

Bonus 3 Customers

This lesson of fine Affiliates, now we're gonna talk about how to turn your customers into affiliates. I mean, let's be honest, what better source of promotional partners could you possibly have than your customers? You know, for some reason, almost no one talks

about how to turn their customers into affiliates, but they are. They're literally like one of the best sources for Phyllis. You know, they have an intimate knowledge of your product. If you have a course, they probably been through your course, right? They have

a personal success story, more than likely with your product, and they know, like, and trust you. They spent some time with you, and here's the thing, they will defend you to others if you've ever come across an Apple fanboy. You know what I'm talking about. So

they're great affiliates that you could not ask for better promoters. So I've got Mark Seaver crop, our head coach with your affiliate launch coach here and Robbie Miles, our

EVP of operations for your affiliate lunch Coach and marks going to share kind of a pro tip if you use a CRM like Infusionsoft. And then Robbie's got some ideas for this if you don't. Well, I mean think too, just in General, Matt, one of the things with this and it kind of works both ways is your customers love what you're doing. And so they're gonna be, they're gonna be huge fans and they're gonna promote and they probably are anyways, meaning that we see people all the time that the purchase our programs and then say, hey, can I share this with my audience? Yeah, absolutely. You know, but the other thing is on the other side. It's also going to keep them engaged in those communities and it's going to keep them from, you know, moving to some of their software or other program or other person because they're actively promoting it. They're not just consuming it, they're actually sharing with other people. So that's massive from both sides of it, but on the side where we're talking about getting them to promote. One of the things that we found the worst really well is if you're using a system that integrates your affiliate program and your CRM in one. Automatically setting them up as affiliates immediately making them an affiliate when they purchase your product and then, you know, waiting some number of days later. I just kind of depends on how long the courses but you know, 60 to 180 days later, then reaching out to them, you know, and having a sequence of emails where you reach out and say, hey, since you're in this program. Since you're loving it, we would love for you to share it with your friends, with your audience, with those that interact with here's your affiliate link it just automatically having that process in place so you're always adding affiliates. Now, some will do something with it, some won't, but I can tell you if you don't do this, none of them will do anything with it. So the key really is if there's a way to automatically get them signed up to do that. Immediately and if you can't automatically do it, I would say it's worth it correctly if you're if you think I'm wrong. But I would say it's worth it to have a VA or a member of your team doing that anyways and making sure they're getting signed up so that you can utilize those raving fans to promote your products as an affiliate. So if you can't automatically do it, I mean like you can in a lot of CRM like integrated systems. Robbie and like in our, we'll just use our exam, our stuff as an example. We have our

affiliate stuff is run through Clickfunnels convertkit as our e-mail list and they talk, but it's not like we can just automatically like create an affiliate link form spit spit it out. So what would be the process for us to do that? Yeah. So one of the things that we'll do is we'll apply that purchase take anytime somebody comes in, we just take him as a purchase and then we can set them up in an automation which has automatic followups. And then when we get that response, we can put that in a spreadsheet, we can talk to our V as we can talk to me, Mark? Whoever is doing it, we can get that information into click funnels, get them set-up and we'll take them out of that automation to so we're not pitching them any longer on, hey, do you want to be an affiliate once they're signed up, we send that e-mail. I think we've got it somewhere in the find Affiliates now course. Here's all your affiliate information and we get him going right away when they're most excited. Yeah. So it's just, it's an extra one step in that for the affiliate. Instead of just giving them their affiliate link on the front end saying, hey, use this link, we're saying, hey, if you wanna promote, hit reply and let me know that language works really well. We'll have the template below this video. I think it's also inside of FAM, but. Either way will have it below this video. So now one last thing before we we finish up. I think one of the things too is it's a mindset. You know, so as you're going through your program, if you have Q&A calls, those types of things, just dropping hints, just mentally mentioning at times, hey people promote this program. This is something we we allow our Affiliates to promote and then just saying things like if you wanna share this with your audience. She just e-mail and let us know until it really is just that mindset of realizing that your customers are fantastic in billions and and just giving them that opportunity. Love that. So like we said, no better source of Affiliates will have some Raven fans promoting you and so check out the e-mail below. Grab that, start using it, and go turn some of your customers into awesome affiliates.