

Bonus 2 Surveys

Got a bonus lesson for you here today. A new way of finding affiliates, a way that outside

of 1 Q and a call, I've never shared with anybody because I've actually never done this one. So I'm going to give you 4 warning. I have no proof that this actually works, but I'm confident that it will, and so I want to share this way with you today. Before we get into it. Get a series of these bonus lessons, surprise and I want to introduce Mark Seaver Cop

who is our head coach with our your affiliate launch coach program and Robbie Miles who is our EVP of operations for your affiliate launch coach as well. So this way that I want to share with you here. Is basically where you take. Your survey, your surveying, your customers. Your your readers, your listeners, your watchers, whoever it may be. Few hours, by the way, if you survey them, one of the questions you should be asking is who do you follow on social media? She asked another question, like Who's blog you know, do you read? Whose podcast do you listen to and you find out who else they're following? You reach out to those people and say hey do you want to be in Philly now the

language that you would use in this this reach out and I recommend that you stick to primarily to the platform that they mentioned that they you know that your audience mentioned that they followed that person on. So if they if they subscribe to their blog then I'd recommend reaching out to him via e-mail if they. Follow him on Instagram, you know, shoot him a DM on on on IG. If they follow him on Facebook, you know you can do the map on those. And I would reach out and say, hey. So and so. I just, you know, I just learned today, like, my audience loves you. I was reading through my survey

results and you were one of the top influencers that they follow. I I just wanted to see if there's any way we could chat sometime and maybe, you know, figure out a way to partner up together, help each other out. And it's like a super quick message. No, not saying, hey, do you want to be an affiliate? That's not the only word you want to use here. Really hone in on the fact that your audience. Loves them already. This worked for

me in with the company called Fiber. Many of you probably heard of fiber and I I referenced the fact that fiber is one of the top tools referenced in our survey. Mentioned in our survey, our audience loves fiber reached out to fiber. Next thing you know, we're working on some ways to do some partnership stuff together. It all starts with that service. So if you're not asking that, make sure guys, that you're doing a survey, asking your audience, who do you follow on social media, who do you listen to podcasts do you listen to? What videos do you watch and get some names that way. So Mark probably add to that. Yeah, I mean when you share this with me, with us math, because like you said, I mean this is a brand new way. But when you shared it for me, First off, it passed the smell test. And I think that's a key thing. And you know, the other thing I thought of is. Looking at what other people are doing or getting ideas of where to find Affiliates as massive because there's tons of tons of places to find it. But with this one specifically, I think why it works so well or will work so well is the fact that, one, you're playing on their ego, everybody likes to be complemented, and two, you're really crowdsourcing

finding affiliates. You know you're crowdsourcing, you're allowing your audience. Tell you who are the other people in this arena that are making a difference, that are impacting people, that people are following. And so you already know that these are people that other people are following, that other people care what they say, which means that they probably already have influence. And that obviously is a good thing when you're asking somebody to promote later. Down in partner is people that already have an influence. I already have a list, already have a following, and so that's why I'm excited about this one. I'm excited to use it in our own business as well, because it really

does allow you to quickly find more affiliates and utilize other people's insights to do it. Yeah. I think from a planning standpoint, this is really great too, because you'll have a continuing list of referrals. Anytime somebody joins your list, they take this survey. You're gonna continue to see and continue to refine who these people are. And it also gives you a chance to reach back out with your follow-ups. You know, as you come in later, you're like. Hey, somebody just reached out to me again. Said they love your stuff. They love my stuff. Let's work together. Gives you an etm and excuse to mail, or an excuse to DM and excuse to, you know, nudge them. So my challenge to you is if you don't have a survey setup, you need one anyway. Ask those questions and then start reaching out to those folks so we'll have a quick version of some swipe copy, although I pretty much explained it there. Level quick version of some swipe copy below this video. So go check that out and we'll see you in the next bonus lesson.