offer
- 7 Backend: Software Creation Services
- 8 Backend: Software Creation Coaching

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## USE FOR A PRODUCT IN THE OFFLINE SPACE

Yes No

- 1 Front End: PDF Training Guide
- 2 Upsell: Video Training Series
- 3 Upsell: Skype Consult
- 4 Upsell: Monthly Membership Training
- 5 Upsell: Done For You Services
- 6 Backend: Personal Consulting
- 7 Front End: PDF Training Guide

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



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## Graphics Design

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SQUEEZE PAGE

			Yes	No
1	Have you created a brand logo Set?		<input type="checkbox"/>	<input type="checkbox"/>
2	Have you created a brand product image (box, DVD, book)?		<input type="checkbox"/>	<input type="checkbox"/>
3	Have you created a brand icon pack for webpages?		<input type="checkbox"/>	<input type="checkbox"/>
4	Have you selected the background images for your webpages?		<input type="checkbox"/>	<input type="checkbox"/>
5	Have you created the following promotion banners?			
	250 x 250 – Small Square	<input type="checkbox"/> <input type="checkbox"/>		
	360 x 360 – Square	<input type="checkbox"/> <input type="checkbox"/>		
	468 x 60 – Banner	<input type="checkbox"/> <input type="checkbox"/>		
	728 x 90 – Leader board	<input type="checkbox"/> <input type="checkbox"/>		
	300 x 250 – Inline Rectangle	<input type="checkbox"/> <input type="checkbox"/>		
	336 x 280 – Large Rectangle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	120 x 600 – Skyscraper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	160 x 600 – Wide Skyscraper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	800 x 600 – Half-Page Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	970 x 120 – Large Leader board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you created a Facebook Header Banner 851x315?		<input type="checkbox"/>	<input type="checkbox"/>
5	Have you created a Facebook Ad Banner 1200x635?		<input type="checkbox"/>	<input type="checkbox"/>
6	Have You created you JV Sales Funnel graphics?		<input type="checkbox"/>	<input type="checkbox"/>
7	Have You created you JV Contest graphics?		<input type="checkbox"/>	<input type="checkbox"/>



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## Warrior plus Setup

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SETUP OFFER & PRODUCTS

		Yes	No
1	Go to Vendors > offers > create news	<input type="checkbox"/>	<input type="checkbox"/>
2	Enter title, descriptions, category, keywords and leave public OFF for now.	<input type="checkbox"/>	<input type="checkbox"/>
3	Put the launch date in start time.	<input type="checkbox"/>	<input type="checkbox"/>
4	Add a front-end page and create new offer.	<input type="checkbox"/>	<input type="checkbox"/>
5	Enter product name	<input type="checkbox"/>	<input type="checkbox"/>
6	Enter Delivery URL	<input type="checkbox"/>	<input type="checkbox"/>
7	Enter refund period	<input type="checkbox"/>	<input type="checkbox"/>
8	Enter content type and enter keywords	<input type="checkbox"/>	<input type="checkbox"/>
9	Enter support email	<input type="checkbox"/>	<input type="checkbox"/>
10	Enter support URL	<input type="checkbox"/>	<input type="checkbox"/>
11	Choose PayPal account	<input type="checkbox"/>	<input type="checkbox"/>
12	Enter Normal Price (2 - 10 X the selling price)	<input type="checkbox"/>	<input type="checkbox"/>
13	Enter Sale Price	<input type="checkbox"/>	<input type="checkbox"/>
14	Add Dimesale if required (1 cent every 2 or 5 sales)	<input type="checkbox"/>	<input type="checkbox"/>
15	Integrate Autoresponder	<input type="checkbox"/>	<input type="checkbox"/>
16	Choose affiliate commission	<input type="checkbox"/>	<input type="checkbox"/>
17	Enter affiliate details (only required for front end)	<input type="checkbox"/>	<input type="checkbox"/>
18	Turn Affiliate Program Accelerator on	<input type="checkbox"/>	<input type="checkbox"/>



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- |    |   |                          |                          |
|----|---|--------------------------|--------------------------|
| 19 | Turn Deal of the Day On and increase commission if possible   | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Provide access to Warrior Plus for review   | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Set product statues to open available for sale.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Click Add upsell to this offer and repeat.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | Click Add downsell to this offer and repeat.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Check all add to cart buttons to make sure they are linked to the correct offers and follow the correct path through your funnel. | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 | Check you have added the "pass on offer" links at the bottom of the "Your OTO sales" pages and they direct to the correct page.   | <input type="checkbox"/> | <input type="checkbox"/> |

## PART 2 - AFFILIATE APPROVAL

Yes No

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Come close to launch day you should check affiliate approvals twice a day. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | During launch day you should be checking every hour.                       | <input type="checkbox"/> | <input type="checkbox"/> |



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## AFFILIATE APPROVAL RULES

- 1 Anyone with more than a score of 50 sales put on instant.
- 2 Anyone with less than 50 sales put on delayed.
- 3 Anyone with a refund rate above 25% deny.
- 4 Anyone with 500 sales put on instant all products.
- 5 Members less than a week old deny if no history. Check their profile.
- 6 Keep in mind most affiliates do not request until the day of launch.



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## JVZoo Setup

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SQUEEZE PAGE

	Yes	No
1 Enter Product Name	<input type="checkbox"/>	<input type="checkbox"/>
2 Check "Show In Product Library"	<input type="checkbox"/>	<input type="checkbox"/>
3 Enter Description	<input type="checkbox"/>	<input type="checkbox"/>
4 Choose Category	<input type="checkbox"/>	<input type="checkbox"/>
5 Leave Currency @ USD (If International market)	<input type="checkbox"/>	<input type="checkbox"/>
6 Enter Max Selling Price	<input type="checkbox"/>	<input type="checkbox"/>
7 Click Allow Sales	<input type="checkbox"/>	<input type="checkbox"/>
8 Enter Launch Date & Time	<input type="checkbox"/>	<input type="checkbox"/>
9 Enter Affiliate Commission	<input type="checkbox"/>	<input type="checkbox"/>
10 Check Box Recurring If Recurring	<input type="checkbox"/>	<input type="checkbox"/>
11 Set Number Of Payment If Recurring	<input type="checkbox"/>	<input type="checkbox"/>
12 Setup a Trial if required	<input type="checkbox"/>	<input type="checkbox"/>
13 Setup a dime-sale if required	<input type="checkbox"/>	<input type="checkbox"/>
14 Check Consider my product for product of the day.	<input type="checkbox"/>	<input type="checkbox"/>
15 Choose JVZoo Commission (Increase it)	<input type="checkbox"/>	<input type="checkbox"/>
16 Check PayPal Payment Option	<input type="checkbox"/>	<input type="checkbox"/>
17 Check Manually Approve Affiliates	<input type="checkbox"/>	<input type="checkbox"/>
18 Enter Your Affiliate Terms	<input type="checkbox"/>	<input type="checkbox"/>
19 Put link To JV page in Notes to affiliates	<input type="checkbox"/>	<input type="checkbox"/>
20 Enter your support email address	<input type="checkbox"/>	<input type="checkbox"/>
21 Enter your support URL	<input type="checkbox"/>	<input type="checkbox"/>
22 Enter the sales page URL	<input type="checkbox"/>	<input type="checkbox"/>
23 Do not check Pass Affiliate ID to sales page	<input type="checkbox"/>	<input type="checkbox"/>
24 Use a prelaunch page and enter the early bird URL if required	<input type="checkbox"/>	<input type="checkbox"/>
25 Check Yes, automatically send traffic to Sales Page	<input type="checkbox"/>	<input type="checkbox"/>
26 Leave receipt empty unless required	<input type="checkbox"/>	<input type="checkbox"/>
27 Use A Thank / Download Page	<input type="checkbox"/>	<input type="checkbox"/>
28 Enter your refund period.	<input type="checkbox"/>	<input type="checkbox"/>
29 Check Yes, I want to integrate an Autoresponder and select list	<input type="checkbox"/>	<input type="checkbox"/>
30 Everything else can be left blank unless required.	<input type="checkbox"/>	<input type="checkbox"/>



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## PART 2 - FUNNEL SETUP & ADD TO CART

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Go To Sellers > Sales Funnels   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Create A New Sales Funnel   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Add Front End Product / Upsell / Downsell   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Put the add to cart on the sales page (do not put the pass link on the front end) | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Put the add to cart and pass link on the upsell.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Put the add to cart and pass link on the downsell.                                | <input type="checkbox"/> | <input type="checkbox"/> |

## IMPORTANT NOTES

- 1 With the pass link you can direct link to the downsell or any other product you have in the funnel if you wish.
- 2 It is super important that the last offer in the funnel has a link to JVZoo Purchases / Portal.
- 3 The pass links only work correctly during a real purchase. Set a coupon for 99% and test it with another PayPal account.

## PART 3 - APPROVING AFFILIATES

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Close to launch day you should be checking affiliate approvals twice a day. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | During launch day you should be checking every hour.                        | <input type="checkbox"/> | <input type="checkbox"/> |

## AFFILIATE APPROVAL

- 1 Anyone with more than a score of 50 sales put on instant.
- 2 Anyone with less than 50 sales put on delayed.
- 3 Anyone with a refund rate above 25% deny.
- 4 Anyone with 500 sales put on instant all products.
- 5 Members less than a week old deny if no history. Check their profile.
- 6 Keep in mind most affiliates do not request until the day of launch.





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## Membership Area

Project: \_\_\_\_\_ Date: \_\_\_\_\_

- |    |  | Yes                      | No                       |
|----|--|--------------------------|--------------------------|
| 1  | Are all the membership pages and files secure for each membership level?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | Are members redirected to the correct after login?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Is your auto responder connected with your membership integration in JVZoo?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | Have you an easy and fast way to switch to the sales page once live?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Are all the videos playable in Chrome, Firefox, Safari & Internet Explorer?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Are all the files downloadable, pdf's opening without issues, zip files extractable?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | Are all pages in the navigation menu working correctly?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Have you a link to working support desk or active support email?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Are links available to all upgrades?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Provide access to any friends, mentors & JV partners asking them to check over everything and provide some feedback. Mention to them if they notice any broken links or issue to let you know. | <input type="checkbox"/> | <input type="checkbox"/> |



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## Squeeze and Thankyou Page

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SQUEEZE PAGE

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Have you split tested the headline?                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you split tested the call to action?                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you split tested the free offer?                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you split tested with and without a video?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you split tested with and without testimonials?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you included a countdown timer?                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you checked that timers set to the correct date, time and time zone? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you connected your optin form with an auto responder?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you tested the signup process and the delivery links?                | <input type="checkbox"/> | <input type="checkbox"/> |

### PART 2 - THANK YOU PAGE

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Have you tested all of the download links?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you checked if all videos are working in different browsers? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you added the launch date on your thank you page?            | <input type="checkbox"/> | <input type="checkbox"/> |



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## Early Bird and Mail Schedule

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### EARLY BIRD PAGE SETUP

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Have you an early bird squeeze page setup to collect leads before the launch goes live? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you a thank you page with a countdown timer and offering something of value.       | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you a welcome email in place telling the subscriber when the product goes live?    | <input type="checkbox"/> | <input type="checkbox"/> |

### LAUNCH MAILING SCHEDULE

Yes No

- |    |   |                          |                          |
|----|---|--------------------------|--------------------------|
| 1  | Have you an early bird squeeze page setup to collect leads before the launch goes live?                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | Have you a thank you page with a countdown timer and offering something of value.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Have you a welcome email in place telling the subscriber when the product goes live?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | Email subscribers a link to early bird signup page 1 days before launch   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Email early bird list 2 hours before launch letting them know about special pricing, coupon or early bird discount you have | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Email your entire subscriber database once launch goes live   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | 24 hours after launch goes live send a reminder email   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | 48 hours after launch goes live send a reminder email with Q n A  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | 72 hours after launch goes live send a reminder email with urgency & bonuses  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | 96 hours after launch goes live send a final reminder email with urgency  | <input type="checkbox"/> | <input type="checkbox"/> |



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## JV Page

Project: \_\_\_\_\_ Date: \_\_\_\_\_

	Yes	No
1 Is the JV Optin Form working and configured with a follow up letter for JVs?	<input type="checkbox"/>	<input type="checkbox"/>
2 Is the link to the JvZoo (or other) affiliate link easily viewable?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you email swipes and banners available for my affiliates?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have your "my contact" details posted on the JV page?	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you provided details about what the product is about?	<input type="checkbox"/>	<input type="checkbox"/>
6 Have you provided details about the prices, the commission's & upsells?	<input type="checkbox"/>	<input type="checkbox"/>
7 Are the contest prizes clearly stated on the JV page?	<input type="checkbox"/>	<input type="checkbox"/>
8 Are there any spelling errors or typos on the JV page or in the email swipes.?	<input type="checkbox"/>	<input type="checkbox"/>



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## JV Recruitment

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - JV RECRUITMENT

	Yes	No
1 Have you listed your promotion with a JV Launch calendar service? (Munch eye, IM Launcher etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you created a social media Group for your product? (Facebook Group, Skype Groupe, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you contacted JV's you have a relationship with? (Personal Email, Personal Message, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
4 Have created a JV page?	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you created an optin form to build your JV contact list?	<input type="checkbox"/>	<input type="checkbox"/>
6 Have you added email swipes to the JV page?	<input type="checkbox"/>	<input type="checkbox"/>
7 Have you added banners and other promotion material to the JV page? (Banners, Memes, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
8 Have you setup a Facebook ad campaign to attract JV's?	<input type="checkbox"/>	<input type="checkbox"/>



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## JV MAILING SCHEDULE

1 Have you scheduled your pre-launch JV emails?

21 Days Before	14 Days Before	7 Days Before	4 Days Before	3 Days Before
Yes No	Yes No	Yes No	Yes No	Yes No
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

1 Day Before	2 Hours Before
Yes No	Yes No
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

2 Have you scheduled your launch JV emails?

Once  
LIVE

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

3 Have you scheduled your post-launch JV emails?

3 Hours After	1 Hour After	1 Day After	2 days After	3 Days After
Yes No	Yes No	Yes No	Yes No	Yes No
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>



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## JV Documents

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - JV LAUNCH DETAILS

Yes No

1	Create a Folder on Google Drive for a Launch Document	<input type="checkbox"/>	<input type="checkbox"/>
2	Launch Name	<input type="checkbox"/>	<input type="checkbox"/>
3	Launch Date	<input type="checkbox"/>	<input type="checkbox"/>
4	Network	<input type="checkbox"/>	<input type="checkbox"/>
5	URL Link JV Page	<input type="checkbox"/>	<input type="checkbox"/>
6	URL Link Affiliate Request	<input type="checkbox"/>	<input type="checkbox"/>
7	Sales Funnel	<input type="checkbox"/>	<input type="checkbox"/>
8	Product Description (Front-end and OTOs)	<input type="checkbox"/>	<input type="checkbox"/>
9	Contest Details	<input type="checkbox"/>	<input type="checkbox"/>
10	Bonus Information (Include any URL links)	<input type="checkbox"/>	<input type="checkbox"/>
11	URL Link Sales Page Preview	<input type="checkbox"/>	<input type="checkbox"/>
12	URL Link OTO Sale Page Preview	<input type="checkbox"/>	<input type="checkbox"/>
13	URL Link Bonus Page Preview	<input type="checkbox"/>	<input type="checkbox"/>
14	URL Link Bonus Delivery	<input type="checkbox"/>	<input type="checkbox"/>
15	URL Demo Video	<input type="checkbox"/>	<input type="checkbox"/>
16	URL Sales Video	<input type="checkbox"/>	<input type="checkbox"/>
17	URL OTO Video	<input type="checkbox"/>	<input type="checkbox"/>
18	Review Access Details (Include login URL)	<input type="checkbox"/>	<input type="checkbox"/>
19	Bonus Information (Include any URL links)	<input type="checkbox"/>	<input type="checkbox"/>



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## PART 2 - JV PARTNERS SPREADSHEET

		Yes	No
1	Create JV Partners Spreadsheet to keep track of your affiliate invites	<input type="checkbox"/>	<input type="checkbox"/>
2	Affiliate Name	<input type="checkbox"/>	<input type="checkbox"/>
3	Affiliate Email Address	<input type="checkbox"/>	<input type="checkbox"/>
4	Social Media URL links (Facebook, Skype)	<input type="checkbox"/>	<input type="checkbox"/>
5	Date Contacted	<input type="checkbox"/>	<input type="checkbox"/>
6	Replied (mark yes when the affiliate replies)	<input type="checkbox"/>	<input type="checkbox"/>
7	Confirmation (IN, OUT, Maybe)	<input type="checkbox"/>	<input type="checkbox"/>
8	Did Affiliate Promote (Yes, No)	<input type="checkbox"/>	<input type="checkbox"/>
9	Affiliate Score (Give a score 1 – 10 to filter your top affiliate)	<input type="checkbox"/>	<input type="checkbox"/>
10	Review Access (Requested, Sent)	<input type="checkbox"/>	<input type="checkbox"/>
11	Review Access Username (if required)	<input type="checkbox"/>	<input type="checkbox"/>
12	Review Access Password (if required)	<input type="checkbox"/>	<input type="checkbox"/>
13	Note (Keep a record of any important details for each affiliate)	<input type="checkbox"/>	<input type="checkbox"/>





## JV Video

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 3 - JV PAGE & RECRUITMENT

Yes No

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1 Have you welcomed the affiliates to the JV page?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you clearly explained what the offer is?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 How you explained the entire sales funnel and commissions?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have you provided details about the affiliate contest?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have you stated the launch start time and launch end time?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have you included any details about any early bird or prelaunch offer?    | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Have you stated that affiliates can contact you if they require anything? | <input type="checkbox"/> | <input type="checkbox"/> |



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## Sales Page

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SALES PAGE SETUP

Yes No

- 1 Is the video playing in all browsers?
- 2 Is the site mobile friendly?
- 3 Is the funnel tested with all upsells and downsells lining correctly?
- 4 Are the Terms, Disclaimer, Privacy, Contact & Member Login on the Home Page?
- 5 Is there any typos or spelling errors on the sales page?
- 6 Are all of the timers set to the correct date and time?
- 7 Are all of the buy now buttons correct?
- 8 Have you setup website tracking?

### PART 2 – SALES PAGE STRUCTURE

Yes No

- 1 Have You included the following elements on the sales page

Headline	<input type="checkbox"/>	Subline Headline	<input type="checkbox"/>	Sales Video	<input type="checkbox"/>
Product Proof	<input type="checkbox"/>	Testimonials (Top)	<input type="checkbox"/>	Add To Cart Buttons	<input type="checkbox"/>
Story (Pain)	<input type="checkbox"/>	Story (Solution)	<input type="checkbox"/>	Testimonials (Middle)	<input type="checkbox"/>
Bonuses	<input type="checkbox"/>	Guarantee	<input type="checkbox"/>	Product Description	<input type="checkbox"/>
Closing Pitch	<input type="checkbox"/>	Sign Off	<input type="checkbox"/>	Testimonials (Bottom)	<input type="checkbox"/>
Profile Image	<input type="checkbox"/>	FAQ's	<input type="checkbox"/>	Disclaimer Links	<input type="checkbox"/>



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## Sales Video

Project: \_\_\_\_\_ Date: \_\_\_\_\_

		Yes	No
1	Have you used Animation in your video?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you recorded an "in person" video clip?	<input type="checkbox"/>	<input type="checkbox"/>
3	Have you included a membership overview in your video?	<input type="checkbox"/>	<input type="checkbox"/>
4	Is your video length between 4 and 12 minutes?	<input type="checkbox"/>	<input type="checkbox"/>
5	Does your video keep the viewers engaged to the end of the video?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your video explain the pain the viewer might be experiencing?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does your video provide the solution to this pain?	<input type="checkbox"/>	<input type="checkbox"/>
8	Have you included proof or customer feedback in the video?	<input type="checkbox"/>	<input type="checkbox"/>
9	Have you repeated the call to action and close near the end of the video?	<input type="checkbox"/>	<input type="checkbox"/>
10	Have you included details about your guarantee in the video?	<input type="checkbox"/>	<input type="checkbox"/>



# Aide Memoire



## Sales Page Split Testing

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - SPLIT TESTS

	Yes	No
1 Have you split tested the Main Headline?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you split tested the Sub Headline?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you split tested the Call To Action?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you split tested the Guarantee?	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you split tested the Testimonials?	<input type="checkbox"/>	<input type="checkbox"/>
6 Have you split tested the Proof screenshots?	<input type="checkbox"/>	<input type="checkbox"/>
7 Have you split tested the Sales Video?	<input type="checkbox"/>	<input type="checkbox"/>



## PART 2 - HOW TO SPLIT TEST

- 1 You should always split test your sales page to make sure you get maximum conversion rates when you launch your product.
- 2 When you split test your headline and sub-headline try using completely different versions.
- 3 Split testing a call to action can include different color variations, different call to action text or even the use of different graphics
- 4 To split test a Guarantee you would usually test 7, 14, 30 and even 60-day Guarantee periods.
- 5 You can test different testimonials you have on different parts of the page (top, middle, bottom), the ones at the top should be the most appealing to your customers. You can also run tests without using testimonials on your page.
- 6 Test different proof images on your page by moving them around or removing them completely.



# Aide Memoire



## Facebook Ads Product Launch

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - RETARGETING PIXEL PLACEMENT

Yes No

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Place the FB Pixel on the sales page to retarget people who did not purchase.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Place the FB Pixel on the early bird page to retarget everyone once live.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Place the FB Pixel on the JV page to retarget affiliates reminding them of the launch.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Place the FB Pixel on the front-end download page to exclude people who purchased.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Place the FB Pixel on the OTO download page to exclude people who purchased.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Place the FB Pixel and Conversion Tracking (Leads) on the early bird thank you page.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Place the FB Pixel and Conversion Tracking (Purchases) on the product thank you pages including front end, and all upsells. Place the correct sale amount in the code. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Place the FB Pixel on the sales page to retarget people to did not purchase.   | <input type="checkbox"/> | <input type="checkbox"/> |



# Aide Memoire



## PART 2 - FB CUSTOM AUDIENCE

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Create a FB Custom Audience for anyone who visited the early bird page.             | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Create a FB Custom Audience for anyone who visited the early bird thank you page.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Create a FB Custom Audience for anyone who visited the sales page.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Create a FB Custom Audience for anyone who visited the upsell sales page.           | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Create a FB Custom Audience for anyone who visited the frontend download.           | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Create a FB Custom Audience for anyone who visited the upsell download page         | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Create a FB Custom Audience for anyone who clicked your lead ads and did not optin. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Create a FB Custom Audience for anyone who watched your videos.                     | <input type="checkbox"/> | <input type="checkbox"/> |

## PART 3 - JV ADS

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Run FB Video Ads to your affiliates 3 weeks before launch on a \$5/ day budget. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Run FB Image Ads to your JV Page 2 weeks before launch on a \$5/ day budget.    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Change the image ad 48 hours before launch reminding them how close to launch.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Once live run ads to your affiliates letting them know launch is live.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | 48 hours before launch ends change your ads informing affiliates about closing. | <input type="checkbox"/> | <input type="checkbox"/> |



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## PART 4 - EARLY BIRD ADS

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Setup ads retargeting previous website visitors promoting your early bird page.         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Setup ads targeting relevant interests promoting your early bird page.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Test Video ads for exposure and track the audience size you are building.               | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Test Video Leads ads to people onto your list without using the early bird page.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Test Image Leads ads to people onto your list without using the early bird page.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Test Website Traffic Vs. Optimize For Conversions Ads advertising your early bird page. | <input type="checkbox"/> | <input type="checkbox"/> |

## PART 5 - SALES PAGE ADS

Yes No

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Check that your sales page is 100% Facebook Ads Compliant.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Before launch check that your ads will be approved. (Schedule all ads in advance)  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Once live retarget early bird traffic with ads letting them know the product is live.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Retarget all sales page visitors from day 1 with a message reminding them about the product and special pricing. E.g. "Thanks for visiting. You forgot something." | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | When retargeting split test different headlines for better results. Try different angles.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | On the 2nd last day of launch add urgency to your ads and continue to retarget.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | On the last day of launch increase your ad bid and daily budgets if required and update ads with "Last Chance" reminders.  | <input type="checkbox"/> | <input type="checkbox"/> |





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## PART 6 - POST LAUNCH ADS

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Retarget all customers to any bonus webinar you are holding   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Retarget all customers to purchase the upsells excluding the customers who did.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Retarget all customers to any other offers you are selling like e.g. membership sites.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Retarget all website visitors to other offers, squeeze pages, trials, etc. (90% never purchased but you can still retarget them, collect the leads or sell something sell). | <input type="checkbox"/> | <input type="checkbox"/> |



# Aide Memoire



## Final Check

Project: \_\_\_\_\_ Date: \_\_\_\_\_

### PART 1 - EARLY BIRD & SALES PAGES

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Have you an early bird setup with opt-in form?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you a welcome email in place?                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you a thank you page in place?                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you a countdown time in place?                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Is the video playing in all browsers?                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Is the site mobile friendly?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Is the funnel tested with all upsells and downsells lining correctly? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you Terms, Disclaimer, Privacy, Contact & in the footer?         | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Is there any typos or spelling errors on the sales page?              | <input type="checkbox"/> | <input type="checkbox"/> |

### PART 2 - MEMBERSHIP AREA

Yes No

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Are all the membership pages and files secure for each level?               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Are members redirected to the correct home page after login?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Is your auto responder connected inside your membership platform?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you an easy and fast way to switch to the sales page once live?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Are all the videos playable in Chrome, Firefox, Safari & Internet Explorer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Are all the pdf's opening without issues, zip files extractable, etc.?      | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Are all pages in the navigation menu working correctly?                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you a link to working support desk or active support email?            | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Are links available to all upgrades?  | <input type="checkbox"/> | <input type="checkbox"/> |



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## PART 3 - JV PAGE & RECRUITMENT

Yes No

- |    |   |                          |                          |
|----|---|--------------------------|--------------------------|
| 1  | Is the JV Optin Form working and configured with a follow up letter for JV`s?                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | Is the link to the JvZoo (or other) affiliate page easily viewable?                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Have you email swipes and banners available for my affiliates?                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | Have you "my contact" details posted on the JV page?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Have you provided details about what the product is about?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Have you provided details about the prices, the commission's & upsells?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | Are the contest prizes clearly stated on the JV page?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Is there any spelling errors or typos on the page or in the email swipes?                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Have you personally contacted my top JV`s and most potential JV`s with updates and review access? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you checked in with the JV`s personally a day before launch to confirm they will promote?    | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Have you updated my JV`s personally during launch?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Have you thanked my JV`s for their support once the launch is over?                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Have you paid any Prizes on time?   | <input type="checkbox"/> | <input type="checkbox"/> |



# Aide Memoire



Thanks for looking.

We hope you found this Aide Memoire informative, interesting and of course of use to yourself – not only today, but tomorrow also.

Remember – the internet is not going to go away (for the foreseeable future) – and it can do wondrous thing – if only we knew how to use it.

If you would like to explore our curated resource – then just click the image below – for further information.

The image is a central collage of digital marketing resources. At the top center is a video thumbnail for a 'MIKE FILSAIME INTERVIEW' with the text 'Internet Marketing Tuition' and the tagline 'The Gateway To Your Future Prosperity'. Surrounding this are several smaller interview thumbnails featuring names like WILLE CRAWFORD, ED RUSH, BOB CUESTA, BILL GLAZER, MATT BACAK, MADA GLAZER, NICK JAMES, NEL STAFFORD, and ALEX CASSELMAN. To the left, there are two eMagazine thumbnails, one for 'JV200' featuring Laura CasseLMAN. Below these are two open book thumbnails. At the bottom center is a large grid of colorful MP4 tutorial thumbnails with titles like '1 HOUR', 'TIP', 'HTML', 'Web Biz Security 2.0', 'HOST YOUR', 'SPEED UP', 'Zapier', 'Email', 'Easy Formula', '1 HOUR PRODUCT DELIVER', and 'Insta'. To the right of the grid is a Facebook logo and a 'Private Facebook Group' callout. A large 'MP4' text box is overlaid on the grid. The background features the 'IM imtuition.net' logo and the tagline 'The Gateway To Your Future Prosperity'.

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