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How to use a one-sheet to recruit affiliate marketing partners

A one-sheet introducing your brand and affiliate program to prospective affiliate partners can be a helpful tool to draw their interest. Use the link to the interactive template inside to create your own, with the key information you need to share.



**Interactive
worksheet**
Download to use



Attracting new partners is vital to maintaining a successful affiliate program, and an active recruitment strategy is a critical part of that process. According to research by [impact.com](#), active recruitment accounted for 53 percent of new partnerships at top-tier programs and 93 percent at mid-tier programs.


A one-sheet can be a valuable, efficient way to introduce your program to affiliate partners. Your one-sheet should detail what makes your program unique, the basic terms you're offering, and a description of your target audience.


Use the template below as a jumping-off point to make your own one-sheet that tells your brand's story and shows potential partners why they should be excited to work with you. You'll find a link to the template on page 3.

How to use this template

Use the link on the next page to go to the [Google Slides one-sheet template](#). Before you get started, review the key elements of the template:

1. Brand name and logo
2. Lifestyle image of your brand
3. Call to action (CTA). Link this to your partnership program application
4. Add a few paragraphs that discuss who your brand is and why you're great to work with. Spell out what makes you unique, what makes your program particularly appealing, and why the partner should be excited to promote you.
5. Fill in with information about your **program basics**, **target customer**, and **program opportunities**
6. In this second CTA, write out your URL so that printed copies will provide contact information.

1  **Acme Widgets**
Affiliate and Partnerships Program

2 

3 **ABOUT ACME WIDGETS** **3** [APPLY NOW](#) 

Add a few paragraphs that discuss who your brand is and why you're great to work with. Spell out what makes your program particularly appealing, and why the partner should be excited to promote you. **4**

We are the number one selling widget in the US for the 15th straight year, thanks to our commitment to continuous innovation. We offer competitive commission rates, easy implementation, and access to an account management team dedicated to helping you achieve success.

Our weekly newsletters keep you informed about new product releases and upcoming deals so you can most effectively convert your audience.

If you have an audience that could benefit from widgets, earn money by joining our partnerships program.

PROGRAM BASICS

- Technology platform: [impact.com](#)
- Commission: **Up to 10 percent per sale**
- Cookies: **30 days**
- Payout model: **Commission on sales (CPA)**
- Data feed: **Yes**
- Earnings per click (EPC): **\$2.37**
- Average order value (AOV): **\$100**
- Looking for: **Content, coupon, loyalty, influencers**
- Vertical: **Apparel and accessories**
- We ship to: **U.S. and Canada**

TARGET CUSTOMER

- Gender: **Female**
- Age range: **30–60 years old**
- Country of residence: **U.S. resident**
- Analytics platform: **Affluent**

PROGRAM OPPORTUNITIES

- Paid placements
- Unique promo codes
- Commission increases
- Quarterly product launches with innovative new design
- Frequent shopper

5

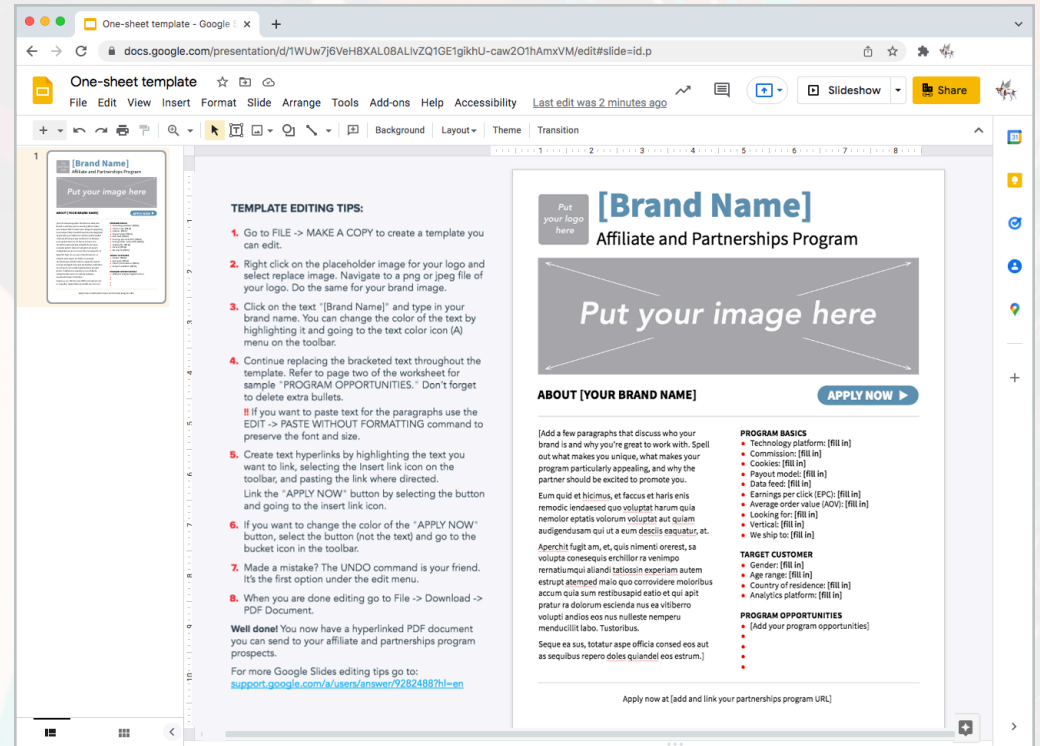
6 [Apply now at \[www.acmewidgets-affiliate-and-partnerships-program\]\(#\)](#)

How to use this template

Go to the Google Slides template and create your one-sheet. There are template editing tips to the left of the document for guidance on how to create and save your one-sheet as a pdf with working links.

When needed, refer back to the sample on the previous page.

[Link to template here.](#)



Congratulations!

You're ready to share your affiliate and partnerships program invitation with prospective affiliates and partners.

To receive more ideas and guidance, check out these impact.com resources on affiliate marketing programs:

- [How an affiliate partnership program works — from first click to payout](#) (ebook)
- [Ultimate guide to affiliate marketing](#) (ebook)
- [How to manage a successful affiliate program today: 6 steps to affiliate marketing success](#) (ebook)