

Session 1 Introduction and Overview

Hello, hello? Hello, Matt. Hey, Chad. Sup, Simon? Hey, Jason drew. Stacy, Jim, good. Morning, afternoon, evening, maybe? I don't know. Good to see you guys. Alright, so here's the deal. I'm gonna jump right in to to this up. You guys can probably imagine today's gonna be so imagine like the first day of school, you know? You accomplish absolutely nothing. And you really, really just wanted to start after Labor Day? That's pretty much what today is going to be like. I'm kidding. We will, we will talk about a few things, but most of today it's gonna, there's gonna be a lot of background stuff. I also want to answer kind of any pre questions that you guys have. Give you kind of an idea of what the whole the whole training is, is going to look like, what this whole thing is going to look like. So initially I was going to go and start off. Remove under move you guys. Let's see if I can move this here. I gotta get my screens in order. Rearrange my monitors and now I know where nothing is. Alright, 'cause, I want to see you guys. OK. Initially I was going to start with the whole company history, company mission and core values. All that stuff is like super boring. So I'm still going to do that. We're going to do that second, but I want to share kind of some thoughts on keys to success and this of course the whole purpose of this, this is very unique. I will fully disclose in advance. Number one, I've never done anything like this before in the hiring process. Number two, I've never taught most of this stuff. And so some of the training we get into the tactics and strategies. I'm going to be the first to admit we might go ACZQB. You know, and that's not because. I'm doing that intentionally. It's because I've never taught it before. It's sometimes, you know, anytime you've been doing something for 16 years. Like you just want to skip ahead to like this and this and this. It's just like I'm coaching a bunch of six and seven-year old boys right now in soccer and I'm used to coaching like 8 and 9 year old girls. Newsflash 8 and 9 year old girls are a lot smarter than six and seven-year old boys. Actually there are lot smarter than 10 and 11 year old boys I found and so. The things that we were able to do with these 8-9 year old girls. And now we're doing the same drills at the boys and I'm like, Oh my gosh, why are you not getting this? And part of it is because my expectations and my understanding are here. And they're six and seven-year old boys. You know, and so I'm going to try to avoid that as much as possible. That's where the questions come in and we'll talk about that. So number one, show up. You know, you did that today. That works. Beyond time, I was I was 11 seconds late today and most people who know me. Know that if we have a call scheduled for 12 and your phone rings at 20 seconds till 12, it's me. Even if you don't have caller ID like, that's just how I am. I'm always like, I'm one of those people who says the call supposed to start at 12, so I start calling 20 seconds early. Because it might ring three times, you know? Or there might be a connection issue, like, I'm always freaking out about that. I annoy the ever living crap out of my daughter because it's like Dad were eight minutes from the soccer complex and we need to be there at half hour early. Why are we leaving now an hour and 5 minutes before? Well sweetie, there could be the train again. That happened once. You know, 3 1/2 years ago. And, you know, then you need to get there and you need to load. What if your shoelace comes untied on the way to walking to practice? And that takes 45 seconds? Like I'm add, if every conceivable thing went wrong, you'd still be there 53 minutes early. But show up, be on time. Pay attention to your emails. I sent an e-mail, I don't know, three hours ago. Hopefully you saw it. If you didn't, you were in for a surprise today. Fourth, be all in. You know, the whole objective

of this is eventually to be able to work with us. I also want you to be able to get as much value out of this as as possible. I know you're investing a lot of your time. Ask a lot of questions, like be interactive. And when I say ask a lot of questions, I mean like ask a lot of questions. You'll see the chat feature down there. We're doing this is just a regular zoom meeting. So do not view this as like a webinar where I'm up here doing all the talking and you're just listening. That's not what this is. This is a. A true meeting. I would like to think that this would be like the ones where we've done them in person. Not we haven't done this this training to be clear in person, but we've done. You know, events in person, so I'd like to think that it's like that. That said, don't interrupt 'cause. My mom said that's rude. So here's what you do. Just put question. Just put it in all caps. I've got the chat daily on this monitor over here I'll see it. If you post a question, just say you got a question and when I've got like a stopping point, then we'll jump right into those questions. Um, you'll notice throughout that I'll ask for questions that you don't need to then go type question. Just if I say do you have questions that we're all adults were human beings, we kind of know how the world works. Communication, Allie, I hope review if needed. You know, we will post up. We we're basically creating a course in teachable for this. Um. Alright, that's really hot. For those of you who know me well enough, you know that every time I do a live, I burn my mouth. It's like a it's like a thing with me. You can go back and review if you need to go watch. I doubt this is one you'll need to watch much of. You know, like, wow, I really need to go back and review those core values now if we hire, you will talk about him again. But I do want you to kind of get that, that vision for the company and what we're about in. You know, when we talk about today, you can go back and watch the video, the replay seven times if you need to. Don't know why you would need two, but if you want to you can, you know or if there's a part where you're like, I know he said something about something and I don't remember exactly what. How did he word that? And I wanna go. You know, do that. You can go back and watch it. If you have questions in between Sessions, we're going to start off each session in the future with Q&A from the time before. So if after Friday session you know you gotta question your your. I don't know, you're thinking about it on Sunday and you have a question. Wednesday is going to be the time to ask that if for some reason. You have what you would you would think would be like a critical question that is keeping you from wrapping your head around something. Um. E-mail us. We'll do our best to respond. Full disclosure. In addition to this, we on boarded two team members on Monday. Robbie is actually, as many of you know is transitioning into another. He's still with the team for now part time. But we're we're wouldn't say in a bit of flux. It's just we're in a season of transition. I'm really, really busy. So I gotta be honest, I might not respond to your e-mail. That's why I want to do him on the next session and then lastly follow the system. I'm not saying our system is perfect. I think it's pretty good. I follow my own system. I tell people all the time, 97% of what I do is following my own playbook. I innovate 3% with every promotion. I don't really, quite frankly, innovate a whole lot anymore. Not because there's nothing to innovate, because the system works and I drink my own kool-aid. It's really tasty fruit punch flavor, by the way. So follow the system. I think one of the best ways to get results into to shine is is just to to do a you know again to follow the system like it is and execute the system and then look for those ways to innovate. We'll talk more about that later just real quick. You know from a company history standpoint, this is like the boring part of the. Program. And by the way, this is the most I'm ever gonna talk. Like today will be probably 80 to 90% me talking. If

it's that way in the future, you guys are doing something wrong. You know, from a company history standpoint, just for those of you who don't know my story, I have been doing this for 16 years. It was not what I grew up wanting to do because when I was growing up, it didn't exist. I fell into this world in 2005. And back when there was probably like two blog posts about how to run an affiliate program. And I had no idea what I was doing. I basically made it all up. Over the years, I kind of developed some best practices and by 2000 I always forget it's 2010 or 2011, have to look it up. I want affiliate manager of the Year award and then I won it again and again and again. So four times you know that I wanted I. Honestly, I. This will sound very egotistic when I don't mean it this way. The only reason I haven't wanted in the past like eight years is 'cause. I haven't really cared. I mean, you know how many time, like, what do I need to prove? So I haven't even been like in the running. I think I was. I think it was a finalist few years ago and last and I had no, I didn't even know until after, you know, 'cause. I just don't genuinely care anymore. There was a time when I did care because. That was really good for my resume. That was really good for the companies that I was representing. Hey, this is run by the affiliate manager of the Year now. I think we've we've done enough there and so really like the past 16 years, I've just been kind of codifying everything that we do. We have what we call our playbook. Our playbook as of now is roughly a 500 page. Google Doc are we going to go through all 500 pages in the course of 12 sessions? Nope. But what we're gonna do is kind of hit some of the highlights of that. We're going to hit some of the higher level stuff on that, get into some of the more important nitty gritty and then the playbook ultimately is something that you know you guys will utilize. Half of the playbook now, probably 70% of the playbook is templates and examples of emails and things like that, examples of Facebook posts for you know, affiliate groups and things like that that you can use to tweak to fit clients needs. If you've promoted any of our clients. I doubt you've seen me post anything new. In terms of like tip or tactic or strategy and probably a year. Because we have the playbook and it has everything we need and it we. I'm trying to innovate sometimes. I'm like, I should do this. I'm like, no, that one actually works better, you know, a lot of a lot of stuff. Spin, split, tested, so. On our team. And we have 7. Seven or eight team members now. However, I forget. Don't tell them I forgot them. Gary and Alan started this week, so I'm on boarding them. We are hiring an integrator slash project manager. So just as a side note, if you know anybody who's an integrator slash project manager, please introduce them to me because we were looking to hire somebody in that role in the next 60 to 90 days. The agencies totally new. I actually resisted for about people have been telling me I need to start an agency since 2010. I resisted it until earlier this year with my business coach. Finally got through the barriers that I had to starting an agency and kind of gave me this model that we're using here to be able to train people. Then we'll give you some, you know some tasks and and bring you on. Our goal is to over the next couple of years to build this up to about 8 to 10 affiliate managers. I have the philosophy in the affiliate management world. Of the Southwest Airlines has in the. You know, in the airline industry, which is they don't hire people from delta. They don't hire people from American because the problem with that is the people from Delta and American come over and immediately the first thing edit them out. Then you time you tell him to do something is but at delta we. In Southwest doesn't want to hear that. They want you to fall again, follow the system, right? So our vision is to create, like I said, about 8 to 10 affiliate managers running between. 40 and you know, 60, maybe upwards of 75

programs a year. I do not believe in the model that a lot of agencies use where an individual affiliate manager might be running 12 to 15 programs at once that that doesn't work. You can do the math if you're running even just twelve programs in a month. Or at a time that and you working 8 hours a day. I think the math is you're spending 40 minutes per program. Ironically, I'm doing a Facebook live tomorrow called how to run an affiliate program in under an hour a day. That's meant more for the entrepreneur who's connected to the company, not an outsourced program manager. So that's not a conflict what I'm teaching here with that. Our our method is probably going to be 4, maybe upwards of six programs that an affiliate manager will run and they will run it with access. We'll talk about this later with access to our assistants, who will take on between 20 and 50% of what we would term the grunt work. We want our affiliate managers focused on the higher level stuff and we'll talk about that. Our company mission and core values. I'm not going to go into like all of this because I think it's kind of boring, but any questions so far actually. Also notice anytime I ask for questions I get means I get to take a sip. You guys are also quiet. Yep. I didn't really have a question. I just want to let you know my wife. I dropped off, you know, in a very reliable source, but I missed a little bit. But I think it was an intro still. So what did you miss the part where I said you'll have access to the replay? I did. OK, well, there you go. So if anything happens, anything weird like that, I mean we have great Internet. We actually have a wired directly to the box. So I don't know if you know how Internet works. You may have a dedicated line, but you might be sharing it with 37 other homes. Technically, we're the only home with our company and like a quarter mile radius and they had to put it in legally. They had to win apparently in the previous owners. Built this house, you know, like 2001 or something, legally, they had to put in a box. It was like when they when they deregulated, you know, Internet industry or whatever or something like that. I don't know the whole story. So there's literally a box out there. And so we just have a Direct Line to it. It's awesome because like. You know, if you've ever noticed, you know when, when. Like if there's a major ice storm or something or a snowstorm. I know for those of you who live in like the tropical areas, you're like, what even know what that is like? They're like throwing ice from the freezer or what are they doing? But when there are things like that, most people Internet get slower because everybody is on the Internet at home at the same time. They're like streaming Netflix and downloading this and playing a game on their phone and your Internet will get slower and hours like. Until somebody else wants whatever our Internet company is, until they want it, we have exclusive rights on that box, which is kind of cool, and it's on our property, so it's like super close. We have crazy good dinner and even ours. Chad will just randomly go down for no parent reason, in the middle of an important meeting usually so our mission. Very simple. We help online business owners increase their revenue so that they can create a greater impact on those they serve and create a lifestyle they love. That's our mission. Now that's kind of generic. I get it's typical mission statement like, you know, what is that? What is that buzzword bingo type stuff? But I, I'm, I'm all in. As I was telling one of our new hires on Monday, like I am all in on the mission of helping them create a greater impact and create a lifestyle they love. So we teach how to run an affiliate program. It is less about taking a company or when we run an affiliate program, it's less about taking a company from Illion dollars to \$3 million, although that's important that allows them to have that greater impact. It also allows them to work less, you know, when we take over a piece of the company or add an affiliate program to a company that doesn't have one.

It all comes back to increasing revenue so they can have a greater impact on those that they serve and create a lifestyle that they love. You'll hear as we talk about this that this is important for our team as well. Core values #1. We always over deliver. We're always looking for 10X value. So whatever they invest with us, like even the percentages that we charge and stuff, it really does amount to 10X value. They they pay us \$50,000. We want to, we want it to be worth half a million to them. So we're always looking as a company and this applies to you guys. We're always looking for that one. Extra step. We're always looking for ways to make our clients feel amazing. Alright, this is admittedly something that I'm not the best at. It's not my default. I have to remind myself of this. I have to be intentional about this. It is not my default, my two favorite words in the English language, or what's next. So it's like you'll learn. Celebrating is really hard for me. You know, I I have to force myself. So it's like when we have a win, when we add Shiva milestone as a company, you know when we hit \$1,000,000 for the quarter and I'm like, OK, cool, what's next? You know, like immediately I'm thinking 1.25 next quarter. It just makes sense, right? Instead I'm like, no, my wife reminds me, hey, we need to do something really nice for our team and celebrate. So I'm gonna say like this, the one extra step thing is really, really hard for me because I'm kind of a head down focus on like results type person. And what that means is I'm focused on, hey, we got you, we, we set the goal of a half \$1,000,000 in revenue. This quarter for the client from their affiliate program, we did it. We hit, we hit 570. Alright, cool. Then next month let's do 700 and just, you know, like I'm focused on how do we do that? But I've learned and this is something that I, you know, again, this is not natural for you, then you have to put systems in place, right. So I literally have calendar reminders and I have in my planner. It's like I will write down. In advance, I'll go flip over, you know, to October 1st and right celebrate hitting milestone. Now what happens if we don't? Well then I look at that and go, well, crap, we miss the milestone I guess I needed, but I at least put it in there. So looking for those ways. What that looks like is when a client asks a question. Yes and no isn't the acceptable response. Or if they say for instance and this is a real example. Did you take care of Mary after get the ladies name? But we had a client just asked the other day, did you take care of Mary? Like were you able to help her? What she she had reached out to the client customer support team when she should have reached out to us, the affiliate managers, but now they're in the loop and they said did you take care of her? I'm not joking, I wrote. Yep. It was about to click in turn went Dang it, that's fun. Violating my own dad gum core value. So I'm like, Yep, took care of her, had a great conversation with her, taught her how to set-up her bonus page, and I I didn't right like a seven paragraph synopsis of the conversation, but I wrote four sentences. That's a detailed answer, right? That's kind of answering the question behind the question, the question behind the question, when did you take care of Mary? Is Mary is very important to me. Mary is one of our valued clients as well as an affiliate. How did you help her? You know, and so those extra three sentences or four sentences beyond. Yep. Um made her the client feel amazing and it took me up grand total of 42 seconds probably. Secondly, we're constantly learning. Right. So this is a core value in our company. You'll learn when you get into our coming like we do a lot of training. And it's not just like tactical training, it's not even just training that's necessarily relevant to what you're doing, you know, over the next. For example, the next four months or so, we're going to go through Michael. Hi. It's free to focus system to productivity system. Well, that of course helps you in every aspect of life. You know, we'll do. We'll go

through Steve McClaren's tribe together as a team, you know. Now you think, well, what does that mean to me as an affiliate manager? Well, what if you're running an affiliate program for a membership site? Now you kind of connect the dots and connect the two things. Some of the stuff that you'll learn might have 0 relevance to we have to go there anyway. So but we're constantly learning. We're experimenting, which means that we fail. Which means that we learn. Um. You know, a lot of companies that I'm listening to the book, I've probably listened to like five or six Times Now, good to great by Jim Collins. And it's very common for like executive teams to do trainings. Very, very common. And they do training staff, they read books together and it's like, no, we wanna, we want the whole team to be involved. So we'll read books together and kind of do like a little book club type thing. Will do other trainings together, so that means you know, as a team member you'll have access to some of the best training in the world, just as a. With wings little perk, about \$10,000 a year in training if you bought them all separately, we allow others to surprise us. How I've defined this is that we delegate freely, so. I want you and this is something that will work on identifying like what are your unique abilities. And we'll talk about this when we talk about the responsibilities in affiliate manager. There are distinct responsibilities that sometimes aren't. I was turn around looking for it. It's not that they're in conflict with each other, it's just that they're not found together very often. Um, you know, just like, um. You know, just like it's very it's very unusual to find a vegan in five guys. You know? It's possible. You just don't find it very often. It's not like vegan can go into five guys, you know? So we focus on those unique abilities, and you might only have two of the three abilities that would be required in an affiliate manager will work on the third. But in the meantime, let's allow others to fill in the gaps. And so, like I said, we'll talk about this later. You'll have access to assistance. Who can help you 4th roll our 4th core value. We don't work with germs. I copied this from a former client. Every single day when I would log into their systems. I saw a picture of San Francisco Bay in the acronym. I got to think of it. LTST WA. After about six months, I was like, what does that even mean? And the guy said life's too short to work with a whole's. And I went, you know, that's a good core value. We don't work with jerks, you know, we. You're going to have a client at some point. Who? Says something offensive. Um, we give grace to them. If I, in fact, you know, I give you an example. We had a client. It was really, really short with me when she didn't need to be. Um. It occurred to me that, you know, we're Facebook friends. She lost her mom about 10 days before. And I went, you know what? I'm I'm gonna, I'm gonna ignore any rude stuff that she says to me for a period of about a month. You know? I'm gonna give her. That, like, that's not her. OK. If if that had been like, you know, this is the fourth time she's done that, well, then the first three would have been a problem, you know? So we give grace to people. We have zero tolerance for jerks and abusive customers. What she said wasn't abusive. It was a little bit something I would expect my sister to say to me. You know, maybe that's the problem is like we're actually friends and and she kind of is in a way I'd say like a really close cousin, not a sister. So as much as possible we try to avoid working with negative people on the front end. A lot of that's on me and identifying clients and. I want our clients to be. I want our clients should be pushy in a good way because I want them to push us to excel. I don't want them to be needy, and I don't want them to be rude. And there's a difference. There's a difference between a needy client and a client who's. Demanding, if that makes sense. Our fifth one. You'll love this one. And this is a definitely a core value in the company. We ruthlessly protect

our down time. Alright? I don't care when you work. As long as you get the job done alright. I personally have a pretty hard policy of, you know, 8:30 to 5:30. Those are my work hours. And Monday through Friday I've worked one weekend day this entire year. And I've worked. Three or four nights, maybe five or six. Most of those were during launches. I know full well that during this season of transition, with me taking over some of Robbie's responsibilities, that probably means that I might have to extend those hours from 8:30 to 5:30 to like 8 to 6. If you've got a soccer game, soccer practice, dentist appointment. You don't have to ask me to go. Like, and I genuinely don't want you working outside of a handful of times a year. And I wasn't like, how many how many times can you hold in your hand? This is uh, this is like 5-6 times a year. I don't want you working more than 4244 hours a week. Once your full time with us, like it's just, I I just don't think it works. The model is is broken. So we want you to get rest. We want you get rejuvenation. You want you to take care of your health and your mind. You know your most important relationships. Selfishly, I know that if you do those things, it means you can do your best work and. If in a given week. Your full time and you get everything done and you feel like the quality of work was amazing and you delivered the 10X results and you did it in 34 1/2 hours. And it's Friday at 2. Then stop working. Just stop working. If you feel like, as I occasionally do, that the better use of my time for the next three hours. I'm not going to just drop everything in the middle of this, like peace out y'all. I'm going to the zoo. But if my family comes to me at. You know tomorrow. When I don't have anything that I have to do with a specific time and they say, do you want to go to the zoo? But I know I need to get that. I need, I know I need to do that brief for our copywriter to maybe, right, you know, give him some overview, then I'll choose to work that night. And if you want to do that, that's totally cool. During season meaning. When we're in the middle of big promotions and things like that, our big expectations are. You know that you respond to clients in a reasonable time, so year round that's within 24 to 48 hours. During a launch that's, you know, same half of the day. So if they message you at 9:00 in the morning, respond by noon, they message you at two, respond by, you know, end of work Day 530. Um. We'll talk about that. I mean, we ruthlessly protect our down time. Six, we're the guide, not the hero. So to our affiliates. Clear the hero were the guide. You know, we're the guy we are. We are serving them. That's our goal. And then 7th, you know, core value in our company is that we do the things that scare us and so. To me, what that means is that we. We we try to takedown clients. Not that we're scared to work with 'cause. We think they're a jerk. We already said we don't work with jerks, but maybe it's in a niche that we've never worked in before. It truly told like some of the best affiliate launches that I've ever run. Where I got the client like 7 to 15X results were and this is I knew nothing about. Dana Abraham, you know, in the parenting niche and I anything about parenting. Guess what? None of her affiliates knew anything about affiliate marketing. It's a good combination, right? I just came in and taught the basics. I said the same things to every affiliate. I mean, I said I I literally could have just played uh, if I recorded one conversation, I could have just played it for the next affiliate and because I said the same stuff and yet we had affiliate to the previous launch, made three sales that made 65 sales affiliates who had a goal of five and made. You know, 75 like crazy. The results they got. We do follow the Facebook motto. Done is better than perfect. They're wrong. Decision is better than no decision. And so while we want you. We'll talk about this later. I want you to come to me with questions. This company, even though it's named after me, it's very uncreatively named

it 11 years ago. Shut up, alright. If I had a \$2 over again, I would have picked some like Roman Emperor and named it after him. But instead it's Matt McWilliams Consulting incorporated, in part because at the time we named the company, I felt like my name recognition and I still kind of feel this way. My name recognition in the industry was. Worth more than a really cool name. You know, so even though it is the Mcleans consulting incorporated, you know, company, it's it's not the Matt McWilliams show. And so, as much as I want you to come to me when you really just don't know the answer, especially once you get a little bit of experience, I'd rather you get the wrong answer, make the wrong decision, and explain to me how you arrived at it. And then we can work through what the right decision was. Then make no decision at all and just be like deer in the headlights. You know, this company runs fractionally better without me than it does with me, and that's a good sign. You know, because we've empowered people to do the things that scare them. I assume you guys don't have any questions about like, what are our core values? Because they are what they are and you're not gonna change them. So. What does this training or what isn't it? Number one, it's intended to teach you the basic framework of of affiliate management for our companies core focus. OK, So what that means is. I'm not gonna teach you affiliate management in. Industries that we don't work in, you know, we'll talk about that in a moment. So our core focus is affiliate programs in the online business, digital product memberships, coaching books, similar, similar spaces, right? It's meant to to teach all of our secret tactics, you know, all of our secret strategy. Now, just a reminder, you agreed not to share these things. So I don't mind if you if you're married and you go to your husband or wife tonight, be like, Oh my gosh, I learned this really cool thing. I don't know if you're learning really cool things today. Mitali 'cause. Like I said, it's the first day of school. But Hillary, this really cool thing about how to get affiliates to, you know, whatever. I don't care about that. I'm just saying, don't be like, go posting what you learned on Facebook, please. There are things I'm going to share with you that I'm not. I'm not joking. I've literally never talked. Not even to our high pay like our coaching clients. Why have I not taught them to our coaching clients 'cause they haven't come up yet. I might teach one to our coaching client next week. But a lot of this stuff, like, especially the sequence of it. I've never shared with anybody and I'm gonna tell you right now, like collectively. Hundreds and hundreds possibly. I mean, I think about like Adidas and Shutterfly. And some of the people we've worked with these, these, some of these things are approaching close to a billion dollars in revenue that they brought in for clients. And if we had not done them, I think most of that money wouldn't have been there. So these are like really cool things. You're gonna take a high level view. Again, we're not gonna, I'm not saying we're going to be like, you know, 30,000 feet, to use an airplane analogy, will probably be at the five to 10,000 foot level. But we are going to get into specific situations. We're going to do some case studies. We're going to talk about examples. Biggest thing is it's intended to identify qualified, enthusiastic, eager candidates to work for our agency, OK? If you choose not to work with us at the end of this, like I, look at this both ways, this is an extended job interview. Alright, so I as I mentioned in the e-mail, I'm paying attention to who showed up. I'm paying attention to who's asking good questions. I'm paying attention. There'll be quizzes. I'm going to pay attention to how you score on those quizzes like you fail all of them. Newsflash, you're not going to work for us, you know? But it's also the other way. Now you may just feel like after six weeks, you know? I don't really wanna work with Matt. OK, cool. I mean, if

you don't work, I don't work with you. You know? That's fair. Like fair enough, right? In the past. We've had kind of a I hire you and we do a probationary period. Here's the reason why I don't like that. Basically what I asked that person to person do is quit their other job that was paying them and it consistent basis and provided the economic security for their family to come give us a try for 90 days and at the end of 90 days I can kick him out. I think that's like being a bad human being, even though it's accepted in the business world. And maybe I kick him out because we just don't mesh well. It could be that it could be a great team member who could work for a different leader. You know, but they don't mesh well with me. I'll give you an example. I don't. I don't mesh well with yes man. I don't. I actually thrive on conflict now. That doesn't mean I thrive on arguing, but I thrive on healthy disagreement. I thrive on people who challenge me and challenge the way that I think. Um, you know, hit, hit there. I thrive on people who have actually thrive when I when I deal with people who have slightly different personality types in me, you know who who look at things from a different perspective. That's. So that's part of this process. You know, the questions you're asking, the things that you're doing, even just as simple as you know, showing up on time. I'm going to be like I said, I was 11 seconds late. Sorry, I'm gonna be fully clear. I'm gonna go back and watch the beginning of the replay and everybody who was like early. I mean, you kind of got a point. You're late. And I know things happen, so it's not like you're OK. Well, it was late once I'm out of this. No, that's not the case. I just wanna be clear. I know things happen. It is not a comprehensive training, OK? In that so much of the learning that you're gonna do is gonna take place as you engage in the activities. In other words, as you do the work, there's no possible way in whatever 90 minutes times 12 is. 1080 minutes, so roughly, you know, less than 20 hours. It gets 18 hours or something like that. I can't teach you everything. You know Mark, who used to work for some. He worked me for five years and he was still learning stuff in his last week. You know, like, just like, wow, how did I never learn that from you? I'm like, never taught you. So it's not intended to teach affiliate marketing outside of our core focus. So we don't really work in the retail space. So even though I have experience in that. We're not going to probably run Adidas program. They're not calling actually 'cause. They're CMO still there and he doesn't like me, but. You know, that's not going to happen. We're not going to run affiliate programs like an offline, you know, traditionally offline spaces or like the gambling or adult industries. This is not our MO. We're not doing that. I don't care how much money anybody would pay us. We're not going to do things that like I fundamentally disagree with or that I'm fundamentally. Um. You know, completely ignorant of I mentioned the parenting space earlier. Did I know the parenting space? No. Do I at least have a concept of what parenting is? Little Batman like really good, but kind of been doing it for 10 years, you know? And so I have a basic understanding there and and I can see the coral areas between parenting and other niches. You come to us and you're in the. Investing space? I mean. What little I know about investing is the sheet of paper I get from our advisor every quarter that's like, here's how your portfolio is doing a cool alright talk to you next year. You know I mean that's I don't know that space and I just not that I have to know it's I think as a company we're gonna be so far out of our there's, I think there's a difference between being like. Out of your comfort zone and so far out of your comfort zone, that's like. I don't even know what I'm doing. There has to be some connection stuff we've done in the past. One of the ways we can get there is by inching toward that. So maybe we work with somebody who teaches like

overall financial, Wellness, money management. That's something that I think we could tie to some of the clients that we've worked with in the past and then that would lead us to potentially working. You know, with somebody and investing, but that would be a multiyear process. And then lastly, it's not for showing up randomly or sporadically, so I mentioned earlier. You all in. Be all in. That's the big thing. Any questions on, on anything so far, guys? Say gigantic jug of water. Stacy, I love it. But one question that it's OK. Sounds like a really odd one, but like from your perspective, what is the role of a great affiliate manager and what isn't the role? Does that make sense like you're not doing on page conversion or maybe you are just curious where the? I'm gonna talk about that when I get to the section on exactly that. I love it. I love it. Lastly, I mentioned earlier, this is not just me talking and doing the training, so I'm gonna share more on that in a little bit. But Speaking of that, before we go any further, I would love for you guys to introduce yourself. I did send an e-mail out earlier today. I kind of apologized for doing that last minute and I kind of don't. Because I want to get you in that habit of, like, you know, checking it. The reason I even gave you any heads up is I wanted to be fair to people. Because you know how it is when you tell people, here's how to introduce yourself. And then the first person who goes has no time to think of anything, and everybody else is listening to nothing. That person says 'cause. They're thinking of what they're supposed to say. I didn't want that. I wanted as much as possible for you guys to have a little bit of advance notice. So real quick I'm going to post the format in the chat. For those of you who might not have, who've got it, I'm going to go on my screen. Bottom right. 2. Top left. That'll actually be in reverse order of when you showed up, I think. So who are you? Where are you? I'll actually just do it. I'm at macwilliams. I live in Fort Wayne IN it's really that simple. This is not like a what's the word? This is not like a theory or like metaphysical question. You know, like, where are you? OK, I don't need to know your longitude and latitude. Just. City and state country, for Simon, is good. Something fascinating about yourself and you don't also, by the way. I actually have a very I have a pet peeve, and maybe I'm the only person who has this. I'm just telling you in advance that it's a pet. Peeves 'cause. I'm not saying you have to tailor all of your communication to me, but it wouldn't hurt. When you read the question and then answer it, that just drives me. Say something fascinating about myself. Now I already know that's the next question. I'm looking at the list here, people, so maybe that's just me. But I'm reading it for your sake. I think it's a little fascinating. Maybe, maybe I'm wrong. It's a little fascinating that I never grew up playing soccer and yet I coach, you know, some pretty high level youth soccer 'cause. It's a sport that I fell in love with about six years ago, so I'm like obsessed with it now. Then learn irrational amounts of soccer strategy for a 42 year old man who never played the game growing up and still really doesn't play that much. To be honest with you, I think my mission in life is exactly what the company mission is and I know that sounds really weird. I just believe that I was put here to help people to be able to have a greater. Impact and influence and create a lifestyle that they love and that applies to my children, which is kind of interesting. I feel like me as a parent. One of my things is I'm supposed to help them unleash the ability to have a greater impact and influence whether that be. Through a sport or through starting a veterinarian office like our daughter wants to do and to be able to live the lifestyle that they have. Those are actually the things that motivate me as well. I think you may find a lot of you mission and motivation tie together. But I also want to know that, you know what is the motivation in terms of like what's your scorecard? You

know, for me as a business owner, I feel like there's only one scorecard as a business owner and that it actually is the revenue that's the scorecard. It's not my mission. Revenue is not my mission, but it is the scorecard. So that's become my motivation in away. And why am I here in this training? Because if I wasn't. Well. We really would be really hard for you guys, 'cause you just show up and talk to each other. So but I wanna know why you're on this training, so I just answer those questions honestly for me. I don't know who iPhone is, but we do know that you have an iPhone. I'm gonna start down there. So yeah, we really want to know who you are. 'cause everybody else. I actually know who you are by looking at your name. iPhone. I'm. I don't know who you are. I don't know if they know who they are. This is the part where we get to make fun of him. They can't respond to us. Anyway, anybody want to make fun of the Amish? They can't do anything about it. I'm just kidding. Alright, I'm gonna move on. JA. I won't unmute. Let's try unmuting you. I can't unmute you. I can only I didn't know I couldn't do that. We can only ask you see if you can figure that out from a tech perspective and we'll move on to Jay A. JA, horror. I don't know. I see you lighting up in green, but I can't understand you. Is everybody else having a hard time hearing her? Or him. I'm not sure, really. I can't hear. OK, see if you can figure that out and then we'll come back. OK over 2. Amelia? Hey there. Hey there. How are you? Alright, so I'm Amelia. I am based in Washington DC not too far from Silver Spring, MD. And what's fascinating about me? I don't know if it's fascinating, but interesting. But you need as I did what you say you hate doing. I was homeschooled before it was cool, so there you have it and mission in life is to support people with gaining more confidence and strategic partnerships. I've noticed how helpful collaborations have been to me and lots of people don't feel as confident about. Doing so for very good reason. And what motivates me is a second part is there's this quote from Reid Hoffman, co-founder of LinkedIn, a guy who knows a thing or two about strategic partnerships and collapses that opportunities on foot like clouds in the sky, they firmly attached to beat people. So that quote really motivates me My favorite quotes by the way. Second favorite from Reid Hoffman. He's got a few dudes. He's. Awesome. Why are you here? Oh, why I'm here. Opportunities to work with you. I've admired your work for some time and yeah, definitely would love to learn more. Have a few questions to be fully transparent after listening to some of the the podcast homework about how much I love parts of affiliate management. That you mentioned and I really appreciate you talking about all aspects, even brought out aspect of it that I never heard of it, never thought about and I was like, wow, that's scary. But, you know, I wanted to come here. Nice. Nice. Um. I'm going to move on to Cynthia. Yeah. I mean, great job. You kept that to about 90 seconds. So that was awesome. I think I wasn't timing or anything. And all those questions will will come to at the end. Yeah. Or or whenever they're relevant here, Cynthia. I am Sunday Beckles and I love the field of marketing. I've been working for marketing probably over 20 years. And I live in Wellington, FL. But the thing about Florida people it's hot. So I tell people it's it's hot Florida most the days recently over hunting 2 degrees of politics so real estate everything is hot in Florida. Something fascinating about me I've given away over \$2 million in prizes and cruises and I found that's that's interesting. I learned a lot about. How to work with companies to get them donated for nonprofits. And that is just asking. I'm like a like a Bob Barker and I've enjoyed doing that close to 30 years. My mission in life. I love empowering people, especially my clients. They love when they have those a-ha moments with the light bulb goes off, but also helping them increase their revenue,

what motivates me. Definitely my family, my friends, my mentors. And my clients, but what's fascinating, I have my second grade teacher still on my Facebook and they they just motivate me all the time that they Remember Me back when. And it's really encouraging to know that you're able to stay connected with people. Who make a difference in your life for so long? I don't want to say how old I am. And why am I, why am I here? I'm fascinated by the field of affiliate marketing. I love to give and take how you can help people. I know what it's like to have an event and trying to fill the roles and have people there. And I know I really at Mark and seeing online is incredible. I greatly admire your work. So that's why I'm here today. Cynthia. My phone is unmuted. Hey, Matt, can you hear me? I can. Hey, this is Scott Bannon. Sorry, I'm on. I'm on my iPhone because I'm in between tests at work and I am a neurological technician and I played the Alto saxophone. I live in Ocala, FL and my mission currently is to help my niece graduate from Flagler College. And I would like to travel and buy homes and cars and obviously money motivates me and that's why I'm in this training, because I want to learn how to earn money from basically anywhere. And that being said, I love the job that I'm in. I get to help people who are injured or sick. And, um, basically I test nerves and do Eegs for the people. So that's. Pretty much my story currently. I don't remember. Did you? I was writing down some notes. Did you say that anything that went fascinates or what's fascinating about you? Oh, I'm a neurological technician, and I play the Alto saxophone. OK, you did say that. Yeah. OK, cool. I can't even say what you do. So that is fast. So it is. It's pretty interesting. Kristen? Can't hear you Christian, you, you're unmuted, but I think your audio sources. I don't know what to tell you either, 'cause. Alright, you work on that. I'm going to move to draw this up. Drew? Hey, what's up, man? How's it going? Good, man. How are you? Good, good. I wasn't expecting I was godfather my my photos or a different way. I'm like 6 people down in line. So, but my name is Drew Berks. I'm in Southwest Florida right now temporarily from my home in San Diego. I learned to fly an airplane before I could drive a car, so it was fun as a 13 and 14 year old kid flying over the neighborhood to see all my buddies riding their bikes. My mission in life. Honestly, I'm an entrepreneur, so this changes, but I have for about the last three years, I have felt. A strong compulsion to help kids understand how money works. And I coach basketball. So not soccer, but I coach boys basketball, and I've been doing it for about five years, and I just have just when I said fill this compulsion to teach kids about money. So that they can learn how to make money from anywhere they want. And what motivates me is. Probably the emails or the clients emails and communication from clients that say they just made their first sale online that it's probably what helps me sleep the best at night is it it's enjoy the money aspect, but I really enjoy when they get the evidence. It's something they didn't think was possible they see. As possible and why I'm here is probably like most people is followed you for a while. You're from Indiana, from Indiana. Although affiliate marketing, you definitely have a lot to share and learn a lot from you. So I'm here and would be an honor to find a way to work. Producer. Very cool. With Chad. You're muted bud. I think we should have had a how to use zoom lesson first. I'm picking on your chat 'cause. I know you know how to use it 'cause you've been on our at least one start meeting. Alright, let's see if Kristen can get hers figured. Connecting to audio. I see. So you have. It's trying. You there? I think so. Alright buddy, there you go. Yeah, I think it's my headsets in and out. I'm having all kinds of fun stuff. Dropped off twice and had to figure out how to get back in and tried through a browser. Good stuff. But to get to. What you're asking for I am Chad Condon.

I am also from Indiana. I know that's not where Matt originates from, but you're pretty close to where I'm at. In Indiana. I actually work in Indianapolis, but I am South of Indianapolis, so I'm probably three 3 1/2 hours from you. Yeah, you. Where I'm from we have lots of hills and trees. You cut out. I will say this. I live in the part of Indiana where you can see the hills and trees three hours away. 'cause. It's flat, right? Yeah, that's what I was trying to make a comment on, was calling you a flatlander. So. We do the hills now. I'm assuming you can still hear me. I mean, it's. That's what I'm getting a little bit in and out for some reason. And I'm in my good technological space too. It's kind of strange. But anyway. Southern Indiana. I'm not a very fascinating person, but I do a lot. I'm in the construction industry. I've been what they call push and work I am supervisor for. Oh, good. 25 years I've been around a lot of people. Some of them I kind of consider it as babysitting, but, you know, it's it's a there's a means and end to the means, I hope, because I do spend a lot of time training the kids that are coming in, trying to. Educate them in the ways that they. Are required to do things and make sure that they're doing it safely and promoting our future in the construction industry and. Which is like, like I said, and means to the end is just to provide for my family. I mean, that's what. That's what really. Is my mission and motivates me. Is the the health and happiness of my family. I've got a wife and three kids. And you know, there I'm close to empty nesting. They're getting older now. Two of them are out on their own. One lives in Kentucky, one lives in southern Indiana, and not sure where the price is going. Making sure you know and I. You had mentioned something earlier about the difference between, you know, obviously wanting to do this because I like money and I do provide for more than myself, but. Happiness goes a long way, you know? I mean, my oldest son is. I'm still thinking real quick. I'm curious, 'cause you're you're in construction and all that. I I wanna know why. Why are you here? Well, and that's that's kind of where I was heading with that. You know it's a happiness is that, you know I I do construction and I deal with people and it's great and I've got a good living, but. I guess I'm looking to scale up, you know, I'm I'm. Looking for a way to provide a means. To make everyone and myself happy. You know that's that's why I'm here is. A source to provide the happiness. Um, thank you, Chad. Kristen, you've. I think you figured it out. You're up. Nope. Can you hear me now? Yes. Yay. Well, hi everyone. I'm Kristen with the technological problems today. I am in Minneapolis, MN. I think that it is fascinating that I have once partied with the Hell's Angels, which I can tell by looking at me. That's not really my crowd. The thing that. I kind of live my life by is trying to leave everything I touched, whether it's in my personal life or my professional life, a little bit better off than it was before I got involved. I'm motivated by uplifting others and personally seeking freedom, whether that's financial freedom, inner freedom, you name it. And I'm here because I love online businesses and I love to see people be in charge of their own destiny. 'cause. I think it's so much better than being out there doing the 9 to 5. Working for somebody else, and so I'm hoping to soak up everything I can and learn from Matt and hopefully not with him at the end of it. Very cool. Thank you, Kristen. Let's see when that order there. So. Media. You are also muted. And unless you have, like, a dog or a lawnmower. Or really loud child. Feel free to unmute in advance. You know, like, yeah, I mean I just I don't have it. I guess I I stick. No, no. And I appreciate that again like you know if if our if we had like if my dog was he's quiet he's embarked. But you know what I'm saying. I don't know if she. Yeah if I decided to turn a fan on. I would mute myself, but then again, that would be really boring for you guys. If I was training you, you couldn't hear me. So my

name is Steve to Rupa, and I live in Delaware. OH, so that is in the metro Columbus area. And. I'm. My mission is really is to create a winning life for myself. So basically a life that works in every area. And. What motivates me really is, you know, personal growth and expansion. And. The reason I'm here is II I'm I'm really excited about the opportunity of learning from a high level marketer like math and I also working with a team that is. You know, working at a high level, you know, working successfully. very cool thank you so where did you say outside of columbus you are i i live in a town called delaware OH currently here in the UK in Kenton. #12. What's fascinating? I used to have hair. Not anymore. I could make other stuff up. I don't even like. I can't. I don't believe my own life anymore. What's been going on? And it's been some highs and lows. The truth of it is, in terms of mission in life, I'm still making it up. I'm in a really weird reset mode. At some level, I love making a difference to people. I like connecting and making real difference. Not that sort of social stuff, but actually really helping. And what motivates me badly asking the question is to make money, to make people laugh, to actually make a difference. I like learning and mastering and sharing, and I'm also clear that I'm kind of like a lazy delegating person. Do it right, get a system. And not about I I did thousands of hours in the banking stuff. It's not about killing myself, but doing the work and actually making that stuff get out because I'm also aware there's so much really good stuff that hasn't been shared. And I think why I'm here is because I'm aware that. I learned a lot of what it doesn't work. I've seen people make millions and billions online, know hundreds of more online multi millionaires, but what they've done doesn't make sense. So even when they have got affiliate marketing it's not working. It's all like launch spamming and there must be something else that's possible and it's driving me kind of potty. So I mean this sort of catch for only two where I'm clear I met. Back in the year, gets sick. Sorry, it's just how you said it's driving you what? Nutty, nutty stuff like crazy. I only understand 85% of what Brits say so. Yeah, but I just said there's something else and I get the relationship marketing is the way forward, but not network marketing and not spammers on there's something else done. Well. Thank you. Very cool, Jason. Hey, how's everyone doing? Awesome. Awesome. My name is Jason Alberty. I am in Joliet, IL, about an hour away from Chicago. So not too far from Indiana. What from I my parents word out so I'm pretty fluent in sign language. So I my my mission in life is is really to just kind of. Kind of living a freedom lifestyle, right? Just kind of being able to do what I want when I want. I like to work hard, but I like to play hard as well and really teach others and help others to do the same thing and kind of live life on their terms. And really what motivates me are my boys got a 6 year old and A and a 3 year old and it's really just about being able to provide them and. And teach him life lessons and and the things that you know I didn't learn or were taught growing up. It's really kind of pass that along and and and help them along be a successful as they possibly can while making the mistakes they need to to make to learn those things what brought me here. He's really to learn a lot more about Philia marketing. Great industry and there's a lot of positives to it and you know. Wanna work with somebody? And for somebody that is the best of what they do? That's really what I'm looking. Very cool. Thank you. Thank you, Jason. Thank you. CKC. Hey everybody, I'm Casey Jensen. I live just outside of Seattle, WA, right next to Mount Rainier. Which is why every meeting you can expect to see me in my car. I live on like a beautiful 5 acres right up next mountain, so I have low Internet connection there. Good enough to do any work, but not good enough to get online zoom. So it's been like a year of me learning affiliate marketing. So I drop kids off at school and

I'm always at my car. So what's fascinating? I grew up in Alaska, I guess, if that's fascinating. I lived there for like 11 years. Central Fairbanks, always dark in winter. You know, I guess that's pretty cool. What motivates me is my two daughters. I have a 9 year old and almost 7 year old. So. You know, my goal is to help them think and learn and teach them to think outside the box, really keen in on their passions and you know, help teach them how to make money during their passions and not, you know, not work a nine to five and you know just over overall enjoy their life. And what, why I'm here, you know, I I really enjoy being surrounded by like minded people and I'm really passionate about affiliate management, affiliate marketing and just the MMO space in general. So I'm here to learn and. To keep growing as an individual. Very cool. Thank you, Casey. Last all, know two more Stacy. Hello, everyone. I'm Stacy. I'm an active duty Air Force public affairs officer, and I'm stationed on the Central Coast of California at Vandenberg Space Force Base. So we're focused on launch is just the kind that go up into space. We had two over the weekend back-to-back. For the past 20 years I've had a front row seat to history around the world, including Afghanistan and Iraq. I am German to live a life of service and create impact. So what motivates me the most is having last people over the years in combat. I understand how important life is and and just to get the things done that are on our list. I am here because over the past few years I've invested in myself listening to Amy Porterfield and Sue McLaren and Julie Solomon and I started to peel the layers back and realized Matt was behind a lot of the affiliate programming and I want to learn from the best. Stacy 2.0 is coming in about two years. With retirement from the military and I am excited for what's to come in terms of employment. Very cool. And last, I'm gonna just assume not least though, Jim. Hey, I'm Jim Haskins. I'm from Olaton, KY in math. That's 2 1/2 hours from Somerset, remember? So fascinating. I am married to a Hall of Famer and I worked for a Hall of Famer. My wife, yeah, my wife is a she is in her high school Hall of Fame for volleyball and basketball, and I actually worked for a U S Senator gym Bunny, who's in the baseball Hall of Fame. Oh, cool. I think that's pretty cool. So my mission in life I wanna follow. You know, into film out what God's will is for my life. You know, I love people. I love serving. I love helping, you know, people always say I'm a people person and I just like being around people and and and and helping them out when I can. Family is what motivates me something. I've been married over 27 years. We have four kids ages 11 to 21, and I just want to be the best husband and father that I can be to them. And you know, while I'm here, mad is. I mean, I just look at this. It's just a tremendous opportunity. It's another tool, my tool box. You know, I'm, I'm experiencing a lot of different things and and you know this is something that you know the opportunity to be able to work with you to be able to the opportunity to be able to learn from you. And you know we just we we started a farm we bought a farm list in year ago. We actually got our first livestock on the farm last night with some goats. So, you know, so I mean, and and with the kids, we still have three kids at home and I can use some of this to maybe teach them some things as well and help people. So I just look at this as a tremendous opportunity and being able to meet new people and just, you know, having an opening another chapter in my life. Area code. Just fun fun fact. Senator Bunning was a client of virus. Back in the early 2000s. Not affiliate management. Clearly we we his. So wait, let me think. When did he run for reelection? Was a 2004. Yeah. Yeah. That was the second term of Senate. Yeah. We ran. Yeah because he was originally looked at 98, ran for reelection in four in the Senate. So that would have been when we worked with them

was late 2003 through 2004 right when the Internet was kind of coming up and. Yeah, yeah, I all we really did was just watch what Howard Dean's campaign didn't copy it, to be honest, but. I know what we were doing. You're like the only people doing it other than him. And we were the only people doing it at like a local and state level. So alright, J Hill real quick said he wants to go and I I still don't know that I know who this is, so I'm gonna let. Can you hear me? Yeah. Yay. I'm Julie Horton. Sorry about that. So I'm from Portland, OR, and something fascinating about me is that I volunteer at animal shelters as much as I can, and I've been in customer service for over 20 years. I'm not gonna say how long, just over 20 years. 21 years, got it. The the reason I'm here is because I've heard a lot of good things about you. That's why I wanna work from you. From other Internet marketers like Tiffany Lambert and other people, they say you're the. Most honest affiliate marketer out there. So I've been following you for a really long time and I'm here to make my kids proud. I want to create a future for them as well in my. Further future, I'd like to maybe have a dark sanctuary one day, and I'd also like to show everybody that it's not too late to start at any age, and so that's why I'm here to help others out. Very cool. Thank you. Thank you, Julie. Alright, so in the interest of I wanna always be fair to your time, so I'm gonna move so fast right now, it's not going to be funny. Just quick over here today, as you know, first day of school, right, mostly overview introductions, admittedly. You know, like I said, the introductions part even that is there, there's a little bit like I'm it's part of the, you know, the interview process is the way I look at it. The first two weeks are going to be doing an introduction to affiliate management philosophy, kind of some high level strategies and principles. Weeks three and four, we're going to get a little more. You know, ground level strategies and specifics, week five, we'll talk about some situations. So basically week five will be a lot of. Me asking questions and then answering them, you know, it's like, OK in affiliate, ask this. Here's how we do it. Again, this is not meant in this training. What it is not meant to do is answer every conceivable situation that could possibly ever come up. It's meant to address the most common ones, but also just to kind of get you thinking about how you think about things. It's understanding how I think about things. Again, understanding the system behind things. Part of this is, you know, there's a little bit of like learning by osmosis and one of the best ways to do that is just going through specific examples and then the final week we're going to talk about client relations. So this is specifically the how we deal with clients. Side not about the affiliate management side. It's somewhat subject to change, just like today. I mean, admittedly, I'm 15 minutes behind where I thought I'd be. I don't know why it just kind of happened, you know, first time I've done this so we might be on case studies a day early, recession late. What will happen is we will stop after 12 that I I want to be respectful your time. Also. What will happen is that we will not go over 2 hours. Absolutely. In fact, we probably won't go over about an hour and 50 minutes because. I told you to book 2 hours and. I understand you gotta go to the bathroom and you need a you need two minutes to decompress before your next thing before you go back into work or before you have your next. I need 10 minutes, you know, quite frankly, so we will not go past an hour and 15 minutes. Usually what that will look like is, you know, 60 to. 80 minutes of teaching with Q&A kind of sporadically worked in and then you know some Q&A time at the end. After the training, just to give you guys I, I know I, I think I described it pretty well, but going to a little bit more detail here at the end of the string will pick about two to six people who will be selected for a trial. Will it be two? Will it be 3456? I don't know. I'm not gonna. I I know

it will be too. Because we we need to. But if there's five that are really good, we're gonna, we're gonna keep all five. Like, I'm not gonna be like, Nope, we only have room for two we have. Large enough budget for this, it's not. It's not an issue you'll be given specific affiliate management tasks will be paid. We're going to pay you to be doing these things, not going to expect you to work for free. There'll be graded in scored, of course, you know we'll be monitoring things and the high performers will be offered a position. Again, that might be two and maybe only one. I don't know. You know, it might be all 51 I have no idea. I wouldn't even be surprised IF8, if you made it to that part. I literally don't know. Again, never done this before. So we'll see together basically. From there you will Co manage. What do I mean by Co managers? I will be working side by side with you. You will manage it in my name. OK, this is what we have. We have done this. Everything from this point forward is a proven model. Basically, you'll be you'll be writing the emails and I'll be reviewing them. You'll be setting the strategy, and I'll be tweaking it. Will be. Interacting with people and. How you know and like you'll be on a call, like I'll be on a call and you'll be on the call with me, you know things like that. So you'll be Co managing one program. You know, and going through that with me, after which she'll be allowed to now take on a program and you'll be able to run them yourself. And then more and more and more and effectively, we're going to put as much on your plate as you can handle and handle well and handle at the standards that we set as a company. And the you know. The income side is, I wouldn't say it's limitless. No offense, you're not going to make \$3 million a year doing this, but we're not. I'm not going to say Nope. You can't take on another client if you can handle them and you're going to make more money. The pay is something that we'll talk about later. I want to give you some perspective on that, though. There'll be a base pay and a percentage of sales do not expect to work full time. When you're first starting again that's in fairness to you because most of you either have a full time job or business and I'm not asking you to give that up, alright. I am especially your job. I as I said earlier, I don't think that's fair. I know, I've. I've had situations where we hired somebody. And you know what? It wasn't our fault. Except it was our fault. We shouldn't have hired the person. They were not qualified. And but they had a job that they've been on for three years. But they came, they put a certain amount of faith in US, and we're seven days into this thing going this guys cuckoo for Cocoa puffs. We have to fire him, but he had a job that clearly he was good enough at to stay for either that or he they were. His management was completely idiotic and he stayed at for three years and we took him away from it and now he's like, how am I gonna make money? And so we don't want to do that, but just to give you some perspective based on our current and past clients. There'll be some base pay and then, you know, the average percentage bonus. Early on will be you know 2025 hundred dollars can increase anywhere from 7500 to 15,000 a month. I don't wanna over promise her or set unrealistic expectation. So I'm not going to say you will make or anything like that. I just want to give you perspective, give you the, you know to quote Winston Churchill, the facts, just the facts. The first person we had do this, we didn't have an agency. He just came to work for us and ended up doing this. He made an average of 7200 per month in his first month, so that's what he made. Could you make less sure? Could you make more? Of course, he had three clients, so if you're managing 4. Naturally, you would expect to make more than if you had three I. Like I said, I believe that the average person who works with us will be able to handle between 5:00 and. 8. In a given year. What that typically will look like is when you have 5 to 8 is if

they're launches, they'll be, you know, seven to nine months for each. So you're not gonna be, you might not be working on if you have sticks, you're not gonna be working on 6 every Monday you'll be working on four of those six and then one of them will launch. You'll kind of go heavy on that person that that client for awhile and then they'll kind of drop off and you have basically nothing to do with them for awhile and then you know so on and so forth. So any questions on that? I know you probably have all the questions. This is probably what it is, but. Yeah, far away so. To get to the level where you're ready to take on someone to work, like behind the scenes with likes to or, you know, somebody that level, like, can you talk about what that path would look like? Yeah. To be able to work at that level, I mean eventually to be quite frank, I want to run two, two things a year out of about 40 that will run as a company. So that means that. Agencies running the other 38. The only reason I even want to work with the two is actually just to keep my game sharp. It's kind of like there's a reason why they're called teaching hospitals. Because the practitioners are the ones who do you really want? Do you really want somebody teaching medicine that hasn't practiced medicine in 20 years? Probably not. Somebody who did surgery yesterday, teaching the surgery because techniques and everything changes so much, so it's a way for me to keep my game sharp. You know, right now the plan is. In all plans are something change. I'm going to keep Stew and then one other client that rotates every year in a different niche again just for me to keep my my game sharp up. Everybody else will be. They just say this will be up for grabs. You know, for people who are her working for us in the agency, the path to get to that point will look like very similar to I said early, you're going to manage one program with me, you'll now take on one of your own. You'll scale from one to four. The first one you do is not going to be like. 7 figure, you know, launch or Philly. Probably gonna be a 5 figure. I mean A6 figure, sorry. It might even be somebody who has a small affiliate program and they're doing \$120,000 a year and you help them get to 700, you know, thousand. That'll be the first four or five as those, you know, progress. Yeah, I mean, we'll bring on, you know, some bigger clients that who are typically people that I would have run. I will tell you that client acquisition is not an issue for us. We we say no to 98 out of 100 people that reach out to us. We have a list of roughly over. Play 850 people. That have reached out to us and we told him no. Very simple reason. We've told him no is. I'm the one who does it all. I can't do it all. You know, we need to be able to train other people to do this stuff. And so that path is is. Potentially as low as four months. And. I would not say for the slower learners, it's just for the people who need more time. It could be eight months, it could be a year. Um. there's it's not even about the ability to learn is the ability to to kind of. To manage it. Um. To manage a Stew. And. Michael Hyatt. And Brian Tracy? And you know, and then like Abraham and like, you know, in a, in a smaller one. All at the same time isn't about necessarily like brain power or knowledge of the affiliate world. It's actually self management. It's that's really what it comes down to. Like I struggle with that. It's hard, like when Stu's in launch mode and I've got three other clients like. You know, it's like I look at my To Do List and it's 14 things for Stew and two for the others. And you know what, 14 get done, or I get 14 of the 16 things done and the other two clients get left by the wayside for that day. You know, it's hard and I feel bad about it, but those are the choices we have to make. And. So does that answer your question? I know it's kind of a long answer. Yeah, yeah, things. Few things here, so Simon asked earlier what are the responsibilities of a Philly manager and what are they not? I want to go through this again. This is all today, a super high

level. Super, Super high level, right. Number one, identifying potential affiliates for clients, that's going to be one of the big things we do. Not only in our database, and we have we have two databases of potential affiliates. We have them at mcleans.com e-mail list, most of whom are interested in affiliate offers. But they might be interested only in affiliate offers in the parenting niche or the vegan. Whenever vegans do niche. I like bacon, OK? Just, you know, get used to it. I don't. I have. I don't think I have any friends that are vegans actually, but I know a vegan once. It was kind of cool. Anyway, so then there's like the gardening niche and they might only be interested knows and they're waiting till we come to them with those. So we have that bigger list of potential affiliates that are on the basically in our convertkit list, right? Then we have last night checked just about 3800 people who promoted a client in the past. This list gets bigger than get smaller, then gets bigger. It's always every year it's a little bit bigger than it was the year before. So I might be off in that 3800 number. It might be, you know, 4500 by now, I'm not sure. These are the people who promoted. You know specific clients. We have them. Not super well, 'cause. When we first started, we sucked at this, but now we have them tagged pretty well, so we get a client. Let's say they're in the parenting niche. Great. I wanna go identify who are the 517 of those affiliates who promoted. You know, somebody in the parenting or in some similar space type niche. So identifying those not only in those two things, people we already have access to, but also. Go outside of those days, we'll talk about the workflow on that as we get into that. Recruiting affiliates for clients, strategizing, promos and offers. So thinking up, you know, what are the promotions we need to do to the contests we need to do? Ensuring that Affiliates are paid. 98% of the time the client will handle the pain of the affiliate. I think only once. In the past ten years we've done it for a client. Why? Because it requires them to give us access to their financials. Like I literally got access to their PayPal. I could go in and see how much money they had in their PayPal and newflash, most of our clients probably don't want us to have that information, but it's still on our were they feeling manager? It's our job to make sure they're paid. So very simply reaching out once a month and making sure, hey, Joe, on the accounting team at North results, that student company, just making sure. Did you pay affiliates this month? Yeah. Then what we do as the affiliate manager is we send an extra e-mail. we we go into the system download the spreadsheet that has the payment amount this is this is like a key affiliate management strategy i'm getting way ahead ourselves but we

This week you should have received 800 and from the spreadsheet is mail merge. It's really easy. You should have received \$828.42 by the way, his next launches coming up next April. Are you in? You know that's the gist of the e-mail we. Making it better. But that's us like that's we're responsible for that sending. You know, communications to clients. Letting them know what the progress are, what the results are. This is so hard for me, as I mentioned earlier, so that maybe this is hard for you, maybe this is easy for you. For me, I put it in my calendar three times a week. I have to put it in my calendar so I have I have 15 big threes throughout the the week and then I usually have about 10 or 12 other tasks. Three of those 10 or 12 R share wins with clients. And so those winds are, you know, Stu got Susie more, she's on board for the 2022 launch. You know, hey, signed up 14 affiliates this week. You know, sometimes it's. Did you know I'm doing a series right now for stews affiliates where I'm interviewing some of their affiliates? Who? Aren't big. They're not big, but they did really well. And that reminds me. I just

remembered I forgot to reach out to somebody. You'll get used to this. Like, I just. I'll do that sometime. Like, Oh yeah, I need to reach out to that. I fill it. Yeah, like I'm doing this series, right? And so the communication of the client to Stew is, hey, man, I'm doing this thing. I didn't tell him I was going to do it. So far, I've interviewed these six people. Can you think of any others? What does that communicate into the client? Dude, I'm busting it for you. I am going above and beyond. This is not in the affiliate. Interview affiliates about their performance is not in the affiliate manager job description. If you go look up affiliate manager job description and go to the 50th page of Google and click on every result, you will never find that. What does that go back to? We over deliver, right, we deliver 10X value. So we're doing this course essentially for the affiliate. But what good is it if I don't communicate? And so for me, like I said, it's very difficult 'cause I just do the work and the results speak for themselves. Dude, our last launch was 60% over what it should have been with Stu. Why do I need to do any of this stuff? Like, that's how my brain works. Like, I got you. I made you an extra two and a half million dollars. Shut up. But I know that these are the type of things that make them feel super special. So I'm constantly looking for ways that I communicate progress results, little things that we're doing. And that's something that will work on, you know, I'll kind of theirs. I've learned some of the nuances to that, just like even in the way that I communicated that this too as a. Question. Who should I interview? Was word in hey, look at all the amazing stuff we're doing for you. This is why you should keep paying us, you know, hundreds of thousands of dollars. Some nuance, right? Identifying growth affiliates within the program, so this is a big responsibility. Looking at, you know, if it's a launch thing, who was up last year? Who went? Who was up? You know who doubled their sales last year? Great. They doubled their sales last year. How can I invest in them this year to help double again? You know, monitoring stats for down affiliates, so this is in a launch. You know you're looking for those, but also in Evergreen programs we're looking for. Um. You know who's down, you know, say you're the date through March compared to last year. And identifying how we can work with them. I'm not going to get into how we. I'll think I'm going to talk about that on the Facebook live tomorrow. Remember if I am or not. I don't remember the script, but I think I'm talking about that tomorrow. Possibly, maybe not. I don't know. But like, we'll talk about how to do that, but like, these are things monitoring and handling fraud. Most of our clients fraud is not an issue. The. Closest thing to front, I'll share story. Um. And how, how you? Monitor for this is experience and I'll coach you on this. We had an affiliate guys name was Melvin Ku KHOO. Melvin never heard of him. He was already in the program for Tribe. He signed up last year, so I didn't. It's not like I brought him on and he turned out to be a disaster. He was already in the program. I had no reason to think this guy is going to be a fraud, right? He's. They accepted him last year. He's in second place in the Leeds contest now. One of the biggest areas of fraud when you have leads contest in by Leeds contest I mean like optins, you know, number of registrations. Is then their leads don't convert. So somebody is like I said, 10,000 leads and then they said they have two sales. That's fraud usually or no sales. That's usually. There's something going on. They're sending a ton of crap leads and we'll talk about how to handle that. Again. He's in, he's in second place in the elites contest and then at the end of day one he was in 3rd place in the sales contest. That's not a big gap. One spot is no, but he had a ton of sales. So I was I suspected that his leads were fraudulent. And I knew on day one he'd have no sales. And I'm going to have to, you know, say Nope. Those leads were fraudulent. You don't

make any money like we're kicking you out of the program. But he wasn't he like he had, I don't know, 175 sales in the first day. I'm like this guys legit. Who is this? Why is he not responding to my emails? All he had, every flag unresponsive to emails. Not participating in the Facebook group, I can't find any of his marketing. His Facebook page had nothing about tribe. No, I'm not seeing any of his ads. I can't find anything that is showing me that this guys look, but he. The two things that I can't deny our he had a lot of leads and a lot of sales and I'm like. That's just weird. The other fraud is when they're nowhere to be found on the leads leaderboard. They send like 82 opt in's and then on day one they have 57 sales. Really? You converted 57 of your 82 people into a sale of a \$2000 product on day one? No, there's some cookie stuffing going on or something. I'll explain that later if you don't know if it is, there's something nefarious going on. None of the red flag, just a bunch of yellow flags. Couldn't figure it out. Then I happen to have one person. Who's on my list? Who bought tribe and said I bought tribe? But I did. Like I said, I bought right through you. Just wanted you to know. And I was like, that's cool. And I was like, hey, Robbie makes you know, is she on our list? I don't even know why I didn't. Normally, I just trust the system. And he's like, no. So I dug in. There's no. Record of her clicking on my link. But. The very first opt in. Was for Melvin Ku. And I went back to weird. She did click actually or no she did click on my link. I remember how. No actually I remember it was she clicked on my link and it said Matt McWilliams and then one second later it said that she clicked on Melvin cuz link now. I mean how fast do you have to Click to one second later click on somebody elses link like? You know nobody does that, right? So I started digging and I went through everyone of Melvin sales and everyone of them showed the same thing. They clicked on somebody else and then Melvins one second later. And that's how we we actually found out he was an ex clickfunnels employee who had put some code. This thing was not only Stew, but he did it to Dean Graziosi and Tony Robbins. He did, and it randomly fired. So it only fired on like 6% of the clicks. So that he wasn't making too many sales. He didn't want to, he didn't want to be the number one affiliate. You know? He wanted to be like #2 #3. And it was like the craziest thing. Well, that's something you'll have to, you know, that's one of those I was just under why I shared this story, 'cause. It was so crazy, right? Billy? You need to stay up to date on what's working and what's not, and then sharing it with affiliates. So what does this mean? It means you need to become a student of affiliate marketing. You need to become an affiliate marketing nerd. It means you need to read the affiliate marketing blogs. You need to, like, know the stuff, right? You need to know, OK, privacy stuff is changing. And there's like, all these hearings in Congress about privacy and apples changing this. Like, you gotta know that stuff 'cause we need to know how to react to those things. Again, if you have a question, just type question and that way you can ask 'cause. I'm not gonna keep asking if you have questions skills very quickly, people skills, these are kind of this is. There is no number one. There is no number one. There's like no skill. That's more important than ever. You need to have basic people skills, right? You need to carry on a conversation. You need to be able to build rapport. I think that goes without saying. You need to have marketing skills you know if selected. Like I said, you are expected to become an affiliate marketing expert. Alright. Does that mean on day one you have to? I've been doing this for 16 years. I don't expect you to be where I'm at. You know, it took me guess how long? 16 years. I'm still learning. I learned something I wish word, but I learned something every day absolutely blew my mind. I was like, I didn't even know you could do that. You know crazy, right?

But that's, I mean that's what we want. We want to become students. You need to have the tech skills. You know, I I joke, you know, but. You need to, you know. If you know how to use Microsoft Word in a Google Doc, you're probably cool. But. Train you on how to generate this report and cross reference it with this report because Infusionsoft you know in other systems suck sometimes and they don't have like the report that you need so you have to take two spreadsheets and dedupe them against each other. I can teach you all that. But if I record a 20 minute video walking you through step by step, and you're still completely clueless 'cause you just don't have like, the basic tech understanding that that's a problem. You know there needs to be at least a basic level. Let me have some sales skills, like if you feel like, gosh, I really don't like sales. I'd read a sales book or 4. In over the next three months I can recommend a few. The little Word book of selling by Jeffrey Gitomer is a good one, actually. Just read everything I've just Jeffrey givers and and read secrets of closing the sale by Zig Ziglar. If you're like me and you don't read so goodly, then. You know, audiobooks, zigs, fun to listen to anyway, Jeffrey. I mean, he's just, he's got a great voice. He's just fun to listen to. I need to have some leadership skills and I don't mean like CEO skills. Although we probably will hire CEO in the next three to four years. I mean like self leadership skills. And also, you know, the ability to influence others. And like I said, delegate. I'm almost done, I promise. My philosophy on the Philly manager. There's basically four key things on a Philly management. Again, these are super high level overviews for today. Number one, success is not based on personality, charisma, intelligence, or even hard work per se. Alright? Those are important. Again, I just said you need to have a little bit of a personality, you need to be able to carry on a conversation, you need to be able to. You know, I need to be able to remember peoples spouses names. You know the number one reason why I wrote down all these notes that I wrote about you guys today. Is so that you know Scott. If I hear that something happens in Ocala, FL. You know, I don't know. There's a. I'm not putting this on you Scott, but a bomb goes off and Ocala FL I wanna know who to reach out to. And I know, for instance, that Urano California and I want to be like, hey, Scott, are you OK? Um. I don't think anybody that aren't list, edit and write down. None of you mentioned where you went to school. But um. You know, if I know that you went to the University of of, you know. Kentucky and they're not going to win another national championship. So bad example, let me think, you know, you went to Alabama. I can't congratulate any Alabama fans. I can shortly define examples here. But if you went to such and such, who won last year? Who did win the national championship last Baylor? I know you went to Baylor and they win the issue of championship. I wanna be like, dude, you know, isn't that awesome? You know, Baylor won the national championship. Like, I I can't do that if I don't know that. When somebody gets on the phone with me that I've talked to more than five times and they ask, how's my family, you know what that means. They don't know their names. That's what that means. How's your wife really like? You you should know my wife name if at all possible, so when I get on the phone with affiliates like I will review my notes. Truth be told, I'm probably going to forget. If I was on the calling up, Julie, you know, we had a call scheduled for next Tuesday, I probably would forget that you live in Portland and volunteer at animal shelters, at least the first time that we talked. You know what? I'm gonna look at my notes and go. I'm talking to Julie Portland, OR volunteers at animal. OK, got it. And I'm going to say something like how are things out in Portland, you know? You know, I'm saying like, yeah. I said that, but it's not really what it's it's based

on success. It was a long diatribe, sorry. Success is based on following the system. We have a proven system. I'm going to share that with you guys. That's where you're going to succeed. That said, we expect innovation and creativity. So there's this weird yin and Yang balance between following the system. And if all you do is do exactly what the system says every launch or every affiliate program for two years, then we don't evolve. so i am expecting you guys to try things and suck it things you know i'm expecting you guys to fail makes

I'll make a note of that. The cool thing is now the whole company learns. Guess what? You know, Casey tries something and it doesn't work. That means Simon doesn't have to try that thing. We know it. Really bad idea, at least in this niche. Sometimes it's niche specific. There are things that we've tried with, you know, in the parenting niche, for example, with affiliates who are a little bit. Or averse to selling. That do work in the Internet marketing niche. There are things in that we call the WOON itch. You know, the Wu niche where it's like, you know more of like the like we're in the business niche, but we all sit around, you know, barefoot and like hug each other singing coom by ya niche that don't work in the more like you know. Like hardcore straightlaced, you know, Internet marketing pitch. Things that work for B to B that don't work for B to C, But we'll learn those things, so. Again, those those are the first two keys are kind of first things in my philosophy. The second thing or third thing is. Ultimately asked this question. Would have would have spent an affiliate be OK with this or would this wow them? We want to wow our affiliates. We want to wow our client to remember that core value we always over deliver right the 10X value on what they invest. We take the extra step. I get it and it's so hard and I. I forget this in the heat of the moment sometimes. There's a reason why I keep my core values, you know, right here most of the time. But they're here now where I can see them less, which is kind of weird because I move some stuff around. Because sometimes I look at my Corvette, I'll I'll be in the middle of doing something. I go like I said earlier. I was responding to that client. Or an affiliate. And I'm like, Dang it, stupid core values, you know, and I'm like I have to leave by example. And. It's really easy in the heat of the moment. When an affiliate emails and you've got 17 emails, you've also got to go over here and do this and they've got a slack message from a client and this other affiliates texting you. It's really easy to get in the mode of like how can I answer this as fast as possible? But that's it's not about just like being a nice person. It's actually less about that than it is. OK, I can answer the question the right way or the correct way you think. Well, aren't those synonyms for each other? If you go to thesource.com and you type in correct, won't it prove you know right the right way? The example I've always heard the right way is when you're at a traffic you know in a four way stop. And there's no other cars there. The right thing is to go. You can go. You're allowed to, legally. There's a car coming 55 mph that doesn't look like it's stopping, and the correct response is just to stay put or else you're going to get T boned and die, you know? There's a difference between them, and so the right thing is to answer that question with yes. And click send. The correct response is to type in yes and then explain yes and and so if somebody says do you have a lifetime cookie? When you type in, yes, that's the, that's the right response. It is yes, the correct response is yes. And we pay on all products for lifetime. So while you might, while you know you sent 500 leads so far and you've only closed four sales and that's a little bit lower than what most people are closing. You can count on making some commissions. Every month. Or you

know you could count on making commissions well into the future from this, so keep pushing hard to get people to that webinar. You see, it's very different responses. One of them just said, Oh yeah, and whatever. And the other one. Probably gets an extra e-mail to the webinar, which gets us 75 more leads. And so we're always thinking of those ways you know how to deliver. Then last little section, here is how we work as a company. I mentioned earlier that you will have access to assistance. We have company assistance. I do not have a personal assistant that probably will have to change. Shortly after, some of you start because I right now I've got Kevin about 7580% of myself and I don't know that I can get that down to like 40%. You know, I think there's going to be a limit where I just say actually I just need him and he's like full time for me and maybe like one other team member. But you will have access to assistance. These assistants. What they do and how you use them is very much going to be left up to your discretion. I can tell you that they're amazing. Once they know how to do stuff. You know they and we'll talk about how to work with them, you know. Well, I will tell you that, you know. The the objective is to look at, you know, things where you say, OK, this task. Is worth \$1000. It takes 2 hours. Is that something I want to delegate? Probably not. You know it. It's really going to be something that we'll talk about it, but just once you know that you have access to those. We use Slack for most internal communication. We don't do a lot of meetings, notwithstanding the fact you guys are gonna meet with me for 2/2 times a week for the next six weeks. That will be more than you will ever meet with me going forward. I'm not a huge meetings person. So we do a team training every two weeks together and typically with the agency will do it once a week. Mostly situational coaching session where you're coming to me with questions and you know, like, hey, OK, I'm talking to the client tomorrow and here's what I plan on saying. What do you think, you know, things like that? Or here's a situation with an affiliate. How do we process that? We will be recording all of those. So that in the future people have access to those and we don't have to reinvent the wheel. There's going to be some great learning tools for for future agency team members. We do daily communication with our daily availability to clients. I mentioned I do it three times a week kind of offseason. So during a launch or a big promo everyday, I mean everyday we're community. Sometimes it's six times a day with clients. We typically use Basecamp. Or their slack. So if they have a slack team and they just want to invite us to, that will add that. Otherwise we set them up in in our base camp and we use that for our client stuff. We use Asana for project management. I don't care how you get stuff done. I don't care if you you know if you're like me and you use a. You know paper planner. I don't care if you use a yellow pad. I don't care if you put it in Trello or you put it on a notepad on your I don't care if you use post it notes. Actually, I do kind of care about that. Probably says value. Seems a little disorganized. I don't care how you manage your tasks. But if there are specific tasks that are done, we we manage those, you know, in a sauna. So you've never used asana. The learning curves, about 20 minutes. It's not super complicated. And it's crazy. It sounds we do. You know, we want you to check stuff off for one about every third time you check something off, my Unicorn flies across your screen at a diagonal, and it's a really cool feeling. There's like a rainbow trail. It's just every time I get just a warm fuzzy makes me feel really good. But it also allows me to go in and say OK. Where are they with this client? Boom. OK, everything is being done. But this one thing, this one thing that's do. Like tomorrow. And there's nine subtasks. Lonely. Two of the sub tests were done OK. Where do you need help? Like, hey, Jim, dude, you're you're like way behind on this thing. Like, oh,

you know when I don't want to hear it? So I forgot to check stuff off, you know? Like, don't forget to check stuff off. That's not my personality type. Just for the record. So I had to train myself. And I'm not joking. I actually get a slack message. We set-up a bot. And I'm happy to set these up. Actually, I won't be doing the setting up right now to do it, but we set-up a bot everyday at 5:00 PM, no 4:30, because sometimes I leave at 4:45 for a soccer practice. At 4:30 it messages me and says, did you check off all your tasks? Like the CEO of a company and I have a bot telling, asking me, you know, such a ridiculous why 'cause I forget, I forget. I mentioned it multiple times like there will be ongoing coaching, so I look at it this way as. We're hiring you and effectively you're kind of like one of our coaching clients. I'm coaching you on how to run an affiliate program for our clients. You know is effectively how that works. My heart is is a coach like I love coaching a million times more than I love executing. So it's my jam to do this so I know I move fast at the end there. Because the whole thing before took a lot longer than I thought it would. Any questions guys? I'm tired of talking. He meant what's the expectation regarding things like writing copy, digital assets, setting up funnels? All of those things fall into one of two categories. Either the client does them, or we do them but not you. So copy we have a copywriter. I will tell you it has been. Two years since we wrote copy for a client with the exception of Kim Walsh Phillips. And actually I ended up I just wrote an e-mail. We needed an e-mail. I just wrote it. Um. There are certain things like. You know, like we call it the midnight move or e-mail. We have a template for that. That you can grab. And again, this is a way to over deliver, right? They probably don't have a midnight mover e-mail for their affiliates on the last day, so you grab it you. Put word says product name and you insert the product name and maybe you tweak it to say something else. Just real quick. It takes you 3 minutes, you know, I mean literally 3 minutes, Christian. And you've provided an extra set of swipe copy for their affiliates. What does that do? It's like, well, and quite frankly, it makes a lot of sales. You know, that's the big reason why we would use that. You know, there may be a situation. Where like like with Kim where I saw a need and I filled the need and it just it just had to be done. Is it the best copy that her affiliates have ever seen? Nope. You know what I did? I found some really good copy that we used for our Affiliates about three years ago, copied and pasted it, changed the names to protect the innocent, and called it a day. There's times where you might just do that, but there's no expectation that we're doing that. You're doing a copywriting or the image design or setting up the funnels. Funnels is something we fully if they don't have the mechanism to set-up their own funnels, they're not an ideal client. So that right there they're out, like that's one of the questions I ask in the interview process. Copy and images are something we can do. We have a graphic designer that. We charge a premium for it. I act, I try, I purposely try to price us out of those things. Because um. Our copywriter and our graphic designer don't have a ton of free time. But if they really need something done and don't mind paying, you know, 600 bucks for a set of social media images that he's going to charge us 400 bucks for, cool. It's not a profit Center for the company. We make a few \$1000 a year on average. So it's not a big deal, but we'll do it, but that's not something you would be expected to do. And just to be clear. When? When. So let's just talk about that. When a client says, OK, you know, like you say, OK, here's what I need from you. I need you to have your funnel, which again, we'll do that interview process. But they come to you and say, Oh my gosh, start copywriter. Quit. We're two weeks to launch. We he quit and he only wrote three swipe copies and we need like the other 24 written. What do we do? Your response

would be we can do that for you. Let me find out how much that costs. And then you would just come to me, you know, and I'll give you the you know, I'll talk to the copywriter, tell him what needs to be done, price it and. You know, you go back to them and say, hey, that'll be, you know, \$4000 or whatever the number would be. They say, OK, we'll figure out another way or, I mean, truth be told, like, you know, people pay for convenience. And so even though I try, I try to price this out if they have time, but a lot of times if it's if they're in a hurry. They'd rather pay 40% more just to guarantee that it gets done. So makes sense, makes sense. Yeah. Any other questions? And I'm not trying to rush you guys, but I do have to go to the bathroom. No, I said. I get you off 10 minutes before 2 hours and. For like right there. But if you have questions, please ask if you have questions right now. I mean, we're winding up mad. I mean, I just want to know, will you be sending out something like the prep for Friday or is there anything we'd be doing between now and then, specifically to prepare for Friday? Or Friday, do the homework I sent before, right listen and read. I mean, here's the deal. It's like. I can tell you how I learn personally. Um. I always when I'm, you know, in in any type of business book or business training, I'm always learning it through the lens of where I'm currently at now or where I want to be. And so it's my current reality or, you know, my my future desire. The thing about it is both of those change about every three months. I mentioned I'm listening to good to great. I've listened to that book at least five times in read it twice. And I'm listening to it now, if you can. I'm not looking at my simple word on my probably doesn't show up. There's a simple word in my black on my white board right now called the word hedgehog. And if you've ever listened to the book, you've heard of the, you know, the Hedgehog concept. For us, it's like. Like, I know that the next six months in our company are going to be ruthlessly and painfully whittling down what we're known for and what we do. As a company. The agency is actually part of adding an agency is actually part of narrowing down what we do like our focus is going to be really, really, really on helping people grow their affiliate programs and less of some of the other stuff. You know, we're probably going to be you know, getting rid of some different things that we do in our company and. That if I listen to it, you know, when I listen to it last about four years ago, I was in a very different place. And so the idea is I got were completely different. I say that to say that going into. Friday, going into any day, going into this whole training, the more you know technically and philosophically about the way that I look at affiliate programs, the better. So I would listen to the, you know, a lot of the podcast episodes. I know many of you. I know one of you I want mentioned who one of you I know for a fact has listened to all 449 or 50. And we're on somewhere around there of my podcast episode, which I think is absolutely insane. Literally, I think you need to be committed. Um, so you've listened to more podcast episodes of mine that I have? Because I've never listened to any of them, but. You know the point of that is. The more of those that you you have, the more of like just soaking that up, the better you're going to do. Hearing things when they're repetitive, when you hear something that I'm going to say Friday or next Wednesday or next the following Friday or whatever that you've already heard before, even just a week from now, two weeks now, you're going to be in a slightly different mental space. But having some of those building blocks in advance will certainly help. So I mean it's self-serving is that is hey go inflate my podcast downloads? No, I mean just. A lot of us just understanding the philosophy. It's less about the strategy than understanding how I view affiliate programs. 'cause I I know a bunch of affiliate managers and they're great affiliate managers. I just see things very

differently than them. You know about how to actually get results and build programs for clients. And I think I'm right, personally. I might be wrong. Happen. Happens a lot actually. Give one more question if anybody has one more question. You don't have to have a question, but if you do, it's the last one. I'm also very hungry. Matthew said you have over 469 episodes of your podcast. 49 or 450 yesterday, yeah. Are there any in particular starting out that you recommend that listen to? Any particular? I mean this sincerely. I would scroll through the titles. In reverse chronological order. So what I mean is oldest to newest. And I would look for the ones that have to do with affiliate management. I think I'm subscribed to my own podcast. Let me see. That's not what I want. I want my podcast. How do I get to my own podcast? Anybody help me? Let's see. So go to my podcast. And I would scroll all the way down, at least in yeah. You know when I start my bike it's 2017 maybe? Yeah, 2017 and. You know, some of the older ones I talk a lot about, more about the affiliate marketing side. You'll notice if you actually pay attention, you'll notice there's been more of a deliberate shift to the affiliate program side. That's because. You know, heads up, over the next two years, we're gonna transition almost entirely to that side. Of things. But you know, like May 25th, 2017, why do you, why do you need your own affiliates? The next one, three ways to find Awesome affiliate partners. But even listening to some of this stuff where I'm training on affiliate marketing, like, you know, affiliate marketing is about sniffing monkey. First of all, it's a hilarious episode. The title in of itself, it's one of the most downloaded episodes I've ever done. There's a reason listening to some of those. I mean, it's just, I know it's. I know it's easy to say, but there's probably a good 125 of those, and I don't expect you to listen all of them between now and Friday. Of course, 'cause you end up divorced if you do. But you know, listening to as many of them, again, it's less about, like, the actual knowledge and information and more about the philosophy side, understanding. I mean, like seriously understanding the bud. Sniffing monkey. I teach that. Like that is something you will teach. Now you're gonna have to. You can't teach. You know, it's something that maybe you'll tell that story, but in a different way. But of course, anytime I say that when I'm doing an affiliate training, everybody like, OK, I gotta know what this is, right? And I played the video of the monkey scratching his butt and then smelling his hand and falling out of the tree. And you know, it's a great, it's a great metaphor of like, knowing that is super important and understanding that philosophy. I keep saying that word over and over. So much of what differentiates us is is. Surely it's not. It is the tactics, it is the strategy, it is the little things that we do. But it all points back to to my philosophy on. You know, running affiliate programs and. Quite frankly, you know I came at this. I said earlier I came at this from the standpoint if I didn't work for American or Delta. So when I went to you know Southwest, I didn't know how it was done. I just did it. I, I can invented my own way. It's word, so I know that's super not helpful 'cause. Basically what I'm saying is probably listen to about 200 of them, but just scroll through, see what looks good, see what you know. There might be some, like, I can tell you, you know, you, you you go through and you see like top ten of, you know, mistakes affiliates make on social media. You probably don't need to listen to those for purposes of this. Um. But even some of the ones. Yeah, you know why you should fall in love with affiliate marketing? That was a good episode, actually. You know, that's an important episode and you can listen on like 1.51 point seven I talked. I ramble. We could probably listen to me on two speed and call it a day. So. Alright guys, I'm gonna see you Friday, same bat time and channel and if you have any questions in the meantime, write him down and I

fully expect there to be some questions when we first start on Friday, so make sure we do that. So you guys. Thanks, man. Hey guys. Thank you.