

## Fan Lesson 5 Get your affiliates engaged and motivated

Lesson 5 Now, in lesson four, we talked about starting your affiliates off. Right now it's time to talk about keeping them engaged and keeping them motivated. In this lesson, I'm going to share a few simple strategies for communicating with your Affiliates in a systematic way that gets them to stay engaged with you. That motivates them to promote more and then keeps them promoting long into the future. Now, I also want to remind you that today being the last day, it's a great day to continue to reach out to more affiliates and to do some follow up with those affiliates that you've already reached out to now in this lesson. Let me give you a communication plan, template, what to communicate and when. I'm also going to give you a simple checklist that your Affiliates can use over and over again to remember all that goes in to a big affiliate promotion. And I'm going to share a strategy that is guaranteed to nearly double your affiliate sales. About a 30 minute phone call and give you the template for doing so. I'm going to share how to get your smaller affiliates active now. All the templates you need today are below this video. As always, now this lesson today, it's all about the future. Let's waste no time and dive right in. First, I'm going to share the initial welcome e-mail that you send your Affiliates when they join your program. All right, here we have our affiliate welcome e-mail. Now this e-mail is super simple. And I'm not going to spend a lot of time on it, going deep into detail, but I do want to walk through just a little bit of it. Of course we want to greet them and we want to welcome them. You can less corporatized this if you want and make it to sound a little bit more informal. The sentence here. Everything you need to succeed is below your link. This is going to be your primary link, the number one entry point that you want people to have. Whether it's your webinar, your PDF, your video series doesn't matter. The the, maybe the overall master class or workshop doesn't matter. Then you want to give him a few other links as well. In describe those links you might say. You know, like video series, link, PDF, you know, whatever it might be. You would describe it here. Maybe list as many as four other links. Not so many that it's confusing for them. They can always ask for more later than you wanna tell them. They can find swipe, copy and images. We recommend just putting it in a Google Drive when you're first starting out. We actually have a whole website that you'll see you've seen some, you'll see some more of here in a little bit where we put all these. But to keep things simple, just put them into Google Drive, organize them by folder. Have a folder for, you know, e-mail, swipe, copy, having the folder for, you know, images, have a folder for social media, swipe, copy. You might divide that up, like have a Facebook. Instagram and LinkedIn folder etc etc. And also you divide up the copy as much as possible just to make it easy for people to find. And then put together a quick video 5 to 10 minutes sharing top strategies, showing them where they can find everything. You know how to use the swipe copy as we talked about in less than three, and any other tips that you want to share with them specific to promoting you link to that. We just suggest throwing it up on Vimeo or YouTube even. Make it unlisted so not everybody can find it. Then of course tell them, hey, if you need anything you know, if you need anything to help you succeed, let me know. Sign off and that's it. Now that you set your affiliates up and you've gotten them their basic links and all that stuff, what next? We need a long term communication strategy. Next I'm going to share a template for communicating leading up to a launch. Now if you're running an Evergreen

program, you can follow the same basic template. Leading up to a specific promotion. Alright, so we're back in the my affiliate launch template here. And this simple tab here the pre promo communication calendar tab. I just want to point out something here if you're launch begins on. September. First Steps 2021 and you enter that. Notice that it automatically fills in everything for you, so it is super easy for you. You type in one date. We tell you when and what to communicate. Now of course you can move these things around as you see fit, but I'm going to go through some of these here. Just explain what these are, starting with the behind the scenes look. There's about four or five of these summer on e-mail, summer villa on the Facebook, Facebook post in your Facebook group for affiliates. You're going to vary that up. And a behind the scenes look is something simple like you're on set. Shooting the course, for example, you're creating the product, you're at the factory, your shipping, you know some products, you're with somebody that you know means a lot to this, you know, launch or this program. You're sharing a sample of the course or you're showing, you know, the new product being tested. You're showing maybe the first you know video in your PLC content and you're saying, hey, here it is. You know, those are behind the scenes looked a testimonial really just means a story. That means a really good. Case study or story that you can share something that's really going to tug at people's heartstrings. Your goal in using these as to really get them excited to be promoting this and to motivate them and let them know this is an amazing product. Referring affiliates, this is one where you simply reach out to them. And say, hey, do you know any affiliates or anyone who might be a good affiliate for this? You know for our launch or for our program? We have a sample e-mail template below this video that you can literally copy and paste and use it as dialed in as proven to work. And we have another behind the scenes looking testimonial. Here's one where you're just sharing a few tips from successful affiliates. Of last time. Pick a big one, pick a small one. You know, mix this up. You wanna share different experiences. And so this is a great opportunity to say, hey this, this person only had, you know, 1000 people on their list and still made 14 sales. Here's how they did it. Here's where you might interview a top affiliate, share some of the graphics or pages that are come you know that you're going to be using in the launch. Another interview with the top affiliate about you know, four to five months out. You want to announce the full schedule. You want to do another ask for referrals. You want to do some more behind the scenes? Look, you want to ask them if they want to book you for an interview on their podcast or a Facebook live. Approximately 10 weeks out, you want to announce the prizes if you're doing a big contest. Another testimonial. If you're doing a log in, you know if you're sending them to an affiliate portal, you want to give that access, you wanna send out commitment plans and we'll talk about that here in a little bit about a month out. Links and swipe copy. About two weeks out doing affiliate training about 10 days out and then one week out you wanna come in with one more like just heartwarming heart strings tugging story, give people really fired up to promote. And then the last few days are all about the final countdown. So use. This calendar here it's easy to fill in, easy to follow and move stuff around as you see fit. But used it? Stick to it and follow your own calendar that you create. The next tool I want to share with you is a checklist that you can use so your Affiliates remember to promote more than just a few times and maybe a few places. This simple checklist is so easy to use and it's easy for them to use. Let's take a look at it right now. So a few things on the affiliate promo checklist. Number one, replace the logo at the top with your logo. That's super easy. Secondly, we've got some

fill in the blank stuff here with the date you wanna type in the date here I'll just put in like 1110 so on and so forth. Then put a description and title of the pre launch content. You want to encourage him to mail on a specific date and mail about one or two days later to unopened. These are all just for them. So as you can see, we filled in some down here. We recommend what they actually do on these dates do these specific things. Here's what. Here's what's going on at that time. Here's. We got a Q and a webinar reminder. We've got car closed tomorrow, car closed today. Make sure to send three emails, so on and so forth, but just go in, edit this to fit your promotion. Download it as a PDF, share it with your affiliates, show them quickly how to use this, even though it's pretty self-explanatory. And I promise you, they will definitely be promoting more, because they might not think about posting, you know, to Facebook as much as you want them to, or to Twitter, or to Pinterest, or to LinkedIn and so on and so forth. But if you have this checklist, they will check off each box every single day. You'll get a lot more promotion out of them. One of the best things you can do to get your affiliates to mail more often is to create a personal promotion plan with them. So what you do here is you meet with your affiliates one-on-one before the promotion. You craft a custom promotion plan that works with their calendar and I found that when we meet with our partners. One-on-one, they tend to agree to at least a few extra emails more than they had previously planned on sending. And as we know this, the principles of commitment and consistency mean that when people commit to something, they stick to it. So you jump on zoom or Skype you. Go through the promotion plan spreadsheet with them and then you work through each of the ideal situations and just adjust to their personal plan to meet their needs. Then once you have their plan set, you send it to them. They commit to it so you e-mail them a copy of the spreadsheet. You thank them for their commitment to promote. And more often than not, they'll stick to the plan. If anything, they will actually add to it during their promotion, but rarely will they subtract from it. Now, I've personally done these plans with people whose products that I'm promoting and and then I've fallen short in the middle of a promotion. Then I added a few extra emails at the end to make up for it. You see, when I promise someone that I'm going to mail eight times, then by gosh, I'm going to mail eight times at a minimum, right? That is the power of creating these personalized promotion plans with your Affiliates. So let's take a. Look an example plan here. So I kept saying promo plan, but that's not entirely accurate. As you can see here, it's called a commitment plan. The reason for that is very simple. We found that when we call it a commitment plan as opposed to a promo plan or a promotion plan, we actually get people to stick to it more. And So what we're doing here is Co creating. Their plan with them, we're not just giving them a one-size-fits-all plan. Now we can only do this with a certain number of our Affiliates. We'll talk more about that in the next segment. But I'll get on a zoom call. You know, share my screen with them and I will walk through this whole plan and what I'm looking for is areas where maybe it doesn't fit their calendar or their MO and then we're working around that to craft a plan that they can agree to, but they've actually Co created with me. That they will stick to and maybe even do a little bit more. And so, for example, if our launch starts on a Thursday. And they don't they, they they cannot mail that Thursday. That's OK, we'll delete that will move. Male PLC number 12 entire list. Here. And will mail to, we'll just change that to mail to PLC two there and then we would move mail to UN opens here. Now if they say you know great I promote it on Thursday you know Thursday, Friday is fine but I don't mail on a Saturday and that's.

Super easy as well, will just delete this. No big deal, right? We'll just delete it. Not a big deal there. Or maybe we'll move the unopened to Monday and Mail PLC three to the entire list on Tuesday and we'll work through that together with them. And we will go through create a plan both for e-mail and social media with them. Now the key is once you finish that, you're going to give them a final plan down here, everything they're doing. This is some stuff that will be talked about on the call, like your positioning for your cart close, what are the emails that you wanna send water the mailings that you want to send on cart closed day will position through that or go through that messaging with them and position their cart close then. Then we'll fill all this in, I'll double check it, make sure everything lines up, kind of get them to sign off on it. We obviously will have our own. Just decide, make sure you put your own promotional image there and get rid of this up here. Will have this already ready for them. Their name in the name of our product will put their name here. I will then download that as an Excel spreadsheet with their name in the file name and it would just say something like Joe Smith commitment plan. Then I e-mail them and say, hey Joe, here's your commitment plan. For our launch. So excited for June 9th. Can't wait. Let me know if you have any questions or if anything changes. Then we go in. If you remember in this one, they weren't mailing on this day. We add that to our calendar. They're not mailing that day, they're mailing on Friday. So when they sit, no leads on Thursday. One of our big Affiliates were expecting traffic from them. We're not panicking, I'm not reaching out to them saying what's going on, but if I know they're mailing on Friday and nothings coming in, I'm able to shoot them a text and say, hey, you said you were mailing today, what's going on? And they usually go, oh, crud. You know, we, we scheduled the e-mail for 7:00 o'clock tonight. We meant to schedule it for 7:00 o'clock this morning. Good catch. Alright, you know, it went out now. So that's what these commitment plans allow you to do, is get them to fully lock in to a plan that they've Co created with you. They're now all in whatever level that is. Usually what we find is we get about 1.5 more emails out of them than they committed to. Now as much as you may want to meet with every single affiliate one-on-one, the reality is that can't. So what can you do for these, these smaller affiliates? Well, typically in a launch if we have say 500 Affiliates promoting, I'll meet with between like 15 and 25, one online. Now for everybody else, you wanna give them some generic. Failing plans that they can use to plan their promotion. So we give them what we call our ABC mailing plans. Now ABC stands for a all enter aggressive, be balanced and see conservative and our objective with these plans just like the personal promotion plans we just talked about. It's just to get your affiliates to commit to some level of participation. So what you're looking to do is get them to commit to a minimum number of emails. Doesn't matter what that number is. And what I found is that the Affiliates who commit to the conservative level, they often move up to the balanced or sometimes even the all in level as the launch. Progresses and the competition heats up and prizes are on the line. So they started out they just want to dip their toe in the water and and sees like, is this promotion going to work for me? And then if it looks like you know it's working early on, they'll get more aggressive and they'll go more all in as they go. But the key here is to get them to commit to something. On the front end, so make it very easy to commit to the conservative level. So let's take a look at these plans in action. So as you can immediately see here, our example of mailing plans is a little bit different than the ABC plans because we actually organize them by what they're focused on. We have in our launch we had an ebook with actually three ebooks. We had three videos. We

had multiple webinars. What you focus on is what is best for your audience. So we didn't want to create three plans for each of those, so we just created two plans for each of those. Now, yours doesn't have to be as in depth as in depth as this. You might only have two plans even, you know, just total. That's fine. Just give them at least one conservative plan. And then one like all in aggressive plan and so you can see here. When you click on this, it drops down. This is important. It says wow. 20 total emails, but only eight to your entire list. Only eight to the entire list. Three ton opens, 9/2 engaged contact, then you go through when you click on the conservative one, it's 1352 and six, you know, and if you go down and click on the web and our focus, it's a very different mailing plan because it's more focused on the webinars. Now how do you create these plans well? What I recommend doing is going in and creating the all in plan first. And this is basically, if they did everything you could possibly want them to do. I want them to mail their entire list, you know, six times about these things and five times on opens and then nine times to their engaged contacts and then you just go through and say, OK, well, if I had to pick one thing to get rid of, what would it be to get rid of that? I have A to pick one more. What would it be if you get rid of that? And so typically what will recommend is your all in plan that's at 100%. Your conservative plan is going to be around 50 to 60% of the All India. So in this case it's 13 and 20 and I think the other two were like 12 and 19, it's about 60%. And then the balance plan is you just go in and fill in a few, you know, back in and you end up with your 141516 emails in there. That is the ABC plans. When you give your Affiliates these plans, it gives them some direction, something they can start with, dip their toe in the water and then increase up to the next level or even all the way up to the all in plan. So now you know how to get your affiliates off from the right foot. Get them engaged and motivated and how to communicate with them. You may be thinking like, what's next? Well, first take action on what you've learned so far. OK, get your first 20 affiliate prospects. Reach out to them, set-up your program. Create the assets that they need. Is seed. And then as we just talked about, communicate with them, help keep them engaged, help keep them motivated and then follow up with this those prospects. Now we told you this was a five day program, but I always over deliver. So stay tuned because there is more to come. I'm not telling you what it is. Be on the lookout for some pretty cool surprises coming up. I'll see you soon.