

The Ultimate Affiliate Content Creation Worksheet

Content Planning Checklist

Step 1: Audience & Product Alignment

- ☐ Identified specific audience pain point: _____
- ☐ Validated product solves this pain point
- ☐ Confirmed affiliate program terms and commission structure
- ☐ Tested product personally or thoroughly researched it

Step 2: Content Type Selection

Choose the most appropriate format based on your audience's buying stage:

Problem-Solution Deep Dive

- ☐ Best for: Audience aware of problem but confused about solutions
- ☐ Focus: Education first, recommendation second
- ☐ Conversion goal: First introduction to product

Authentic Review Post

- ☐ Best for: Audience comparing options, nearly ready to buy
- ☐ Focus: Honest assessment with pros and cons

- ☐ Conversion goal: Final decision push

Tutorial-Based Pre-Sell

- ☐ Best for: Audience needs education before seeing value
- ☐ Focus: Teaching valuable skill related to product
- ☐ Conversion goal: Position product as logical upgrade

Case Study Conversion

- ☐ Best for: Audience needs proof and realistic expectations
- ☐ Focus: Step-by-step process with specific results
- ☐ Conversion goal: Show exactly how product enables success

Step 3: Content Structure Blueprint

Problem-Solution Deep Dive Outline

- ☐ Hook: Specific scenario readers recognize
- ☐ Problem amplification: Why this matters & common struggles
- ☐ Failed solutions: What most people try that doesn't work
- ☐ Root cause analysis: The real reason for the problem
- ☐ Solution introduction: Core concept without naming product yet
- ☐ Product integration: How product embodies solution
- ☐ Proof elements: Why this approach works
- ☐ Implementation steps: How to get started

- ☐ Call to action: Clear next step

Authentic Review Outline

- ☐ Personal situation: Why you needed this solution
- ☐ Research process: What you looked for
- ☐ Initial impressions: Packaging, setup, interface
- ☐ Core features: Broken down and explained
- ☐ Benefits experienced: Tangible outcomes
- ☐ Limitations and drawbacks: Be honest!
- ☐ Ideal user profile: Who will benefit most
- ☐ Non-ideal user profile: Who should look elsewhere
- ☐ Alternatives considered: Brief comparisons
- ☐ Final verdict: Balanced assessment
- ☐ Call to action: Clear next step

Tutorial Pre-Sell Outline

- ☐ Problem introduction: What reader wants to accomplish
- ☐ Manual method overview: Free approach explained
- ☐ Step 1 with detailed instructions
- ☐ Step 2 with detailed instructions
- ☐ Step 3 with detailed instructions
- ☐ Results from manual method: What to expect
- ☐ Limitations of manual approach: Time, complexity, etc.
- ☐ Product introduction: How it addresses limitations

- ☐ Comparison: Manual vs. product method
- ☐ Proof element: Example results
- ☐ Call to action: Clear next step

Case Study Outline

- ☐ Subject introduction: Relatable starting point
- ☐ Goal identification: What they wanted to achieve
- ☐ Obstacle breakdown: Specific challenges faced
- ☐ Decision point: Why they chose this solution
- ☐ Implementation process: Detailed steps taken
- ☐ Timeline: Realistic expectations
- ☐ Results: Specific metrics and outcomes
- ☐ Resources required: Time, skills, additional tools
- ☐ Key lessons: What made the difference
- ☐ Reader application: How they can replicate
- ☐ Call to action: Clear next step

Content Optimization Checklist

SEO Fundamentals

- ☐ Target keyword in title, H1, and first 100 words
- ☐ Secondary keywords in subheadings
- ☐ Proper heading hierarchy (H1 → H2 → H3)

- ☐ Internal links to related content
- ☐ External links to authoritative sources
- ☐ Meta description includes keyword and value proposition

Readability Enhancement

- ☐ Short paragraphs (3-4 sentences max)
- ☐ Bullet points for lists
- ☐ Bold key points and takeaways
- ☐ Subheadings every 300 words
- ☐ Transition sentences between sections
- ☐ Reading level appropriate for audience

Conversion Elements

- ☐ Clear product benefits (not just features)
- ☐ Visual proof elements (screenshots, images, etc.)
- ☐ Multiple CTAs throughout (beginning, middle, end)
- ☐ Objection handling sections
- ☐ Risk reversal mention (guarantee, free trial, etc.)
- ☐ Sense of urgency or scarcity (when authentic)

Trust Building Elements

- ☐ Transparent affiliate disclosure
- ☐ Balanced perspective (pros AND cons)

- ☐ Specific details that show product knowledge
- ☐ Alternative recommendations for different needs
- ☐ Sources cited for claims and statistics
- ☐ Authentic voice (avoiding hyperbole)

Follow-Up Sequence Planner

Lead Magnet Ideas

- ☐ Checklist: _____
- ☐ Template: _____
- ☐ Cheat sheet: _____
- ☐ Mini-guide: _____
- ☐ Resource list: _____

Email Sequence Outline

Email 1: Value Delivery

- ☐ Subject line: _____
- ☐ Opening hook: _____
- ☐ Main value point: _____
- ☐ Secondary benefit: _____
- ☐ Soft call to action: _____

Email 2: Objection Handler

- ☐ Subject line: _____
- ☐ Top objection addressed: _____
- ☐ Evidence/proof element: _____
- ☐ Secondary objection: _____
- ☐ Medium-strength call to action: _____

Email 3: Conversion Focus

- ☐ Subject line: _____
- ☐ Scenario creation: _____
- ☐ Pain point reminder: _____
- ☐ Solution positioning: _____
- ☐ Bonus offer (if applicable): _____
- ☐ Strong call to action: _____

Content Performance Tracker

Content Title	Content Type	Published Date	Traffic	Conversion Rate	Commissions	Notes

Implementation Notes

Use this space to brainstorm specific content ideas, record insights, or plan your content calendar:
