

Session 2 Our Why and Affiliate Recruiting

Part 1

I don't know about from last time, Matt, but I know like yesterday with the training and and I know we'll be getting client relations later on. But you know when we're talking about with the offers and promotions. Contest and things like that. OK, so. How do you go about selling that to your clients? I mean, you know, because you sent me the examples about, you know, free memberships or the free product or things like that is a I mean, I know it's going to depend upon, you know, how long they've been a client and those types of things. But is there anything you can share about that?

Yeah, it's a great question. And I just added that to our section when we talk about client relations. I can kind of give you the very quick overview since you asked, but yeah, that's actually something.

Yeah. I told you. It's the first time I've done all this. So we're taking all this stuff from my head and putting it into some sort of a. Organized format. There's going to be hiccups and I'm going to forget stuff and that's something I totally forgot in the outline, so I just added that that would basically fall under the budgeting.

You know category and so to give you kind of a very quick high level overview of that when kind of in one of those first couple of meetings with client will get a rough idea of what they've done in the past. If they've done you know affiliate contest. We're gonna beat those unless they. Unless they overspend. So we we kind of analyze what they've done. We either. I mean, there's two options there. We use that as a framework or we completely throw it out the window and start over with Kim Walsh Phillips we completely started over we threw her entire framework out the window and she loved it.

With Stu, we basically took his and made minor tweaks, 'cause his kind of worked we had. We had documentation that showed how it worked, so that's kind of step one. Step two is, you know, once we get a little bit closer to launch and we have a pretty good estimate and I'll show you how to kind of estimate, alright, this this let's just say it's a launch just for purposes of this conversation. This launch is going to do 700,800 thousand dollars. We're pretty confident in that. So then we can backtrack and say, OK, you know affiliate prizes, total prize package should should not exceed \$50,000. An initial budgeting we always like to go low initial budgeting 'cause you can always go, Oh my gosh, we were so far ahead of like all goals and we feel like if we throw another 20,000 at this, it's gonna really put gasoline on the fire. Let's do another 20,000 at but it's going so well that it's easy to convince the client to spend the next year 20. Right. So then what we do is we come up with some of the contacts. And I then asked them, in this example of \$50,000, I would probably have about a 42. To \$45,000 in plan contest, I asked them for a 5 to \$8000 discretionary budget. I basically say I need a small chunk of this, not a ton of money and a \$750,000 launch. \$8000 is not, you know, 1%. It's not gonna break their bank. I'm not gonna ask you what kind of contest I'm gonna run with that \$5000. I might run ten contests with it. I might run two. I might run one. I'm not gonna ask you. I'm not even going to tell you that I did it. You will see it when the

affiliate see it. Are we good? You know, and I I usually just pick a number, and it's even on the bigger launches, it's usually. The highest I've ever gone in like a discretionary contest budget, is 25,000. So that's how. That's how we do that. It's just it's just talking to the client. It's not a, let me tell you how this works and what works. It's dialoguing with them. Seven times out of 10, they end up at a higher budget than we did when we we planned on. I every now and again will talk to client down 'cause our even though I know this spending more money will produce better results in terms of revenue,

our job is to serve the client. Of course, every now and again like listen. This \$25,000 that you're spending over when I suggested it might drive an extra \$20,000 in sales.

And that's great for us. We're gonna make a little bit more money. You as the affiliate manager getting a percentage are going to make an extra couple \$100. That's awesome, but I gotta be honest, it's not the right move for you. Let me let me show you how we can take that 25,000, not spend it and still get almost the, you know, the same results. But you know, most of the time they come in a little bit higher than we just roll with it. You know, 'cause, it's not something where I feel like they're. Miss spending their money. So when like the the the W example, when you hired the the W impersonator the for the announcement of some contests, where would that fit in with the budgeting? I mean is that part of this? OK. But if if if if you have to pay for something like that, then is that? My discretionary fund. Yeah. Alright, that's discretionary. Alright. I mean. You know, sometimes if it's 100 bucks. You know, and we don't have any discretionary money left and we think it's going to move the needle. You know that's when you come to me and we pay for, right. I think I've done that like once, maybe twice, you know, but usually stuff like that, like contractually in our contract, you know, it says that we need to run any expenses not listed here. I you know, I declined, but again when they give us a lump sum of \$5000 discretionary, well that's already been run by if I wanna spend that on postage sending gifts to affiliates and you know and paying for the gift, that's where that's coming from you know. And again like even in like affiliate gifts that's something where. We talked to the clients, OK? What's worked in the past? What have you done? This worked really well. We might take that and go cool. We're going to do something similar to that. And this new thing we might do exactly what they've done in the past. We might completely go. I got to be honest, I don't think that moves in needle. And do you? And they're like, no, really we don't. OK, cool. Let's reinvent that. You know, I I kind of hate the expression. Don't reinvent the wheel. The wheel has been reinvented a few 100 times. Like you know, it was originally wooden and not exactly perfectly round. And. You know, it's been reinvented so. Don't do it. If you'll need to write. Alright, thanks. Any other questions guys? Please, please ask questions. Met at the end of the training on Wednesday, you said something about how, if if a client doesn't already have somebody to do their funnels, etc. You don't even really consider them.

Can you talk a little bit about which clients you choose to work with? Yeah. So we have kind of a a seven point system that I don't even know.

I pull it up every time and myself exactly what it is. This will be adjusted so that that's that. And we're gonna, we're gonna kind of play with this for awhile with the agency. You know, out of the 1st 20 clients we we bring on, we're probably gonna wish we hadn't

brought on one. And right now I'm super selective. I mentioned last time, you know, I think I said this, maybe this was just somebody else. I've said yes to 18 clients in the past five years. Only 18. I'm two away from saying no to 1000. So we've said no to 998 clients. That's why we're starting an agency. The overwhelming majority of those people that I said no to. Because they weren't, they weren't. They just they weren't big enough already. And that's that's not an ego thing. It's it's a bandwidth thing. There's only so you know when when I'm running it.

Basically with our assistant. And then I've had, you know, Robbie or Mark helping.

There's only so much you can go around. You know, I'm also CEO of the company. I am, you know, the chief content creator. And you know, I'm I'm I'm the face of the company. So I do and I do things like this, you know, so there's only so much that can go around. And so there's a limited time that I can run a program and I can run basically 1 launch. And then I can spend about 2 hours a week working on something else. You know, with our other clients, sure. So the criteria is going to come down, but I can walk you through a little bit of of the criteria. I think the sweet spot for us is going to be a quarter, \$1,000,000 in annual sales.

I wouldn't be surprised if that goes anywhere, it's gonna go higher. I'm going. I'm going to lower it to say yes to people and then regret bringing on somebody that's between 2:50 and X. I don't know what X is going to be. X could be a half a million, it could be 400,000, could be 7050. Right now it's 5,000,000 and and we and truth be told, I don't think I've worked with a client that was under 10. So like the minimum is 5, but I don't think I've said yes to anybody that was under 10. You know, so if you look at that and go well, the minimum is 10. How did I arrive at that?

Because I worked with a lot of clients that were at 1/2 and three million and I hated doing it. Not again, not because they were bad. People are bad clients, or I shouldn't say I hated doing it. The result from my time just were not there in the limited time I I have. And so we had to work with some higher leverage clients. I think the number is going to be 250 could be as high as 750. That's number one, number 2. They need to end this kind of it's like you can't do. You can't do one without two or two without one.

They need to have an established product that's got functional funnel through some paid ads. It can't just be all. It can't be just all paid ads, and it can't just be all SEO. You know, it can't just be all in. Journal or or external? I wanna see proof that they you know that they have a sales funnel that's converting. They have a sales process that's converting.

It fits a launch I want. I want them to have done a launch or to internally maybe I've done one JV partner that went through the launch cycle. Maybe you know they've done at least 100 sales through Facebook ads, you know to cold traffic like. You know, it's one of those things, like, OK, what if they've only done 92 sales through Facebook ads, but they've worked with 25 JV partners, will that OK, that's that's not exactly 100. There's a little bit of Gray area in working there.

Thirdly, I want them to have done, you know, affiliate promotions for at least a year. I I have not worked with somebody who hasn't done at least. 50 affiliate promotions in the last decade. The one exception was paid rodeo and it's 'cause he's new. He exploded. He fit every other box. He's literally the only client I've I've had in the last eight years that didn't check every single box and it was 'cause. There was no way he could have. So I I made an exception based on the recommendation from a friend that said he's gonna be great to work with and he was, you know. So that there's those they need to have a full time or contracted person.

Who handles, you know, their sales funnels?

There. You know, basically all of their tech stuff. I do not want to be getting a message saying. Our website is down Matt, can you help fix it? No, and and I don't want you, Jim. Our websites down, can you? That's no.

That's so far outside of our sweet spot. It's not even funny.

One of our rules is, you know affiliates affect everything and everything affects affiliates. And what I mean by that is let's take the opposite of everything affects affiliates, right. If your sales page conversion drops .2%. Because there's something you know there's a typo on the checkout page that affects affiliate their conversion rates down .2%. That's a significant, you know, .2 out of like, 1.6, not .2 out of 100. Just to be clear. So their conversion rate just dropped by 14%. That sucks.

So, everything affects affiliation affiliates affect everything, you add affiliates, it's going to for most people, it's going to improve their conversions. Now if you have all internal traffic, it's going to drop your conversions because your list of 20,000 people is going to convert better than anything coming in externally.

But affiliates are going to convert better than your cold traffic 95% of the time. So it's going to jack your conversions up. So everything affects affiliates in the affiliates affect everything.

What I don't want to be doing is getting outside of our lane. Now, does that mean that if you're on a call? I mean, I had a call to client the other day? I was like. This is they're doing a summit. This is a coaching client, not uh. We're not running it for him and I coach on Philly. It's on affiliates, on affiliates, right. And I was like. Yeah, you need to Jack your upsell \$77. You can raise up to 97, make an extra 20 bucks per cell. It's not gonna lower. You know, it's not going to lower your your close rate at all. You're going to sell exactly the same amount. I was like run a split test for three days. She run a split test for three days. She actually sold like 1% more at 97, which is statistically irrelevant. But you made an extra 20 bucks for sale. So affiliate to make an extra 8 bucks per sale. No 10 bucks. She's only 50/50. I mean, I'm not. I'm going to say that if I see it, but I am definitely we are not going to be the ones going in and like let me update the product and the price and all that. So they need to have a team in place. I'm typically gonna say. You know, with with this, again we're going to fill this out. But it's probably two probably two full time employees or one full time employee and at least a couple of

contractors. And I want to be able to, like, interact with them a little bit beforehand, kind of in the interview process.

Another one. I always ask for I asked for three customer referrals. I just need to know. I just wanna give me 3 customers that I can reach out to and say what's been your experience working with this company? Are there, you know, they're probably not gonna send me the ones who wrote to them two weeks ago, and I can't log in. Your company sucks. Give me a refund. They're probably going to send to me there raving fans. But still. You know, I would, I've probably found. I would say of the 50 to 60 where we actually had a serious conversation, I'd say two or three never sent me the three customers. It's only two. It's like, you know, 2% or whatever. Why did they not send me the three customers? I don't know. But they didn't. It was a very simple request.

I just want to talk to three people who bought from you and experienced. That's all you know. Trying to think what the other couple other criteria are without pulling it up. I mean, that's basically kind of the things we look for. It's kind of a combination of objective and subjective. That makes sense. Yeah. Thank you. So you still use your gut then? I mean, it's not. I mean, I mean you're you're open to that and I know that with going through the learning process and everything will consult with you some. I mean, you know, if you have any experience about anything, there's a lot of times you do use your gut. It is. I mean, there's a significant in the early phases. I'll be the one bringing on the clients right, which you know client acquisition like. I mean clearly I said I'm just seeing if I can find. If I've got this pulled up here. I mean, clearly, yeah, I mentioned we, like I said, we said 998 knows my guesses. 400 of those. Probably wouldn't. You know, probably never would have been clients at all like for, for various reasons. There's probably another chunk of them that you know they, you know, they don't like the way we price things. They want to find, you know, somebody for \$30,000 a year to run. You know, run their affiliate program. Probably another hundred that. Whatever you know, so probably only 250 of those would actually. Um. You know, be a potential. You know potential client. And up until now, you know outside of coaching. In most people that come to us asking us to run it, they don't want coaching. They came to us for a reason. They want us to run it. They're not. Most people may have had probably 10 or 12, you know, ended up doing coaching. You know, so we really haven't had an option. You know to be able to say. You know, rather than just be like, Nope, we can't help you, but we can't coach you. And that's pretty much the only thing we can offer you. Now. We'll have something. We can offer them.

Now I had a question. I wanted two questions. I was just curious is it when you have a client do people want you to stay out in front that you're running your affiliate program or did they want it to appear like the affiliate programs being run by 'cause? There's such a bonus to having you as part of their team, I'm sure. Yeah.

Yeah, no, we integrate with them, we become a part of their team. Just to be clear. We are running it on their behalf, but it is run it. You know I run them in in my name and actually. It allows them. To be able to kind of work. Not preface, but. It allows position us as like Oh my gosh, you know, we're working with Matt McWilliams, you know, now you say, Oh well. We're working with Cynthia Beckles. That doesn't mean anything. You

know January 1st of next year, right? That's not how we're going to position it. We're working with Matt McWilliams Consulting and I know it sounds like weird. It's not because I'm uncreative. I think you guys know I'm pretty creative person, but the reason we name the company after me was when we founded the company in 2011. I just want my 4th affiliate manager of the Year awards and my name was just completely. Like my name was synonymous with affiliate management, you know, and it still is to a certain extent as much as I kind of, I actually I hate the name of our company. I really like I think I joked about last time like I really wish we named it after like some obscure Roman Emperor. I don't know why I'm like, I'm a history buff, so I just wish we'd done that, but it serves a purpose. There's a there's a. There's a purpose to why we we keep the name. Because you know again like when, when, when we, when we reach out to prospective affiliates and you know Matt McCoy is it's like Oh yeah, you're the guy. And they know there's a certain level that they can expect. Especially if they're promoting a client.

So, like you putting Stew. When you're promoting it, you're promoting Stew. But you're promoting Joe, you know Joe Schmo, which product you've never heard of. Our name elevates his affiliate program to a certain level. It's not at the level of stews because it's not Stew yet. But it brings that that level and that that reputation that helps us attract affiliates and. You know, I think we all know.

You walk into like a Ritz Carlton. For example, your expectations are so high that as long as the the bellhop doesn't like take a dump of your bed, you think you got the best service in the world. Sorry for the crass analogy. I've tried mentally to think of something else, but I couldn't. You know, you think you got the best service in the world.

You rave about it to your friends. Why? Because your expectations are here. And I kind of look at our company in the same way we we put the expectations up here so that everything we do is is just meeting or exceeding those expectations. They just think that this, you know, this affiliate program that they're part of is the best run that they've ever. You know they've ever been apart of. You said you had two questions. Yeah, I I didn't realize that. I guess if you work with somebody fraudulently, I guess as an affiliate person that's that's a big problem. We talked about how you were able to find out people who were that nature, let's say affiliates. How you figured out one person was doing it fraudulently by the way they were, you know, having people selecting all of a sudden their name came up. I missed some of the red flags that you see for companies in terms of fraud that you found. I just can't work with that company. It's a big red one. That's a whole half hour section that we'll talk about. No. Don't apologize. I mean, Jim asked a question that's coming up in the final week. So I'm gonna punish him. No, no, there's no problem. The question it's. It's just a. It's a long answer and. A lot of it is. It's like that one. I've never seen anything like that. I talk when I talk to. I will tell you this when I talk to you know, Dean Graziosi and Tony Robbins, affiliate manager about it. When I talked to clickfunnels about it. Yeah, I mentioned he was an excellent finals employee.

Nobody ever seen anything like it. Stu used to be in affiliate manager. He stopped doing it about eight or nine years ago, so it's way back when and he. He literally said. Dude, I don't know how you caught it. And I said, well, I the only way I caught it, I told you was

because one of our students said I bought from you. And she turned out to be credited to him if she had been credited to me, never would have caught it. Never would have caught it. There was an 8% chance that that's what we figured out, that he was stealing about 8%. So what does that one in 12 and a half? If the other 11.5 times you know two, there was a 12 times greater chance that she would be assigned to me than there was that she would be assigned to him. And if that had happened, I don't think I would have caught it mean maybe I would have, maybe somebody else would have said I I'm I should be assigned to you and it was assigned to him. That is possible. There was probably less than a 20% chance I was gonna catch that any other way. And the same thing is true if I had. If he had not been. But here's the thing, if he had not been on my yellow flag list because it just didn't seem right, the gut was saying it doesn't seem right. The stats were saying it's totally legit. If he hadn't been on my yellow flag list, though, because of that gut feeling and thinking there might be fraud, and then I saw that it was assigned to him. I probably would have reacted and went. Oh well, that's just the normal way. You know, occasionally somebody they went to Google, they searched, they clicked on one of his ads. And I don't know that I would have dug in 'cause. I was busy.

But because it was him, I dug in and noticed that the click was one second after the Click to mine. So again, like all these factors play, you know, played together, Cynthia, it was like. You know to be able to catch something like that and you know, a large part of the factor was my gut. The gut was based on, you know, 16 years of experience. I'll try to get you. I here's the thing I cannot get you to your 16 in this training. I can't even get you to your 16 by like this time next year. I can hopefully get you to like your 12. I can accelerate this by about 11 years. That's kind of the goal here is to accelerate this by 10 or 11 years.

So you don't have to take, you know, so you don't have to take 12 years to figure out. It took me 12 years. That's that's the goal. But I can't get you to your 16 just yet. Thanks. Roughly about 16 years. It doesn't. It won't take you that long. Just a couple of other things I I did find up the the criteria, you know they've been in business for at least two years. Again, it's really hard to get to the some of these are, it's like really you know it's hard to get to, you know more than a quarter million, half million if you haven't been in business for at least like a year and a half. But in business for two years, it's a product we believe in. You know, again that kind of goes back to the three, the three customers. You know, I'm. I'm gonna do my due diligence. You know, if company has a couple of BBB complaints, you know Better Business Bureau complaints. That's not the end of the world. I think we have a couple. You know, I mean it it happens, right? Somebody who. 99 days after they bought a product that has a 14 day return. Got mad at us because we didn't give him a \$17.00 refund and I'm like. We just followed our return policy, idiot.

But you know, so we have a couple. So a couple of those isn't going to be like over. You know, we're never going to work with them, but do they have like 150 when they're doing a quarter \$1,000,000 a year? Lot, you know, we'll do our due diligence. You know again like. I said, you know, two launches, but one of the things that we suggest. But we talk about is they need to understand that like this is a very, very clear thing. And we'll talk about this later. But. When I'm interviewing them. Believe it or not, I'm actually spending less time selling us than I am. Weirding them out. I I actually. I probably will

do a little bit less of this now. But. I'm almost trying to make it where they don't want to work with us. Because I'm asking so many challenging questions that I think that that frustrates them. If they're still around at the end of that process, they're probably a pretty good plan. I've only had one bad client in the last five years. I had about five bad clients in the first five years. Um. You know 'cause, I got better at it.

So one of the things that we're very clear about. Especially if they come to us five months before their launch. This launched this next launch. It will be better with us than without us, but it's not the launch we're looking at.

We're looking at the 4th launch. Now, if they only launch once a year, that can be a tough pill to swallow. I might change that to we're looking at the next lunch, you know, but somebody comes to us five months out. We're having enough time to bring on all the

Affiliates we could if we had the full as we'll talk about today, six to nine months. The reality is we're scrambling. You know, when you come to us four months out, three months out. So as long as you understand Mr client, this is client. This launch is not the launch we're really focused on. And we're going to do our best. So I think we're going to raise your sales by 50 to 100%. But if you're looking to get 5X results, working with us in this first launch, we're probably not the right company. And in fact, newsflash, there's nobody out there who can do that. They might tell you they can't, they can't, and then you're just going to be upset with them. I'm going to tell you on the front end. We're going to be double at best. But on the next launch, we're going to triple this launch even.

Because we're going to have the time and the bandwidth to really excel so. It's more of like I need you to understand that type thing. I need you to affirm, you know, reply in the affirmative that you understand Mr Prospect and if you do. You're a good client, so. Are you guys ready to jump in? Cool, cool. I just muted myself. That was smart. Alright so. I'm gonna share an overview, pull up something here real quick. Got two sets of notes, so bear with me while I bounce back and forth. Alright, I'm gonna share it.

Overview of why people need affiliates. I'm sure some of the basic reasons why our clients actually you know, why do they come to us? Right? Why do they even need an affiliate program? Talk about why they needed affiliate program 'cause. I think many of you have heard these things already. In fact, I think I did a podcast episode on it. Some point I don't remember when I didn't. I didn't realize till the other day that I've been recording podcast since 2017. I thought I'd limited him for a couple of years, but actually I'm recording podcast since 2011, but I meant this one silver, four years old. I had no idea number one. Again, understanding this, just so you understand the value proposition, I think is the bit is the big thing.

Number one, you make money before you know you spend money, right?

With affiliates, they're only paying for performance. Now, again, nobody is coming to us going. I don't. I don't know what an affiliate program is, but I heard you could help me run, you know do better at my company. How do you help me? No, they're coming to us going. I'd like to maybe start inflate program keyword there is maybe. So we still need to

do a little bit of convincing like no really this is the thing that's going to take your company to the next level. So from a cash flow standpoint, only paying for performance and making money before you spend it is huge even to this day. I love the fact that. You know, like I I don't get upset when we make affiliate payments 'cause. I'm like, yeah, I love that we paid more this month than last month. 'cause. It means I made more this month than last month. But even to this day like it's, it's kind of exciting, like the day before we payout affiliates like just how much money we have in our bank account. You know, in the business, it's cool. When we were first starting out. And a lot of our clients are going to be in a similar position. The reality is most companies, even the big ones that we work with, they don't have more than about two months expenses in the bank.

And so bringing in money on the front end without having to pay Zuck before. We're not on Facebook right now. I can say whatever I want, you know, without having to pay him first. That's huge. So some of this stuff I haven't shared before because I don't want Facebook to ban me. So it's infinitely scalable.

There are basically no limits on how big you can grow your affiliate program.

If you guys ever heard of me explain the concept of the affiliate Donut. OK, so I see some nods, some nose. OK, so the affiliate donut. I'm not gonna draw visual 'cause if you can't picture a donut then. Apparently you had bad parents. Never let you eat a donut. Just one. I mean, I wanna let our kids eat, like, 100 of them. That's that's also bad parenting.

But like, I don't. Not a month, they're gonna survive. So you got this donut right that whole. That's the client core offering, right? That whole is like it. It is. It's. What's the whole as a as a fraction of the whole of the entire donut? Maybe 5 percent, 8% on the high end. If it's like they're really cheap and, you know, make the whole big. You know, you get a good Krispy Kreme donut. That hole is tiny. 5 to 8% of the total area that the donut takes up, that's their core offerings. Everything else is. You know, basically what they could be promoting as an affiliate now on the affiliate program side of that is here are the Affiliates that are in basically your core offering. Hear all these affiliates that aren't in your core offering? But could potentially promote your product. I was talking with the guy yesterday that we last sentence. The first guy I've ever talked to who was in the middle of the ocean. And then we lost connection. Shocking. But he lives in Bali. His wife name is Rhonda Swan. And. She or her guy who's running her launch sent me a message. We're friends and he's like, how do I? How do I position this to the to the dude marketers like she's in the women empowerment women build Weld women start up business. Then she's like, how do I position this to the dude marketers because they don't want to. They don't have anything to do with this. You know, Rich Jeffrey, Ryan Leveque, Jeff Walker wanted nothing to do with this, and I and I just recorded like a 5 minute video form. And I was like, OK, so here's the deal. Most people, when they're liking the yeah, women entrepreneurs rock. That's exactly how I said it by like, that's how women would say it. And you know, I was like when they're in your in the women entrepreneurs rock thing, they think I gotta go get other women who empower women to build wealth, start their businesses and live a better life. Right. That's why they came to you. So you think about this, Rhonda, if I go to Sally. Sally is, you know, she's all about women empowerment and building wealth and starting a business. Why would

she recommend you 'cause? Her audience is going to be confused. They're going to be, like sound like. That's why I signed up for your list is why I bought your course. Why are you telling me to go to Rhonda? I'm very confused.

But if a dude who teaches people I don't know Russell Brunson how to build funnels. Says I get it 50% of my audience is women. So if you're a woman. Go check out Rhonda. People go in droves. We've seen this with our clients. **My point there is it's infinitely scalable** because now there's women who there's men who teach funnels, men who teach protocol, men who teach membership sites, men who teach how to start a business, men who teach investing. Then you teach finance, maybe teach you parenting. Like OK, also women who teach parenting 'cause maybe. I don't know. They have. They have kids and want to start a business. Like the list goes on and on. Right. So it's infinitely scalable.

Like you leak about Facebook ads. How many? I mean, how big of an audience with most products that our clients like, they're not selling toilet paper. They're not selling deodorant. They're not selling, you know, whatever. How many? People can you potentially target? I think you even like. Every add I see on Facebook for the last six months has been a soccer add. I used to get all marketing ads. All I get targeted now for our speed training, soccer goals, soccer balls. Soccer, everything. That's all I get targeted for, OK? How many people in this country? Are actually interested in soccer equipment or training? I'm going to guess it's less than a million people. That is such a tiny fraction of the population when you think about it. But with affiliates were able to get the other nine or ten or 20 million people. That we can't profitably target on Facebook, so infinitely scalable.

Thirdly. No guessing at targeting, so one of the things that we sell people on is like there's not, you don't have to guess who we target. Just like I said, you don't have to guess who are the million people who are interested in soccer drills and equipment. The affiliates, through the targeting for you, they say yes, they'll promote it and 42% of their audience doesn't give a flying crap about this. But I mean, as long as we teach them, like, hey, make sure they can opt out of this campaign. But we'll talk about that later. You probably heard me talk about that before. What difference does it make to me? I'm not paying for those 42%. I'm only paying for the 58% that you know that not the 58% that click, but I'm only paying for the 2% that by so I don't have to guess at that stuff. We talked about this earlier, but they're warm prospects. We have typically found the average affiliate lead is 1.25 times warmer than your cold traffic. So if I can take, I will take it a customer funnel of potential clients funnel. And I will look at that funnel and go, OK. You you know, thousand hits. 100 sales, 10% conversion. You're going to convert about 100 and 2500 thousand hits from an affiliate. Here's how that works mathematically. In terms of commissions and things like that and lastly.

You know, we'll talk about this a bit more, but **success equals more success**. We found that on average when we were create 100 affiliates, we go and actively recruit, which is we're getting ready to talk about. I send the emails, I bust my, but I have the phone calls I follow up, I get 100 affiliates through hard work. I'm going to get another 30-40, maybe upwards of even like double so about another 100, but I would say average about 4040 to 50. I'm gonna get another 40 to 50 for nothing. They're going to be just

referrals from those affiliates. Why? Because affiliates talk to each other. Affiliates our business owners, you know, we think affiliates are like this sub niche of a niche. No, they're not. They're just other business owners and. We talked to each other, we talk on Facebook. You know we we talk at events, we talk on the phone. You know, amazingly, people still do that, right. We were on mastermind and we're talking about like, hey, you know, let's share a win from this week, mastermind. What was one of your wins? I made \$72,000 in this affiliate promotion last month. Oh, what affiliate it was? Rhonda Swans affiliate promotion. Can you introduce me to Rhonda? I might like to promote her. I didn't do the hard work. I didn't have to go create a project on Asana to follow up with their seven times. Like we'll talk about to do any of that. So any questions on that?

Part 2

Question it's a little bit off topic, but as far. OK. As far as our agency, we can only working with larger companies. What about the companies that are smaller, maybe just getting started or only have like a really low ticket offer? Is it worth those companies still creating affiliate programs? Yes, and honestly. That's why it's so when they're really, really small, like I'm a maybe even like brand spanking new, that's where our course. You know we have, we have a training course 7 figure affiliate launch. That's where that comes in. That's where find affiliates now comes in as a starting point. If they're in like that. And again, that \$250,000 is an arbitrary number at this point. I mean, it's one of those things where you know. Let's just say I get an e-mail introduction. From a current client. Says hey, you know. Here's an example that actually happened. I was not able to take this person on as a client because it was again, it's just me. Well, he was like of all the people where they broke broke one of the rules I was like, oh gosh, I really wish I could. I almost did. I almost took him on. This person was doing just under a million right, which is way below kind of my threshold right now would be perfect for the agency, but just pretend it was under 250. Let's say they're doing 210. They worked for a client. I knew the person right. I actually interacted with them in slack, and I think they'd even been on like a call or two. So I knew they knew how to do this, like the launches. They even knew how we worked. Nathan, every other box they checked, they had a great offering. I bet if I'd asked him for three clients that could have given them to me, they they left this company about nine months before they built up. I think in the nine months they've done about \$150,000. So that's on pace to do probably a little bit over 200,000, you know for a year. Um, I'm sorry they had done. They done like 500,000 was like on pace to do like 750 or whatever for the year. So again you know a little bit under \$1,000,000 and I'm like. I kind of think this would be a good. This would be fun like Oh my gosh, I wish I could do this, but again, there's not enough money that might be one of those circumstances. We we decide to do it. Again, every other box, they're ethical. They know our system, they're great to work with, I mean. Yeah. So there is some subjectivity in there, Casey. Ultimately, if I'm on the phone with somebody and they're like, yeah, you know, we. We just saw their first course yesterday. Let's talk again in six months. In the meantime, here's how I can serve you. I can coach you. I can, you know. You can buy our course. You know, one things that we do do. Is anything that somebody buys? Like. Our course. They can then apply that to whatever else, meaning whatever the next. So if they buy, they spend \$2000 on 7 figure affiliate they they can

apply that to their first month of the agency. They can apply that to, you know, their coaching as well. So. It kind of makes it. Easy. It makes it an easy decision for them if they want to work with us in six months. What's the harm in going ahead and spending 2000 bucks now? Got it. But it's your question. Yeah, that, that, that. Meaning like it's not one of those things where I'm like, yes, screw you. You're too small. No, I mean, we're gonna find another way to to serve them. So even if their company is still small like. In like my example, like if it's a \$5 product, those type of companies you think still benefit from affiliate programs or is there just not enough room for, you know affiliates to make a good Commission? Exactly. Threshold of some sort or so I worked with for a couple of years with treat, which was an offshoot of Shutterfly. They're greeting card company. They only sold greeting cards. Now they're personalized greeting cards, but it's a greeting card. Yeah. Talk about a \$5 product. I think they were 4499, you know. I mean. \$25 million program by the end of the second year that I ran up before they merged it with the rest of Shutterfly. I'm leaving work \$5, I mean. If there's volume, you know and. The affiliates weren't like one, only make \$0.50 or no. 62. Since whatever it was for \$0.63, I think is what it was per so that nobody said that they. Providing a service to my audience who might want to buy greeting cards. You know, and I'm multiply 63 times a couple of thousand of those over the course of 1/4. Bad amount of money to make from a blog post? Sure. So alright. Lies about affiliate programs. This is all about overcoming objections. Pull this up here. So super super quick. I'm not going to so. Again, if you haven't, if you haven't heard me talk about these like in depth 'cause, I'm not going to talk about the first couple of these or I'm not going to talk about some of these in depth. I did a podcast. Series A while back about the lies or myths about affiliate programming. Go look that up or don't. Doesn't really matter to me. Number one, I don't need an affiliate program. That's one of the big things we know. We'll talk about how to overcome that one thing we definitely talk about is like you have to do a lot. You have to know people and do a lot of reciprocal promotions to get affiliates. Um. #3 most of your sales will come from only a few affiliates. Thank you guys, know that I do not believe in that. And the the fifth fly is that you should grow your affiliate program slow and steady. That's for lack of a better term, complete BS. And so we're going to talk about a few of those in depth today, maybe only one of them will see. But let's talk about the. The one about reciprocals, OK. We don't really need to convince people who were on the phone that they need to start an affiliate program. The the few things that I just shared get people over that hurdle of like, well, I think I want to start one, but maybe I don't. That's easy, that's easy part, but a lot of people think, OK, I gotta do a bunch of research. If you don't know what that term means. Reciprocal motion is very simple. I promote you, you promote me. Alright. And we're going to talk about recruiting today and specifically how we do it. But basically this idea of. You promote me, I'll promote you creates, for lack of betterment, creates a very incestuous industry. And it it just basically it's kind of like the cool Kids Club, right? There is. There is nothing wrong with that 10 years ago. But there are enough small and midsized affiliates. Out there that will promote you and promote our clients without the client promoting them. That we don't want to just leave them out there. I can say this 'cause. It's a safe place. And you guys agreed to confidentiality, but. If you've ever heard me. Speak on this subject about small Affiliates or receptacles. You've heard me tell the story of a guy who said from stage. 95% of your sales will come from your top 5% of Affiliates. Raise your hand if you've ever heard me say that on Lincoln podcast, OK? And if you

have it, you're like, I'm gonna raise my hand 'cause. I don't. It's gonna go against me. But that guy was Jeff Walker and funny story about a year ago. Jeff was like, I know you've been talking about. He texted me and I was like, I was like, what do you mean? I'm like I'm. Talk about you. What are you talking about? And he was like, he's like, you know, when you tell that story, he's like I I figured out that it was me. And I'm like, I remember. I just. I think I responded back with like the. Like the whole like, what is it like if you type? Wow into the emojis field like the holy crap emoji. Like I've just been caught with my hand in the cookie jar emoji like slight vomit look on your face. Emoji. That's all I could respond with. And and thankfully within like 5 seconds. He responded back and he said he said, well, you're right. Um. That's why we coach Jeff and his team now. And that is not public information. Just to record, we're not running his his program, we are doing some training for his affiliates. So word's gonna get out in about 2 August, October 5th and 7th. Word is gonna get out that were involved, but right now it's been completely behind the scenes and he even he on stage at his event. 95% of your sales come from your top five. You know affiliate, he. He's changed his view. This I felt like, you know, John the Baptist in the wilderness for about seven years. Like, no, this is wrong, everybody. The other people are saying is wrong. And I'm like in the wilderness selling like, no, no, no, it does not have to be that way. And now all over the past year.

The industry finally, you know like. Oh yeah, that this can work. What happened with Stu? When we ran his lunch and we didn't have a single affiliate in the top 25? We had no, I guarantee you've not heard of more than one affiliate in the top 25. Probably most of you, Stacy, you might have 'cause, you know, that's different, but you don't follow more than one affiliate in the top 25. You don't listen to more than one of their podcasts.

Most leaderboards that you look at three or four years ago, you follow five of the seven people, 510 people, whatever it is. We built that affiliate program completely. On customers and no names, they'd be the first to tell you, I don't nobody. You know, we built that entire affiliate program on that and end up being. Probably the second biggest launch of the entire calendar year. Right behind Dean Graziosi and. You know. And Tony, Tony Robbins not a bad group of people to lose too, right. So. Um. Point there.

You don't need to do a bunch of reciprocals if you know how to do things the way that we do so this myth also that. They're going to come from only a few affiliates, and we'll talk more about that other partner minute. It's just, it's just not true, you know. The submits in there. That we see from a lot of affiliate managers is affiliate managers think they have to personally know all of their affiliates. I don't, I don't know roughly how many. Um. People that I have like a deep relationship with. I mean. It's like less than 20.

Probably. You know is is my best guess when I think of even like that next level of relationship where it's like OK, I know your spouses name and not many kids you have. I know one of them likes to play soccer and one of them you know in baseball. And um. You know, things like that, right? We've met. We've eaten a meal together. I mean, outside of family members, I've probably eaten a meal in the last 10 years with less than 50 people. When I go to a conference is like I'm in the relationship industry. You know how I go to. Like meals with. People that I already know. But I want to. Go to lunch and dinner with them, you know, and like I remember one time we were in. I won't say who

it is, 'cause. They're actually affiliates now. They turn out to be affiliate for a client. And they've kind of become friends but like. We're in line. And there's only one table on it seats eight people. I've got my team with me. We're gonna, like, talk team business and stuff and then there's a client that fires at the next table. And so of course, we gonna be like, you know, talking back and forth. And they're like, can we join you? My wife really, really nice. So against my objections, she said yes. My first reaction is this sucks and people don't even know. I have to talk to him. You know, I'm actually most people don't believe that I can extreme introvert. I just like when the camera comes on. I'm like, hey, you know, cool. But I'm really, really like, I just genuinely. I know this sounds mean. I don't like talking to people that I don't know. That's just that's my default, right? I've gotten past it. I carried on a conversation and pretended like I was interested in what they were interested in, and we had a great conversation. And next thing you know, we're actually kind of friends. But like. There's only a handful of people on Earth that I have a personal relationship with. Then I personally know it it better than like a Level 1. You can't have a big affiliate program if you try to maintain a personal relationship with everybody you know, because what that does is my limits about 50, I said maybe even 40. Your limit might be 100, but there's some limits somewhere between 50 and 200 is going to be your limit, so you're gonna have an affiliate program. You're gonna try to run a 10, fifteen, \$20 million flip phone with only 200 people. It's it's almost not possible today. It's it's there's on some level it's possible. Like if you get the right 200 people of course. But it's you're going to be putting a ceiling on on on who you work with or how big your affiliate program can be, how big you can grow this for the client. I don't want. I don't like ceilings. I literally just. I hate ceilings. Um. That's why we're trying to build like an open air house now. It's kind of hard in Fort Wayne, though. Wonder how we're going to do that. People always joke about glass ceilings. Pan. Isn't that just a lot better than like a ceiling you look up and can't even see? Alright, Mr. All right, so we want to build an army. You've heard me talk about that. I'm not going to go into detail about why you need to work with small Affiliates. I think you guys have listened to enough of my stuff to know that we do not follow the 8020 rule. We create an army of affiliates. The one reason I don't talk a lot about that I'm going to share here. Is what I said earlier. We're looking at the next lunch and the next. We're looking at long term relationships with our clients. So I'm gonna bring on hundreds of affiliates that this launch I might bring on 400 that collectively in this launch May 13 sales. But I'm thinking of the next one where they're going to make 58 and the next one. After that, we're gonna make 194 and the next one after that where they're actually going to hit the point where they make one per affiliate on average and they make over 400. And all of a sudden, that group of people that kind of seemed like a waste of my time in the first lunch are now make bring in over \$1,000,000 a year collectively or \$2 million a year. I showed this on the Facebook live yesterday. If you have not watched that yet, check your e-mail. There's a link in there and you can just go watch the replay. I told the story about when I was at legacy learning systems. It ran the learner mesh guitar program I came in. And um. We had, I don't know, 407 hundred. Remember the number I said it yesterday. I had. I have the numbers in front of me. Yesterday I had like hundreds of inactive affiliates. That had all been inactive for over a year, and the CEO who had been the affiliate manager, basically completely given up on them, didn't. They had not even been. They've not even been sent an affiliate newsletter like the Bare Bones Minimum Touch for over a year. I activated them. In the next year, they brought in over

\$2 million in sales for I think it was four of our top ten. I know two of our top three. I still am actually friends with both of them today ended up being two of the top three affiliates that year were people who had previously been given up on. They weren't big, they didn't even have, like, a huge audience or anything. These massive affiliates for us over the next few years. Because I invested effort when, quite frankly, it seemed like it was probably a total waste of time, anybody looking in from the outside was like, why are you? You know, wasting your time on them. Make sure I'm on the right. Is this jiving with you guys? Jiving. Dated myself. I was going today for those of you don't know, I'm 42 years old. Don't look a day over 41. At least I have more hair than Simon. Let's see. So real quick, just some numbers here. These are like the results that we get. Michael Hyatt top 314% of sales top 1027% of sales. Gives you a frame of reference for what we're gunning for there. Um. Ray Edwards top 319% of sales top 1034% of sales. You know, those are the type of. Positions that we're looking to establish. You know, we're looking to take that, you know, top five. Top three, you know, top three, maybe at 15-20% on the high end, certainly not 95%. Top ten, you know, on on the on the high end around 40 to 50%. Again that's the high end. You know, for our top ten, really the top ten Ray was probably in the middle. I would say on average our top tens probably around the 35% mark. So naturally, it's going to, you know, wow, you still say, well, top 1035% means if you lose all of your top 10. You've lost a third of your sales, right? That would suck. Most programs, if they lose their entire top ten, just lost 98% of their sales. They have nothing left. I can tell you right now, Stu, if we lost his entire. Oh, wait, that's right, we did. From the 2020 launch to the 2021 launch. Lost nine of his top 10. One from his top ten the year before finished I think 9th this year. Barely quite frankly. Be the first to tell you didn't really go all out like he did the year before.

Last Amy Porterfield, who did over \$2 million in sales a year before. Russell Brunson. Jeff Walker. No, you think, wow. You took over in last night at the top ten. You really suck at this. No, they were all out before we even came up. Word. It had already been preordained that they were going to be out. We still ran a launch. It was almost to the dollar, equal to the year before, losing nine of our top 10. I can tell you right now that does not happen. That top ten accounted for like 88% of their sales. That doesn't happen. It happened because I know you saw this Stacy. Like, it's because we had affiliates like Michelle Kirwan who never promoted anything in her entire life. Make 25 sales. We, the lady who won it, Siri Siri out when she made nine sales in 2020. Tomato over 180 sales this year, finished number one. I asked her and I did not truly did not do this in a way like to set her up. I did not put the ball up on AT and tell her to swing at it. I thought her answer would be something different strategically and she would, and I did eventually pull some strategy at her by said OK, how did you do that? She's like mad. I just did what you told me to do. I'm in. I'm in her. I'm in her. Subscription box? Yeah, group and like she talked all about it. So she has a really big following in there, so. Yeah. And basically, she did what we told her they do, you know, and. And so that's the kind of stuff that happens. I just realized, Stacy, you were on one of the tribe calls. You're on that one. We did with just women. Sorry. I told you, I don't really know people. I don't. I don't. I don't do things like that very well. Like remember people. But now I did. And it'll hit me. I'm like, Oh yeah, I saw you to conference seven years ago. Right. You know, you're that guy who came up and asked if he could sit with me and I didn't want you to know. I'm just kidding. Alright. So any questions guys? I had one. Yeah. So I remember

when Amy said that she wasn't going to promote anyone programs anymore. And but. And so now I notice, like, stews promoting her DCA launch. I mean, are they just? They just agree. Like, I mean 'cause, they're friends or like, how does that work behind the scenes 'cause she didn't support him. And. No, this is a little known fact. Again, I wanna silence, right? Amy had said she wasn't going to promote anybody. Like she publicly came out and I'm not doing this anymore. We got her to change her mind. Let me think. When this was early March. So yeah, so early, early March, no mid March got her to change her mind and promote tribe. She would have promoted tribe last year well. For those of you who paid attention to the whole debacle with Rachel Hollis, I don't know. Who knows what IM talking about or anybody need me to explain it a little bit or so here's the basic gist. Rachel Hollis still stuck her Bigfoot in her big mouth. And, you know, made a whole stink. And there's, I'll just say this, there was a lot of race racial overtones to what she was saying and just made an ask of herself. All right. Well, one of the people that was supposed to speak at her event. Was Amy porterfield? So Amy's audience, a very small percentage are like Amy. You're speaking at Rachels event. And she said this. What are you gonna do about it? Amy is like, I'm gonna pull out like I'm not speaking. Well, it's to score's at the time. This is again behind the scenes here. Please don't share this information. Will announce this in two months. We're changing the name from tribe to something else. We don't know what. Yeah. Tribe has a certain connotation right now, despite the fact that over like 20. You know. Native American or Native Canadian nation leaders have said no in the context. That's a perfectly acceptable use of the word. We have no problem with it whatsoever. We just don't want to be called the tribe. We want to be called a nation. OK, that's their view, right? They have no issue whatsoever with the name tribe none. But some people took offense for them, and we're like, no, try this bad. Try this bad and it's a terrible name. And Amy was like. I don't agree with him, but I cannot put myself in this situation right now. I just I can't. And so she was like roller coaster. Like, yeah, we got her back. And I'm like, yeah, it's like an extra \$2 million. Three weeks later, I'm on vacation. Robbie calls me and goes, hey, I got bad news. I'm like. Gutpunch right. So she will be promoting again. Possibly next year. That's kind of the story. And you know what? Here's the deal when that happened. I knew that Stu felt the same way I did when he received the news. He felt like he'd just been gut punched. And so when he and I spoke, and this is again what you gotta do, you gotta put on your happy face. And I immediately said OK. I got on the I got on the call with him and I said OK, here's the deal. Three weeks ago, we didn't have that \$2 million in sales on the on the books. We still knew we were going to do you know this, we actually were projecting lower than what we did. We did. We did about \$1,000,000 more than we projected. I'm usually not even close to that wrong. Part of it was we did have some Michele's who? We were basically accounting apportioning like a half a sale to the May 25 cool problem they have, right? And so I said, Stew. Not that big a video, man. You know, we're going to make up for it, I said. We've got. Here's what we've got. Like I pointed, we're doing these trainings and we're doing these meetings with the Affiliates and we've got, like, they're psyched up and jazzed out of their minds, and it's going to be OK. He's like, thank you. Like, I needed to hear that, you know, so I joke that. 5% of what we do is is therapist work. So if you want to read some therapy books, that would probably come in handy for working with clients. But let me give you one more example of that. Five day opencart. We all know that CART closed day. It's like the Russian sales go go crazy and everybody is like everybody's too busy to even be

depressed in any way of sales are down, right? Card open day. It's like boom out of the gates. It's open. It's available. You know, here's what happens. Kurt. Yeah. Second day. In sales going and it's like, you know, the little what does that little heart monitor at the hospital, you know it's like and we think it's going to go. It doesn't. You know, it starts from the last day. It's exactly that sound, by the way. That's What Car closed day sounds like all day long and. Here's what happens. Let's say it's Monday through Friday. Tuesday about 6:00 PM. It's pretty predictable. It's from 5:00 and 7:00 PM Eastern Standard Time. I get a call or I see a message. Guys, I'm freaking out. What the bleep is going on sale? We have like 3 sales today, you know, especially we talk about like the quarter \$1,000,000 you know we might be running a half million dollar launch. 150,000 on the first day, 250 on, you know, 300 on the last day. It doesn't leave a lot of sales for days. 2/3 and four. You know, it could legitimately be like 4 sales all day. On the second day. 'cause, I'm freaking out. What are we doing wrong? Did you check the sales rate? Do the order button work? People having issues with credit cards? No. It's just the second day. So we do two things. We prepare them in advance for it. One things that will will get when we talk about client relations, I I have a message for you to post to their slack. If they use slack or their base camp or whatever, or text the client. On the day before open cart and it walks them through some of the stuff that we recommend, like, hey, it's gonna be a whirlwind. Make sure you do some self-care. Make sure you're not checking stats too often, you know. And one of the things is also know that the day after tomorrow, it's going to kind of suck. And I'm just preparing you for it in advance. So I don't know how I got on that diatribe. I'm skipping all the way down to play relationship. Yes, part of what we do is is therapy. Any other questions before I jump into affiliate recruiting and I've got a project for you guys. Yeah, OK. I'll go ahead. There's no ones you put in in the chat. Yeah. OK. What is the agency fee structure model? Simon asked. Working on that. Move by that. What I mean pacifically matters. Like if you built up a launcher, they locked in for two years. You're looking like you fully like you bring on a hunt that that kind of big picture piece, you know, the clients login for one year. There are outs for both sides. We have. It's really hard to do a contract that's one sided and I would never want to do that. So it's one of those things where if either side is genuinely just extremely unhappy with the other, they can back out. You know, we do have what we call a six month tail, a six month tail. Well there's 22 parts actually. Let's say we do a lunch and it ends on September 1st and then they say you know what we didn't like working with you or we say we don't want to work with you, alright? We are paid on any, so let's say they had a six month payment plan. It's \$1000 product they had or they could pay six payments of 197, right. We are paid on those six months of payments. We are also paid on anything that we would have been paid on for six months after. So if they do, they do an internal promotion four months later. And it brings in \$50,000 in sales. Then we're paid our percentage for six months after if the contract terminates early. If they ride the contract out. Actually, there's still is A6. No, we're only paid on the payment plan stuff. There's no six month tail. Um. I just don't personally believe in a piece of paper being the thing that keeps somebody having to work with us if they don't want to, or vice versa. You know, like and coaching program, which is totally different 'cause we don't invest. I mean, quite frankly in our coaching program, I don't invest a whole lot of time other than when we're together, you know, it's not like I'm doing all this prep work without making money. You know, they're paying me right up front. Program. I'm like you wanna quit? You can quit. Like I'm not

gonna lock you in for even a minute after we, you know, there is, like, the contract. The contract has no mention of time. 'cause. I just. I'm not that kind of person. I just don't below. But like you signed this piece of paper sucker. It's just a stupid way of doing business in my opinion. I think it's too many people do that and I don't think it's. I think Karma, Karma or whatever you call it will come back and bite them. Um. Yeah, you had another thing. OK, last touch. Multi touch. Yeah, the other thing. Yeah. So you and I know there's this whole thing of launch. Everybody is mailing. And let's be honest, 20 years ago, ten years ago, there were different databases. There's now kind of this in my view lot of people. It's the same names on 10. Databases. And a lot of the things we touched on mikes brains are promoting as an affiliate is I get maybe some lead zero cells because somebody is a bonus thing and suddenly it's not weird things. Just curious. We studied this across dozens of niches. We still study it every year. It's never topped out at more than 8%. So 6% of any sale will touch more than one affiliate. Of those, and this is subjective 'cause, we did not analyze this. I wish we had. We didn't. A quarter of them end up back at the same affiliate, so affiliate a refers them. They then click affiliate bees and yet they still buy through affiliate a. So really it's probably more like 5%. So here's what we do, and I've got I've got coffee. This is something one of the one of your number one objective will be to educate your Affiliates. Your affiliates are thinking the same thing. You just asked about. So I mean so before the launch even begins, we educate them. That this Facebook post slash e-mail that I sent. I don't think I get asked that question more than once in a lot like stews, launch, we had 1500 affiliates. One person asked it. Why? Because I preempted him by posting that so. It's one of those things where I tell people it's no different than if the person opted in through your link. On their phone. Bought on their computer using a different e-mail address. You don't get credit. Now, if they opted in through their phone and then bought on their phone using a different e-mail address, you would get credit. If they bought on their computer and used the same e-mail address, you would get credit. But how many people do that? I do it all the time. When I opt into stuff and I'm going to be on there on the list, I use a very specific e-mail address. When I buy, I use the e-mail address associated with my credit card. There's two different e-mail addresses. And I might opt in on my phone and by my computer. I know I'm in the affiliate world, for Pete's sake, and I know that I might be costing the affiliate a sale. Now, if I really want somebody to have the credit, of course I send an e-mail and say, hey, I bought through this person. Can you please make sure I'm assigned? I 'cause I know the the game, but how many people do that? Our estimates are somewhere between 3 and 5%, so already we know we're getting screwed out of three to 5% of sales. Make sense generally. Are you doing last touch or first touch? That actually one thing about so it's left to last. The last cookie gets the sale. Got it? Yeah. Yep. Last. It's just it's. Yeah, I won't get into that whole thing. We'll talk about that later. Alright, let's talk about affiliate recruiting. I think this is gonna be our last. I told you guys. Yeah, this is our last thing. Don't look at me. I'm managing my time super well today occasionally happens.

Personally, I manage my time great, I just manage other peoples time early. Alright, so affiliate recruiting, I mentioned earlier, six months, I keep saying six months like we really wanna work with clients six months out. Why do we wanna work with clients at least six months out? Goes to, comes down to recruiting. Recruiting affiliates internally,

we will say affiliate recruiting externally, we typically talk about finding affiliates. Very simple reason for that is.

That's what people type into Google is. How do I find it? Say, how do I recruit affiliates? So I wanna be where they're searching, not. You know, they just know the terms are interchangeable. There's not. There's no nuanced difference between the two terms, like some people think there's a nuanced between joint venture partners and affiliates. I don't, you know, that's a whole different. OK, so nine months out or six months out. Sorry. Preferably a little bit longer. Very simple reason for that is. It's September 17th right now, so let's just say it's October 1st, that's the beginning of Q4 in 2021. I can tell you right now. That. I'm. We we right now are about as far behind as we've been in two months and I'm sorry in two years on our promo calendar, it's still planned out through mid February of next year. Four months ago, it was planned out through mid February of next year. Most people plan out about six months in advance. Some people only three months, you know, but they've got their calendars planned. And what we want to do is get to them before they have their promo calendar plan 'cause. If you come to me as much as I want to promote you, I I want to promote Rhonda. I want to promote one of our clients. The hill keys. They just asked me to promote something else there or something that we're not involved with, and I was like, I just can't do it. I don't have room on my calendar. Sorry. Um. I want to promote them, but I can't.'cause. I've got my promo calendar planned out during those Times Now you come to me and say, hey, Matt, can you promote us next June? Sure. I I don't have anything on my calendar for next year. I'm not that, you know, I'm not that good at this stuff, right? And most people aren't.

So we say six to nine months, not 69 months, but six to nine months because. It really should be a year. But I don't want to tell people. I hear there's a balance with dealing with clients where you say. Perfect. And what we can kind of like not scared the ever living crap out of me with 'cause. It's like part of it is. Do you get to pay us for a year before we make you any money?

Remember how I said that one of the beauties of affiliate programs is making money before you spend it? Not when you pay us. That's not a really good message. Featuring the people. So there's a balance.

So we say six months out at a minimum. Could go longer. Yeah. I mean, if somebody comes to us and they're, they're launches 7 1/2 months from now, I want to start working tomorrow. Biggest thing Stacy, you saw this with tribe. I start recruiting.

The next turn of Affiliates and media immediately after lunch, so I'm going to do three things.

Number one, I'm going to lock down everybody who just promoted. If if 500 people promoted, I want 498 of them committing to the next launch.

Secondly, if there's a list of previous affiliates, so or previous customers, I immediately want to get them. On locked in for the next lunch, which might be a year away. Like the week or two after. This launch and

thirdly, I want to start, I want to do. You know external. I wanna do external work. Reach out is quickly after the launch is possible? Why? Because in that niche. It's hot right now. You know? It's like, man that launches so hot right now. If you don't give Zoolander references, you cannot work for us. So go, here's your homework for tonight is go watch Zoolander if you haven't yet. Memorize Zoolander quotes Googles Great Zoolander, quotes and memes and just get familiar with them. I'm kidding on that.

I don't quote it that often. Actually might not hurt for you to be a Brian Regan fan. He's a stand up comedian I will quote him on a regular basis and you won't get half of them if you don't know.

So anyway. Alright. But it's hot, right? Like strike while the air is hot. That's a really uh, you know, good phrase to remember here. So immediately after a launch is perfect time.

Eating never ends. This is something that we'll talk about here in a little bit. I'm going to show you how to DIY it. You guys are going to do very little DIY. Working for us, 70% of the affiliate recruiting will be done by virtual assistants. But you're in charge of directing it. OK, so the point is it never ends. Always be recruiting. We always want to be recruiting affiliates, whether they be internal, external. You know maternal or paternal.

Anyway. Right. So we bring on a new client. Seven months from launch, we're gonna be recruiting affiliates form what's like, the very first thing we do. We have a meeting with them. And let me make sure I'm not supposed to talk about this later. We'll talk about it now, OK? We gotta get our clients to buy into recruiting their customers.

We gotta get our clients to buy into recruiting their friends. They're acquaintances. The people that they've interacted with on the Twitters and the Facebooks and the Instagrams, you know, we want to start with who we know.

So we want them. We're like client. I need you to spend an hour. I need you to make a list for your friend. Who your mastermind buddies. Who are the people who are in that group of that course that you bought seven years ago. You know that you you know who's conferences? Have you spoken at? Who's conferences, who spoke at your conference? You know who did? Who asked if they could join you at lunch? You know Jeff Walkers event three years ago and really didn't want him too. But you know, you're like, hey, they'd be a good affiliate. Who are those people? Make a list of. I I can't make that list for you. One of our things is one of our responsibilities with our clients is to direct them on what they're supposed to do. So I'll give you, I'll tell you exactly how I word it, and I say the exact same thing every single time. My job as the affiliate manager is to take the amount of time that you have and get you to spend it in the best possible way. So one of the questions that I asked the client, I see how much time do you have each week to devote to your affiliate program? Yes, I'm running it. I'm doing a bulk of the work. We are our agency is. But I'm gonna need you now. There's no wrong answer.

Now, if you tell me it's 10 minutes. That's the wrong answer. I need you for at least an hour and a half. If you tell me you've got an hour a day, you've got 30 minutes a day. That's cool. My job as affiliate manager is to tell you how to spend that 30 minutes a day. And so we then say, OK, first thing I need to make is list.

Now I'm going to give you some templates. You know client. I'm gonna get Mr Kleiman. Give you some templates. By the way, we never used the word, Mr, but just I don't know the name page. Oh, I'm gonna give you some templates to use. You can take those templates and use them. You can scrap them. You can tweak them. I don't really care, but I want you reaching out to those people. Reach out to them in the way. That is most effective for them. Now that's those personal connections, their customers, their customers. We're gonna handle the reach outs for them. OK. Now what we're gonna do is we're basically going to say. Need to get a list of your customers and potential affiliates that you have that you don't have a personal relationship with them. Right. There are a few students of ours that I have. I've now developed personal relationships with most of our students. Reality is half hours not even know their names, and maybe that makes me a bad person. Because they don't. They're kind of quiet. They don't interact, they don't ask, they don't ask questions, you know. But you know, there's a lot that I do, those people that where I I can hand over probably 95% of our students to the affiliate manager saying you reach out to them.

Reach out to them in my name. So one of the little tricks is I know. Stacy, you saw this, the recruiting emails that I send out to. Customers. The name was still McLaren for tribe. The name was paid rodeo. The name was Kim Walsh Phillips. Now I signed it. Matt McWilliams, affiliate manager for Kim Walsh Phillips. But the name they saw in their inbox was Stu McLaren. That would be weird. There's two mixed together, but what I'm saying, you know, the name they saw was Kim Walsh Phillips. So they opened the e-mail. Of course. The fun thing is then it gets saved in their e-mail as Steve McClaren and. When they. Then they send things like this too. I saw your wife book at Barnes and Noble tonight. And they send it to me. I spend a lot of time later forwarding, but it's worth it, right? And so we really want to direct the client on those personal relationships as an affiliate manager.

Our job is to watch other launches to watch other affiliate programs and look for affiliates. How do we do that though? Like that's there's kind of like I can say, like, yeah, go watch for.

Watch other launches. What does that actually mean? It means. But you need to sign up. Or have the client sign up. This is the thing.

You have the client sign up as an affiliate for these other programs. You're the you're their affiliate manager, so you're going to be there's. There's no expectation that you wouldn't be **signed up**.

And you go join the **Facebook group**, you **watch the leaderboard**. You watch. **You know who's posting and saying. I made my first sale.** This is really easy to go. Here's a screenshot of the leaderboard. Let me reach out to those people. But who posted in the

group and said I made my first sale. Like they're really excited about making their first sale. That's somebody that we want to get.'cause. They're gonna make their another sale with us and then grow as an affiliate with us. And they're gonna be one of those small, loyal affiliates we talked about. So I'm running through this fast, but like where we can find them. When we're looking at. With clients. Just to go back to the friends, kind of the friends. One, and then I'll, I'll, Kristen had a question and I'll let you pop in with the friends. The Objectivist for them to get them to say yes and then hand it off to us as fast as possible. Alright. They only have the two hours a week. 4. 20 weeks. It's 40 hours that they have maybe 50. It's not a lot of time. So the left like we don't want them going. OK, here's your link. No, we give them a template. Let me introduce you to is it, is it Troutman? Is that how you pronounce it or Troutman? Fish. OK, so let me introduce you to our amazing affiliate manager, Kristen Troutman. She's gonna get you everything you need from that moment forward. This relationship is yours. You know, when it comes to affiliates, when it comes to the affiliate stuff, so everything they need, they should be coming to you for it. And we we condition them to do that. So it's not one of those things where the client is working on the stuff and like getting their link says no, none of that. It's not that, it's just I need you to do one thing and one thing only and that is. Nurture the relationship and get them to say yes to being an affiliate. It makes sense.

Part 3

So you mentioned watching other launches if if the client is in a parenting niche, do you wanna look for their competitors launches or are you going outside that niche and looking at? Development, personal development. Type stuff. Yeah, I I want. I want the. I want the whole land. I want the, you know, the dough to use that analogy. So a lot of it overtime. You know, I mentioned we have our own databases. A lot of it overtime becomes well, you know this client and this client. And like they're affiliate faces, they're they're they're they're donut is the same there holes different, but their Donuts the same. So man, let's just like. You know, I'm giving an example. We work with Nick Stevenson. Your first 10,000 readers. He worked with authors who needed to build an audience. Well, we'd also worked. In fact, this is how we ended up working with him and. You know, they were totally cool with us working with each other. We run the flip program for self-publishing school. And for Jeff Goins tribe writers, first thing I did was here's my list of tribe riders in self-publishing school affiliates in two separate spreadsheets. This was 2015. Don't laugh, I took those, I copied them, pasted them into a new spreadsheet, deduct it to make sure I wasn't hitting people twice. There's a list of 394 people. Like day one that we worked with, Nick like the contract was signed the next day. I emailed those 394 people. Maybe I emailed like 100 of them a day for four days for whatever. I didn't think, OK, now let me go watch. I mean, I got the lowest hanging fruit possible. And hit them up right away. That's one of things that will do. Like I wanna get. Yes. As part of that is. It's it's psychologically, it's inspiring to me like man, the end of the week we had like 52 commitments already. Secondly, they give me 52 people, then we could be like Nick. Did you sign the contract five days ago? We have 52 affiliates already on board, including Hal Elrod, including, you know, Johntae, including so and so and so. And so boom, boom, boom. Like that. This guy is worth at least 25,000. This guys worth this guided 82,000 for. For Jeff Goins this guided. You know 24,000 for, you

know, for self-publishing school. Boom. Like the momentum early on to the client is so overwhelming that at some point we're going to hit low. I'm not going to have, like, we're gonna go an entire week where we don't really have any good news to share and it's not gonna matter. Because like our good news. Quote so far beyond the lid that it's like As a bad analogy, but you get the idea, right? We've built up so much and so. Allows us to share wins with with the client as well, and in a way it kind of gets them going not only like, oh wow, that you know that Kristen is doing good work. I'm really glad we're working with her, but it lights a fire under them and he's like, Dang, I hadn't even gotten one of my friends to say yes yet. Like. There's a bit of a guilt trip there. Get some to kind of, you know, get off their butts and really go to work like Hamburg. At least five by this time next week. I'm gonna look like an idiot. I've I've had clients say that to me. Like you know, man, when you when you said that I. Felt lazy. And I worked. I know I said I was gonna put in two hours. I spent six this week. So that's. Play that into that question. Yes, thanks. Cool. Alright, last part here. Last part. Tactically, how to recruit? Actually, this is the second to last part, so I'm gonna kinda little bit fast. I sent this. I always forget where I say things now. I think it was on the Facebook live yesterday and I kind of butchered it, but I've got the exact quote here for today, all things being equal, people wanna do business with their friends and when all things are not equal, people still want to do business with their friends. It's from one of my favorite authors, Jeffrey Guitammer. I know you know that instinctively don't like we want to do business with their friends, right? I cannot stress this enough build the relationship, but Matt, you said earlier, we can't have relate. I don't like not seeing it to be best friends. I'll keep a database. This is I think you talked about this before, but we'll talk about how to manage this. But in the spreadsheets that we use, I I have a note section. That note section says stuff like owns a Dalmatian 'cause. That's kind of a cool feet. You know, most people don't own a Dalmatian. I don't know anybody who owns a Dalmatian, personally. Or owns the, you know, Australian Cattle Dog 'cause. We own an Australian Cattle Dog, and so it's always in his name is fluffy or whatever, you know. So the first thing like, OK, I gotta know. Western our Australian Cattle Dog wants to know how fluffy is. It's a killer conversation start. The truth is, I don't remember their dogs number that they even had an Australian Cattle Dog. But I've got it in my spreadsheet, you know. I keep as many notes as possible. I upset I always anytime I'm on the phone. I do a lot of walking talks. I know, I know. Casey, you know that 'cause when I talk to you the first time I was on the phone, you know, weird. I was on the phone. Rephrase that. We go back in time. I was walking, I was under the walk, but even then I'm like typing notes into my phone. I keep notebooks all the time. I've got, you know, notes here. Uh, Amanda's birthday. Amanda don't know how to pronounce your last name. She's a client. Still haven't learned how to pronounce her name. Number 15th her sister Stephanie birthday is December 9th. Like I forgot to make sure that those end up in in my, you know, formal notes and things like that. I'm constantly keeping notes like that because I wanna be able to see. I know using this 'cause you're a tribal affiliate. But when one of our Affiliates has a birthday, I can go into the Facebook group and wish my happy birthday. I don't send him an individual message. You know, it makes him feel like super special and stuff, so build relationships. That is absolutely key. As far as reaching out, we're going to have you use various methods. Alright, e-mail is king because a it's free. It's easy to do. We can send. I can send 1000 emails and. The same as I can send one with a mail merge that can actually send 10,000 the same as I can send one. The other reason we we use e-mail is because

we're able to use our virtual assistants. Our virtual assistants. Really can't do a whole lot with like. I'm not. You don't want your one of our V as logging into your personal Facebook account. First, gonna not only is that kind of weird, like I actually have no problem 'cause I use my personal Facebook account for business. Really I don't give a flying crap. If if Kevin has access to my personal Facebook account, here's the issue. I had my Facebook account shut down once because Mark was logging in to my account, so I'm kind of freakish about that. So we use e-mail because it's the easiest, easiest to manage. We can have assistance with access to it, things like that. We'll also use physical mail. We use text, we use voxer. We use social media, you know, Instagram, DMS, Facebook, DMS. All that kind of stuff. You know that whole that whole will use as many things as we possibly can. I'm gonna talk about. I'm gonna show you how to do it. I'm gonna. Actually, we're gonna. We're gonna talk about that in a moment. Our philosophy that we talked about customers.

I want to talk about competitors real quick competitors absolutely can be your best promotional partners. Some of you have probably heard me share this before. So you can do whatever you want for the next 7 or 8 minutes. Just tune me out. Kidding, don't. I will tell you in advance. What I'm getting ready to share, there's a question on your quiz kind of about this.

And. It's kind of a fun question.

I'll just tell you in advance there's no right or wrong answer this question.

It's more about how you think through it, so be curious to see I do that. So how, from a practical standpoint, how do we work with competitors?

Number one, as an upsell for the client, OK, so the client has, let's say, a low priced product. That it's \$197 course. The course isn't like super in depth, right? It's not a course that's like a deep dive into all the aspects of, say, publishing a book or something, you know, just using that example.

Could you now take this one little thing that you have in to everybody who buys that you could up sell them to the \$2000 course that your competitor creates initially like on the Google when somebody types said how to publish a book, you're competing with each other. It's coke versus Pepsi. But once they've been through your course, why not?

Maybe take him to the next level. The example I know I used on the podcast episode I recorded on this was a guy named Dan Dinle. Dan had a course that was a Blues guitar course. It was this course was about one thing and one thing only, and that was Blues guitar. Well, I reached out to him and said. Dan, your Blues guitar course, maybe some people in your audience that pay you. I think it's pretty sure. Of course with \$99 or pay you \$99, we'd like to learn a general guitar like general music theory be jazz guitar, fingerstyle guitar, classic guitar, electric guitar, blog guitar. There's like types of guitar name. They want to learn how to do all this stuff right? They wanna learn how to play chords. And because Blues is not a lot of chords really I don't think really know. You know, they wanna play all these different things, right? So would you promote our

forestall your buyers and he did in the first year, he like a quarter \$1,000,000 in sales? He didn't take anything from him.

Yeah, we're competing on Google initially for those people, but. Once they already bought, why not buy our stuff? The reverse is true as a as a as a down cell in a way. If you've got this course, that's \$2000. And there's something that. Like giving a great example. Got a client with. 2000 No, we gotta we gotta, yeah. Client with anything about this? We got a client with a \$200 product. That's specific. Just Michael Hyatt. All that goal setting. That's all it is. You've got to. \$2000 course it's about building a business like it's pretty big, broad topic and it's 2000 bucks. Hey, do you wanna teach him about goal setting for 200? So all the people who bought your 2000 art course, do you wanna promote our little \$200 course?

We're not even competitors really. In that case, maybe we, but maybe we are. I'm trying to think of an example there. I can't really think of 1 but non buyers. Here, just like after you've been on my list for about a year and a half and you haven't done anything from me, you probably aren't going to buy anything from me. Yeah. So let me just try to promote other. I might even promote somebody that's direct competitor just to see if maybe you wanna go learn from them. So it's like you signed up for my gardening list I cell. Let's just say I cell gardening. What is the stuff that makes plants grow? It's like plant food. I cell plant food. You haven't bought my plant food yet. You like my gardening tips, but you haven't bought my plant food, so let me just go recommend a different kind of plant food. Why? Because my plant food is not an organic. And yours is now. Initially we're competing for the same person, but after a while. It's like if you have bought for me. Let me just try something else. Maybe it's because you have a giant garden and you don't want to buy 84 of my little bag. So I'm going to recommend somebody who sells like the Sam's Club version. And you can buy two bags and, you know, serve your giant garden plant food. Maybe mine has an ingredient that you're not allowed to use in your municipality. I don't know. You know, like there could be all kinds of reasons. So to non buyers. Niche within a niche I mentioned Dan dimly earlier. So this would be in reverse. We promoted band in Lee. I don't know about the same amount of sales back and forth as the other did. I think we did more sales than he did, but we had less than 14 I believe was all about Blues guitar. At the end of lesson 14, lesson was one hour long. His course was 10 hours just on Blues guitar. Now our total course was 30 hours, I believe maybe 40. We had one hour on Blues guitar and at the end of the lesson we basically said, hey, you had a one hour lesson on Blues guitar. If this kind of wet your appetite. Go by then. Then you know deadly force. Only 97 bucks.

So it's like that niche within a niche, right? You know, I had a another example that was friendly that teaches LinkedIn marketing. But he knew that he had about a third of his audience was authors. Any new? That. They needed to learn more about just than just LinkedIn marketing. So he was like, hey, you just went through the section on, you know, how to. How to do LinkedIn marketing for a book if you want to learn more about marketing a book, Go buy this course. And a lot of his people went and bought it. Um.

So that's competitors. I'm going to talk about the process of that or I'm going to show you the process, but real quick, any questions on that, not the like mechanics of it, 'cause, I'll, I'll share how that works in just a second. Any questions on? Anything competitors? Alright, I know we've been going for a while, so I'm gonna move faster. Alright, so this is a basic understanding right of of the process. What the next step for you guys is is actually go through our course, find affiliates. Now if you send an e-mail by. I know, I know. A couple people reached out in advance so they couldn't make it today. They had something previous scheduled. So you're watching the replay and you better be watching and like by Saturday afternoon. Send an e-mail by the end of day Sunday. Just send it to me mad at mattmcwilliams.com and just say I need. You know I'm in the agency training. I need access to find Affiliates now. Kevin will respond back with the template e-mail and get you and show you how to access the course. OK, I just want you to go through the first two days. For purposes this assignment, I'll share some more in a second. Go through the first two days. And then your homework. This week and part of your training is actually two parts. I'm gonna explain the second part later, which is a quiz, but part one is to actually do the work of recruiting affiliates. And so the e-mail you're going to get, I'm going to read through it 'cause. It's basically instructions. I'm I want you to actively recruit 5 affiliates for Stu McLaren. Strike course. Who are not currently affiliates. So I'm going to give you a list of his current affiliates. You can kind of check against that, right? Follow the first two lessons and find affiliates now. This is something that honestly should not take more than 45 minutes. This is something you're not going to really ever do again, because you're going to direct. Our virtual assistance on how to do this OK, now the strategizing, what products? So we want to identify similar products to tribe. So maybe this is other courses that teach people how to do a membership. They could be Udemy courses. They could be \$2000 courses, 1000 armed forces, \$200 courses that can be ebooks, books. Um video courses. Audio course. I don't know. You know, it could be pretty much anything that. Has a course or training on how to start a membership thing. They could even be people who. Have a blog post about how to start a membership site and they sell nothing nor promote nothing about how to start a membership site, but they have content around it. They could be tangential products, so people who teach how to create a digital course. You know, Stacy, we're talking about Amy Porterfield. There is in my mind. You have a digital course. Once the next logical step. A membership site. So there's a logical progression. So what are the logical progressions into a membership site and maybe somebody promoting? Something like that. What I want you to do is find 5 affiliates who are not currently tribe affiliates. I'm in the e-mail. When you send the e-mail, when he replies, he'll give you a link to a Google sheet that's got a list of all the. Try to filter Stacy. You can't put your own name. It just doesn't work. There's a sheet inside of fine affiliates now. I don't know the exact format 'cause I didn't create the sheet but let me find it real quick actually. Share it with you guys. Finding my own. Products. Super fun. Um. It's not in Google Drive then I don't know where it is. All right, so inside of the teachable course, though, there is a a download. A sheet where it walks you. There we go. Got it down with that. Outreach sheet. So basically you'll fill this out. Alright, there's site name, URL, the product they promoted. If they promoted something, they did this fine full name, first name, last name. The actual reason why we divide those just as an FY I it makes it easier to make sure. Is that they're not already on the list when this gives list gets really big. All this is typically as I just created a formula that combines these two cells don't have to

type it twice. Their e-mail and then this is all the follow up stuff. You don't. You're not going to fill out anything. After this I do want you in the first outreach field. Go ahead and put today's date and then. You'll see that it automatically fills in. When you're going to do your future, follow up. You'll basically take this as it says up here, choose file. Copy and rename it. Put your name in it. So when you do when I do this. Can I make a copy? I just put your name at the beginning so I would put Matt McWilliams and then affiliate outreach. You know sheet. I want you to add 1 column. Out to the siding here. Where you're going to paste the e-mail you would send to them. OK, So what I want you to do is. Use this sheet. Then write an e-mail using the templates. OK we literally. There are. Templates in here. For reaching out. Template affiliate outreach Spreadsheet Template, initial outreach emails, boom boom, boom, right. I just want you to write the first e-mail. So here's what I mean by that. And let me this is the part where I kind of want to see what you do without a lot of instruction from me. But let me give you a little bit. So in this particular case. Matt McCoy is promoted product launch formula. OK and we're on his site and we know it's about affiliate. So I'm going to use the template where it's.

Promoting a similar product. And I'm pretty much just going to use that exact template, but you have another one where they wrote a blog about. Has started a membership site. But they didn't promote anything. Well, that's one where we gotta we gotta think a little bit like we gotta say something. Like, hey, I I was reading your blog post about how to start a membership site, but it was kind of cool. You know, something like that. It needs to be not like super formal 'cause then it just gets like nobody like whatever. I was just curious.

Like, have you ever thought about promoting an affiliate offer?

For somebody that teaches membership sites, you may have heard of Steve McClaren blah. You may have to kind of write that from scratch. I'm not going to be looking for. Is this the most perfect affiliate outreach e-mail of all time? Because here's a deal. That example I just gave there. I actually don't have a template for that specific thing because I don't know what works. I don't even know for sure if there's a certain phrase we could use or tweak that's gonna make it perform better. It hasn't been tested yet. I'm just curious how you're thinking through the process and then lastly. What I want you to do is. I want you to write. I'm message you're not going to send it. Just write a message. That you would that you would give to the virtual assistant for the follow-ups because they're going to do the bulk of the follow-ups. I talked about this last time. You need to go talk about that process, but like, just create a plan.

So how would you assign your gonna do the first reach out?

How are you going to assign the follow up to the assistant? And your final piece of homework there are. Am I still string my screen? Yeah, there are six bonus trainings down here. These take less than 30 minutes total. Actually personally. Wonder if I think they have. Yeah, I gotta be honest. Personally, I watch myself on 1.5 speed. You may want to watch me on point like 1.25, so it won't even take you like, 22 minutes when you watch me on high speed. Don't watch me at 2 speed 'cause. I sound like a chipmunk. And then you come to this training or gosh, she is talking so slow. We don't want that to

happen, so watch those. You're gonna want to reference these. Both for the quiz but also for this. Again, we're not meeting again until Wednesday. So you've got some time on this. If for some reason life gets in the way, just tell me. Um. You know, and we can make accommodations. 'cause again, I know life gets annoyed. In total the quiz. Probably shouldn't take you more than I mean, it's easy for me to say 'cause I wrote it and kind of know this stuff pretty well. I don't think it should take most people more than 20 minutes. I think there's like seven or eight questions. I'm gonna pop open the quiz here. Just go to. I'm gonna put the link in the. Chat. If you're watching the replay, it's super easy. It's your affiliate launch coach.com/quiz one. If you go to/ quiz two it's not up, but I'm going to go ahead and tell you in advance that's going to be the next one. Put your name and I think there are 789 questions. So. Um. You know, there's even some typos like I forgot the S at the end of advantage. Five advantages. i've been doing too much spanish readers not question here. There's no right or wrong answer. I mean there is like, you know, how would you reach out to the perspective affiliates? I would send a pony Express that is the wrong answer. It's more about how you're thinking through this prospect. Or or process you know. So. Quiz. And then. The actual, you know, recruiting process that is so you understand that process you know actually going and finding who they are and finding their their e-mail address and all that. Once you understand that process again utilizing assistance in the future is super easy. Right. I'm done talking. My throat hurts. Any questions? I thought I was still sharing my screen just a moment ago. By the way, if you're on the quiz link, you'll see what I'm talking about. The e-mail you sent. I'm going to send the emails out or just write them. No, don't. Don't actually send it. OK. OK. Thank you. Here's the reason there's there's more of a the.

This is one of the reasons why we use the assistance. I don't want you spending time chasing down to make 100% sure that they're not currently in affiliate. That's what our assistants do. This is not about like being perfect. This is about having a understanding of 90% of the process. You don't need to know everything about how the sausage is made, you know, so to speak. Sometimes you just have to tell somebody you want sausage and then. Sausage. But I just really, really want sausage right now. Come to think of it. I may have to go have some sausage. Because I haven't eaten yet today and I'm really hungry. Yeah, I mean, no, you don't actually have to send the e-mail. It's more about the kind of the process part of that. Two to share with the the actual process will look like for you guys full time. Uh. You will identify. The competitor. He was in a fight. What they need to be looking up. And assigning that to be a. They will actually do from that point forward. They will do 97% work. The 3% that you'll be doing, I don't even know yet. They will. They'll they'll basically give you a list. And you kind of look at it and get an overview of. How they should be reaching out? Kind of assign them on. You know how to do the reach out for those. And. And from there, they'll handle overwhelming majority of the follow up. If there's a big prospect you know, sometimes I'll step in after three or four followups and I'll be like, OK, what can I do differently? You know my Facebook, you know, friends with this person? No. OK, I'm go follow him on Instagram and send him a DM there, you know, and I'll, I'll take the time to do that. But most of the work will be done by assistance on this, on this particular part. Any other questions? Like I'm at. Yeah. Yeah. One thing I have noticed, there's a big difference between they call. People that get it, or I think get it and very almost aggressive people and there's

somebody recently said that a podcast, suddenly their their their person is going win. Can you mail up over there? I'm just curious. As the whole marketing, where's your vibe on that 'cause, you're very you. But you're also very able act. So I'm just curious in that kind of assume. I look at it from two perspectives. I mean the. The Friends of the client. In the customers of the client we of course handle very differently than. Somebody that's kind of a cold reach out, you know, and it sounds counter. Sounds conflicting to say. Well, I want to reach out to people and basically immediately turn them into affiliates, but also said builder elation ships first. That sounds like it's conflicting the getting them to agree to be an affiliate. You know a certain percentage will just be like, yeah, I would love to. You know, that's what I do is promote things and feeling. I would love to do that. It's not that this is our only swinging the bat. There are others that we will identify that are high value prospects. We will. We will then go to the client and say, hey, I you know I need to develop a relationship with this person. You know, here's a list of 10 people. Again, it may not affect this launch, the one coming up in four months, but start now so that. Six months from now, we can get them to agree. You know, to to the future launch. And so sorry, one second. No, I said. I was like responding to a text verbally. That was weird. While typing it, you'll notice I do that on occasion and I'm easily distracted. So where was I at? Yeah. Did that answer? I mean, there's kind of it's kind of not, it's not either or it's not like it kind of goes back to that we can't like have that deep personal relationship with everybody we work with. That's not infinitely I think. I think what it is like my sentence if you if you're not like some crazy network marketing guy going come on by the next crap every it's not that. No, no, and get a lot of what they see in the affiliate space is almost that. It's like almost an overhyped, like crazy, and it's almost I watched two people recently try and promote fleets, but the way they've done it actually turn them off and go, you know what? I don't know. I don't melt out for free, but now you're being a bit overly hasley about. So are you definitely moving four times in those three days and you're like, actually, I don't like, just chill to just. Yeah, I I do it more. So we'll talk about this. I do it more like. With our big Affiliates, we and even to certain extent from the small and mid size ones we Co create a marketing plan with them. I don't need to. I very rarely need to push them. They committed to it and we column commitment plans and they committed to doing these most of them 97% of time. They follow what they committed to. And the 3% it's usually you know they said they were going to send 13 emails and they said 12. What do you freaking do? You know, now occasionally I'm like. I look at it from the standpoint of I reach out and say. Like they said, they were gonna e-mail Monday, Tuesday and Thursday, and it's Friday and they haven't. There's nothing. Then I I usually just send a text or whatever message and just my my my version of that is like hey. Everything OK? Like did something happen? You know? And I've never really had anybody think that I was being too pushy because nine times out of 10, it is. Yeah, something did happen. You know, my mom passed away or we lost a major team member. I got really sick. And it's like, oh, dude, I'm so sorry to hear that. Is there anything I can help with? And usually they Joker. Yeah, I can. Can I let you load my emails? LOL, You know? And then I say no. But no, I mean like it's usually something like that and they're like, I'm gonna get it. You know, I'm working on actually tomorrow's e-mail now, you know, and I'd say one out of 100 times it's, you know, no, I honestly, I just need to sit this out. Like I said, my mom passed away. And I'm like, OK. Now I know from that very simple reach out versus being kind of obnoxious. OK, person's mom passed away. I need to remove them from all

communications and make a note to follow up with the person in two weeks and be a human being and ask how they're doing. And then next time they'll they'll promote us. But like that's how I approach it. It's not. You said you were gonna e-mail three times, and you're a lowlife scum. Why haven't you emailed? Like. Yeah, that went over well, you know. And, yeah, I've seen the same meals I've gotten. So it's just like, how are you that bad of a human being? Is what I have to wonder. So there is there's that's where it's like. I just hope you're all good human beings and understand that. You know, it's it's no different than if you know, if you have a relative who's perpetually late and they're late, your first reaction is what the hell is wrong with you? Why are you late again? But if they're never late and they're late, what's your first response? Are you OK? Yeah, it's that kind of thing. So I go with that, that ladder one is the are you OK? And you really want people that are used to mainly multiple times or not as opposed to sort of people putting it on blogs and that kind of stuff. Yeah. I mean, we take both. Its launch, PHILIA, as opposed to more wider referral partners just just depends. You know again if the program is Evergreen then you know this little bit different than launch and we'll manage both. Cool. Thanks. Sorry, I got a friend of mine from California who. Didn't tell me that he's landed in Fort Wayne two hours ago. He never informed me he was coming. Super. Yeah. Any other questions, guys? Yeah. Yeah, far away. They're more related to the class. You wanted us to e-mail someone who did the teachable class. I think you said Kevin. Yeah, just e-mail me. It's just mattmcwilliams.com. Oh, it's. But it'll come from Kevin and. I wanted to find out with the classes. Is there a Resource Center where we can see the replays? Hopefully we'll get those up and teach bold. I mentioned Robbie, who's kind of our operations guy is is gone now, so mentally we're struggling to get some simple things like that up right now. We're kind of figuring that out as we go, so hopefully. Yeah, hopefully we'll get those up soon now. That's fine. That, that's helpful. Thank you. Thanks. You said you had two was that two questions. You did ask too. Yeah. You only asked one. No, I asked about. You did ask, right? Yeah, I'm fine. That's very helpful. Thank you. Anyone else? Yes, um, I have a question and I might honestly be the only one in here that doesn't hasn't taken this tribe Affiliates course. So this so I understand the sign mant you want us to find 5 affiliates to promote the tribe affiliates course that are not already in it. 95 Affiliates tribe is actually a membership teaches memberships, so just look up Stu McLaren tribe if you're wondering. Like who should I be looking up? Look up Steve McClaren's tribe. Read about it for five minutes and you'll know pretty much what what it's about. He teaches how to start a membership site is effectively what is OK. And so you. So you want us to find 5 affiliates for what then? Who would be good at promoting a course that teaches membership sites? I I just picked tried because. Like I know, I know it's a bigger one. Like I I almost went with one of our really small coaching clients when I was like, that's actually gonna be. That's gonna be mean. I'm like it's that's like a two hour assignment. 'cause. They're in a really obscure niche. I'm like, no, let me make this as. Like I want it. It's not about like I'm trying to challenge you and make this difficult. It's more about, like just you understanding the process it's, it's, it's really less even about like whether you do it right or wrong. It's just like actually going through and understanding what the assistants are will be doing. So that you have that that kind of overview, OK, got it. It's like highlighting who could be not actually go recruit themselves and find them, no, just. Write the e-mail, put it in the you know out to the right of them. You know, you might even send the same e-mail to all 5. Other than high, you know, don't refer to the all five

people as High Joe be weird. Another little thing. Nobody says hi, people say, hey, you know like. Greetings Joe. Alien so. Yeah, just be a good human in your in the e-mail that you right don't actually send it. You know, this isn't about not asking you to do work for me yet. That's not what this is about. It's just. Again, understanding that process, which is it's complete, the process is completely outlined like you. I mean, you really can't screw it up. I don't think in the court, in the fine affiliates now or so just all you need to do our lessons one and two. The bonus ones are just more about getting some understanding about some other ways you could you could find affiliates that. I could teach them to you in this training, or you could watch them on your own, you know. Some of the stuff that's already there. I'm not gonna teach him in this training, because why would I? It's already there. OK. Thank you for clarifying that. Right. I might be the only one. I'm really hungry. So I'm gonna go eat breakfast at 2:00, o'clock in the afternoon. Cool. I'm gonna go eat. You guys have an awesome weekend. And if you have any questions, just e-mail them to me on the. You know specifically on the task, like if you have other questions, just wait till Wednesday and I'll answer them then. This has been awesome. See ya. You see my message mad about the implementer. Oh yeah, cool. Thank you. Ironically, what I can do in the short term to help a lot cool man, I appreciate that I might be hitting you up for that. Maybe. Hey, guys. Thanks, man. Great weekend.