

# AOR Armed Affiliate Evaluation:

## Knowing Your Path to Success

The **AOR Armed Affiliate Evaluation** helps us understand your readiness to work with **Attorneys On Retainer**, ensuring you're a great fit for our brand and mission. This tool outlines the key areas we assess to determine your potential to succeed as an **AOR Armed Affiliate**.

### How We Evaluate You:

We assess affiliates across several essential categories. Each category provides insight into how well you align with AOR's expectations and your readiness to join the **AOR Armed Affiliate** network.

### Key Evaluation Categories:

**Online Audience** - Do you have a well-established social media presence that aligns with AOR's target audience?

- What We Look For:** Engagement with a large audience on platforms like Instagram, Facebook, X (formerly Twitter), or YouTube. We're interested in the type of content you create and whether it resonates with AOR's mission.

**In-Person Sphere of Influence** - How many people do you estimate you influence or interact with on a regular basis?

- What We Look For:**
  - Gun Shops / Ranges:** High visibility in the community and a consistent volume of customers served each week.
  - Instructors:** Frequent classes and a consistent average number of students per class.

**Credibility** - Do you have a reputation for providing honest, trustworthy insights and quality products/services?

- What We Look For:**
  - Content Creators:** A reputation for authenticity and transparency in both reviews and content creation.
  - Gun Shops / Ranges / Instructors:** A reputation for consistent high ratings on platforms such as Google, Yelp, and Facebook.

**Values Aligned with AOR** - Do your actions and past experiences reflect AOR's commitment to integrity, ethical marketing, and professionalism?

- What We Look For:** Alignment with AOR's core values, including adherence to ethical marketing practices.

**Analytical Skills** - Do you track key performance indicators (KPIs) to evaluate the effectiveness of your campaigns?

- What We Look For:** A data-driven approach, with a focus on optimizing strategies for better outcomes.

**Consistency** - How dedicated are you to maintaining a consistent marketing presence and educating those you interact with about the products and services you promote?

- What We Look For:** A history of regularly publishing content or providing information to your students/customers and successfully promoting affiliate links/promo codes in a sustained, intentional manner.

**Team Player Mentality** - Are you open to collaboration with AOR and other affiliates to achieve mutual success?

- What We Look For:** Willingness to engage in regular communication with the AOR Business Development Team and participate in regular feedback sessions to optimize the affiliate relationship.

### **Additional Questions We May Ask**

- Are you currently promoting any other brands?
  - If so, do you mind sharing which ones?
- Are there any brands you previously promoted but are no longer promoting?
  - If so, why did you choose to part ways?
- Are you working with any brands that require exclusivity or may conflict with being an AOR Armed Affiliate?

### **Final Evaluation:**

Once we've completed the evaluation based on these categories, the Business Development Team will review the information provided and email you with feedback regarding your potential to become an **AOR Armed Affiliate**.

### **Additional Requirements:**

- Agree to abide by AOR's legal and ethical rules.
- Use only AOR-approved marketing materials.