

Lesson 1 Find the Right 20 People

Affiliates. Now today I'm gonna show you how to find the right affiliates the easy way. Now after this lesson, you'll spend about 45 minutes creating a prospect list of 20 prospective affiliates. And some of these affiliates are gonna be large affiliates who single handedly can generate 10s of thousands of dollars in sales. And some of these affiliates, they'll be like teeny tiny small affiliates who. Who grow with you and they become loyal promotional partners. Now, I encourage you during this phase to not be dismissive of smaller affiliates. Now, if you wanna know why you should work with smaller affiliates, there's a link to that lesson below on that. But right now, don't filter too much. OK, follow the criteria we'll talk about, but don't don't worry about list size or social media following. So with that. Let's dive right in to how to find the right affiliates. Alrighty, so here we are. We're doing an example here of we do the search for learn guitar courses. Now that's an industry where I have a little bit of a background in. So I know the industry probably like, you know your niche, actually probably not as well as, you know, your niche 'cause. I've been out of that niche for about 10 years now, but I wanted to use that just to show that you can do this even if you don't know, like the names of your competitors. So I wanted to use this as an example Learn guitar courses and I'm gonna scroll through now. Of course I've pre planned this so that I don't get any surprises here. Like there's nothing worse than of course where they're trying to like figure this out on the fly and I wanna go through and just show you a couple of examples of or show you one example of something that's not a good fit. I've already loaded this here Fender fender.com and you see here three free levels to start playing guitar now. When you look at this, you can tell that this is simply a. It's their own, their own instruction. So this is not a good example of something we're looking for. This is just their own website with some free guitar lessons that they offer. If we go over to Mashable, this was right. Believe right down here. Yep, here we go. The best online guitar courses that are actually worth your time, and we go to that. You can actually see all just take the first one master class and I'm going to click on it and if you watch really quickly here you can see that it redirects to ashara sale link. Now the great thing about that is we know that share sales and affiliate network, so they're they're definitely in affiliate for master class, but what if they weren't where would it? But if we weren't sure, what if I didn't catch that? What if it didn't redirect slow enough? Then one of the tricks that you can use is to actually open up something like QuickTime and do a screen record. Like I'm literally screen recording this and so you could go back and watch that. In like you know, like frame by frame and see where did it redirect to. Because if you hover over the link. I'm going to copy that link. You'll see that it's not. It's going to an internal redirect type link. This is something they set up on their own. And so in a lot of Affiliates will use that like we recommend our Affiliates to use pretty link and whatnot in order to set up redirect. So if you do a QuickTime or any type of screen capture, then watch it slowly, you can see where it's redirecting. The nation will check out would be guitar fella now guitar fellow here if you scroll through and let's just you know we're just going to use the artist work one for example. We'll click on that one and we'll again see share sale if you saw it real quick and if you didn't you can watch it frame by frame and see. You can see that they were definitely in or they definitely an affiliate for artists working so odds are they're an affiliate for. All of these, in fact, if we go through, you

know, jam play and we look here, we'll see that they are using I dev affiliate. I dev ID equals barely 3200 and 64th affiliate in this program in Jam Place program. So we can tell that those are good perspective affiliates. So what do you look for in these prospects? Well, as I mentioned earlier, don't don't filter based on size of following or or what you think they have for an e-mail list. But you do wanna follow some basic criteria. Now these are all below in a handy checklist that you can review for each affiliate. Number one, have they published any content in the last three months like either on their side or on social media? If they're not, they're probably not going to be a quality affiliate #2. Have they promoted a competitor or similar product? Now, this is not a disqualifier, but it is a good criteria to follow number three. Are they an affiliate for other products in general? Again, this is not a disqualifier. Just just know what it means that they're going to require a little bit more handholding if they've never been an affiliate #4 is their content. Insight on brand for you. Now that doesn't mean their site has to be like perfectly aligned, but if they're marketing or their sites offensive to you it's probably not a good fit. And then fifth, are they using any Black Hat tactics you are they using pop unders or comment spamming in the like? And then six, is there content unique meaning is it not scraped from other sites? The best way to find this out is just copy a few sentences, see if it shows up anywhere else on the Internet. So we have a good prospect. Now let's add them to our contact sheet. So right now, we're only focusing on creating a list of 20 people, right? We're creating a list of the right 20 people. Tomorrow we learn how to find their contact information and how to reach out to them. And So what I want you to do here is to open up this sheet. It's below this video. And we're gonna go over to file. Make a copy, and then you'll just make a copy on your own. On your own you know Google Drive and if you're not using Google Drive then you can download this and you know use Excel or something. But I highly recommend using Google Drive because you'll see in the next lesson how we utilize other people to help us in the follow up. So what we're putting on right now is the site names. We just use my site as an example here the URL. The product they promoted. So in this particular case I used product launch formula example, but here we would say, you know that they were promoting artists work. Here we would say, you know that they were promoting master class, for example. You could pick numerous things, right? We're gonna put their name if it's easily found on the website, you know, Mashable, we don't know. The person we're reaching out to yet will cover how to find the name if it's not readily available on the site tomorrow. And so for now, what you're going to do is you know the site name. So it would be with this guitar fella URL, you know guitarfella.com, right? The product promoted, you know in this we just pick one of these products. I would probably go with maybe guitar tricks or jam play because those are their top, you know, two listed. Full name, if you can find him. The reason why we separate these out, full name, first name, last name and they're kind of altogether there. I'll explain that in the next lesson a little bit. And then we've got more over here. We're not worried about any of that right now. We're just going to put as much information on here as we can without worrying about their contact information so we can repeat this process searching directly for competitors. Now if you want to narrow down the results, just add the word affiliate or Commission, because they they should mention that they get a Commission by the way or or bonus like as in affiliate bonuses to the search. OK, now you can also repeat it on social media by searching there for your key phrases and for your competitors names. Let's take a look at how we do that now. So on Twitter, for example, what you'll do is I'm

just going to search for learning master guitar. That's when it would be one of the competitors or that would be a company that would be a competitor. If I was starting a guitar instruction company, I'm gonna go to advanced search and I'm not sure with Twitter why you have to type in the search to get to this, but you do it seems and it only takes an extra one second type in exact phrase. I recommend sticking to English if that's your primary language. Otherwise you would choose your language. I'm going to Scroll down, include replies and original tweets. Only show or so. Include replies and original tweets. Include tweets with links. Only show tweets with links. Now the reason we wanna we wanna pick that is they're more likely to be affiliate links if somebody just says. You know, somebody asks, hey, what's the best guitar learning? And somebody says learn better guitar and that's all they say. They're probably not an affiliate. So you want to include ones with links now? I recommend also narrowing it to the past two years, so I'm just going to narrow this down. Here. To a 2 year. Anything longer than that is probably, you know, not going to work. So actually we'll just go back and then we'll click on search. And you can see here. We've got some people who are promoting learn and master guitar. Some of these might or might not be affiliates. Now this one you can tell they're using these share sale, URL shortener, SH rsl.com. They are definitely affiliate, but as you scroll through these you'll begin to find some potentially great affiliates. I also want to point out the obvious places that you can find Affiliates, but maybe you're not taking advantage of these your friends. You know, people in groups that you're a part of, masterminds, and other groups of even your competitors. These are all great places to start. You can add them to your initial 20 now, the places you can find those who are already promoting similar products. This is literally endless, and finding their contact information, as we've seen here in reaching out to them, is super easy, as I'm gonna show you in the next lesson. For now, though, let's get started on making your list of your first 20 affiliate prospects. So open up the spreadsheet, get started adding sites, and I'll see you tomorrow to learn how to find their contact information. And how to reach out to them?