

### Session 3 Affiliate Warm Up and Pre-Launch

So. Um talked about affiliate recruiting last week. Any questions? I sent you guys four questions to answer and I'd like to hear those. But I want to hear before that any questions you guys have in general about the process or unresolved issues? Question. Apparently you guys have questions yet. Go to what? Just. Yeah. Just start. Somebody start talking. I'm not going to make you raise your hand or anything, right? Yeah.

My question was so when you're recruiting and looking for competitors, what are your thoughts on going down like JV, Zoo Warrior plus ClickBank and like those avenues, do you feel like they're good ways to kind of go, or do they seem to be more kind?

We don't, we don't use them with our clients.

I told you, I'm not opposed to them. They just haven't been a good fit for the clients that we represent. So yeah, it's. It's not to say that we will never have a client, that it would be a good fit for. We haven't yet. So it's like the you ever seen one of the stock market you know portfolio adds where past performance is not indicative of future results. You know we've only I guess I said I think last week we were the two weeks, yeah, I don't remember. Yeah, last week you know we've only had 18 clients you know in this iteration of our business. You said no to 999 now, so we're one away from 1000. Yay. Also Boo. And so how many of those 999 might have been a good fit for ClickBank or Jimmy? I don't know. Probably some so.

Our clients typically you know our MO, I told a guy perspective client this the other day **our MO is to take people who are at the top of their game.**

So, **they are the leading experts at their thing.** So, you think memberships you think Stu McClaren, you think you know small business leadership Michael, Hyatt, it's one of the first few we think of. You think of, you know, sales. There's only a few people that come to mind. And Kevin Harrington's going up. Um. You know, you think of whatever, right? The guy word you know, thinking about working with now is in the kind of is in the fitness industry. He's he's at the top of his game. Like, I mean, he's somebody you've all heard of. Um. One of you is kind of weird. I don't know who it is though.

One of you apparently never stayed up past 10:30 and watched an infomercial, which, by the way, you should be watching infomercials. I generally don't recommend it for your sanity, but for marketing, they're great.

It said we take them and then we run their affiliate program. Those people students not going to be on JV zoo. He's not going to be on so. We'll see. Not opposed. There's I have no moral or like I have. No, I'm not against it. It's just that our clients don't want that.

Makes sense? It was a long answer. I could have just said maybe. Part of it is I want you to understand my thinking behind it. Jason, you know, I appreciate that. Yeah. Over the liver, Matt. Other questions guys? I've got a couple of maps that sort of the one I think that's there for me, is clearly the template. The system is one that works, right? There

must be some captures why it doesn't just go to a millionaire filiates and link to that is, how do you keep momentum you doing this day in day out? And I can easily see that like you can insert of the worst extreme become like a network marketing person going, hey, launch, launch, launch, launch, launch, right. We've all been there.

What's the mindset that you've got that has? You should have had this view of balance thing versus going a bit insane. Yeah.

You know, I mentioned when we talked last Wednesday, you know, one of our core values is that **we ruthlessly protect our down time**. And so we are going to schedule, you know, in conjunction with you. There are two things that we want to do.

**Number one, we never want to have a situation where it is like launch launch. We we launched Quick break launch. Other thing is we want to make sure there's plenty of you know time off now.** Everybody is different, I can't say. You know that? Hey, what works for our team? The individuals on our team because, we are all individuals. You know, we have people who don't really like to get up early. We have people who were like, you know, they start working at 5:00 in the morning. I'm kind of one of those people who's in the middle, you know. I'm not right. They're not right. Nobody is wrong. It's just, you know, we do.

**Let's think about the kind of business we have. There's a certain amount of freedom, and we'll talk about kind of like structuring your workday.**

Hopefully later today. Honestly, it just depends on if we get an hour and a half and then this is my throats. Killing me will never done. But that said. You know, we'll schedule it so that you have a busy season.

**Followed by. You know, potentially like, you know, a full 10 or 14 days completely off.**

Now if you're like, Matt, I just I'd rather have I'd rather have a week off every quarter than two weeks off twice a year. I'm not going to argue with you. I'll make the case why I think the latter one is better, because if you've ever tried to take a vacation,

**you know, statistics show that it's about day five before you even kick into vacation mode.**

And you don't really recharge, you know. So I personally prefer taking long, you know, fewer but longer vacations. And so for me, what that looks like is **I take 3 two week vacation a year.**

I don't, you know. And that's pretty much the only time off I take other than, you know, like an afternoon off to do something. That's pretty much it. That allows me, like the first week personally. Again, we're getting way off track here, but whatever the first week I spend doing all this stuff that I wish I could do when I'm not on vacation, IE I'm not joking, last vacation I spent the entire first four days cleaning our garage. There's something meditative about that. Just for the record, like I was out there for like 10

hours a day by myself doing nothing but cleaning the garage. And I listened to like 5 audio books. You know, so. There is something meditative that then I was done and I spent the rest of the time relaxing. But those four days doing the garage allowed me to accomplish something that I otherwise was never going to accomplish without time off, but also kind of disconnected me from work.

So that by the time I actually started my vacation where I'm not working or doing, you know, the garage. I was like dude, I forgot. I forgot word even existed for about a week there. So.

So we'll work with you to schedule based on your thing. We don't ever stack launches, so it's never there will be at least three weeks between the end of a launch and the start of another launch.

And I say at least it's like literally, I mean that it is the bare minimum 21 days.

More likely, you're going to be between five and eight weeks between on average, so we you might go like three weeks between these two and then only six between the next two. And then you have three months before the next one. So that's something we'll work with you on. Other questions I had. Question I never really thought about it until the homework question about, you know this leaderboard and you can go there different peoples and get people are there right concerns about confidentiality clause so that they may be working for your competitor with the same time or how do you make sure 'cause I know like in sales once you.

Now, something you can't sell for something to competitive the same time. Do you have any problems with that affiliate with confidentiality of their work for ebooks? You mean like an affiliate promoting? Two people that do the same thing, that that's not an issue at all. I mean, I would never tell an affiliate they can't promote 'cause a similar product. How do you define competitor? You know, like, are you gonna tell me that? I'm sorry, I'm looking at an example like these two pens. They're both pens. You could argue their competitors. One of them is an erasable pen that doesn't have very dark ink. And quite frankly, I hate for any other reason than it's raceable. This one is like one of the it's sharpie one that costs 2,000,000 bucks and it's like the best pen I've ever used. Could you promote both? Absolutely. In fact, a lot of people will promote the same products. You know, if I were, if for some reason I were up in promoter like, that's what I did with cell pens, I would promote both. Do you want an erasable by this? Do you want a really dark one that writes, you know, clear and doesn't smear it? Then get this. Do you want, you know, cheaper? Well, that's this ones a bad one, but this this is a better example of a cheap one. Do you want a cheap one? That's just, you know, if you lose it, it's not a big deal. Costs \$0.50. Then get this one. You all one. It's like \$7 and really good to get this one. You know that? That's two different options.

Even though you could argue their competitors. So that's the problem is defining competition in our world is a very. Kind of grey concept. That makes sense. Thank you. Thanks.

Hey man my question is it actually is because of my son made me think of it, but with covert that's you know everything went on and stuff with it. When you're recruiting new affiliates, I mean it's like like with Josh, my son, you know, he, he paused college because of the stuff and all the restrictions and people like him, where there are professional or somebody that's dropped out of school or is put it on pause. In in in you know they have they have some type of background or they're go getter that would you think would be you know good in affiliate marketing and that type of thing is there any you know man though like you your product or no product no problem type of thing would that be some type of a course you could steer him toward if they were interested in doing this or.

You know, I mean. So I'll give you. A couple of things that we do with this one, we're going to talk about today. **We train, you know, the affiliates.** How many of you ever promoted one of our clients? I know Stacy would have been a good example, but.

We train, you know the Affiliates because a lot we are a big believer in taking the customers. You know the product evangelist. And turning them into affiliates, I can tell you.

Let me pull up the stats here. This is getting kind of weird. Let me see if I can do. Final report. Here we go, alright. Sue. Um. Give me some stats.

So, with tribes, **first time affiliates accounted for 40% of sales.** These these were people that are eight, 2042 sales, 816 were from first time affiliates. So 1.6 some odd \$1,000,000 from. First time affiliates. People who had never promoted anything before, most people would kill for just a \$1.6 million in launch, let alone 1.6 million from people who've never made a dime.

In fact, they haven't even not even made money promoting an affiliate. They've never promoted an affiliate offer. Um. Let me see if I can find this here. Oh yeah, OK. So affiliates with their first time with their first ever tried sale were 107 out of 215, almost exactly half the affiliates had never made a sale of tribe before. And I was there first one. OK, so why do I tell you that information? As you know a lot of our focuses on taking. This product of Angeles and turning them into affiliates, the lowest hanging fruit, it's also a place where we can shine with training. It's a play.

It's a giant gap in the affiliate world because most people just don't do it. We talked about that before, right, so I won't repeat everything, right? They just, they don't see the value in it. **The biggest way we do that is through training. We educate them, we educate them, we educate them, we educate them, we educate them like just like it's just ad nauseam. We educate them.**

We did something with tribe that we've never done before. Him. I'm gonna add a note, actually. And get you guys access to these, let's see strategy calls. Sorry, I just thought of something that I should add strategy calls. I'm going to get the replay. Who? Wait, I bet you it's on this page. Yeah, it is. So. I'll talk about that more later, Jim, about that. Actually, I'm gonna. That's where I'm gonna talk about. So. Alright, thanks. Alright. Any

other questions? That's a good sign or a bad sign. I don't know. Alright, so there's four questions I sent. You will go through these real quick. One thing is I would love. I would just love to hear from you guys what went well doing the tasks so each of these questions, there's nine of you maybe take. 30 seconds. What went well when you guys were doing the task? What did you find? Easy. You really just. You were just jiving with it. It's a weird word to use. You were just really jamming. I don't know. Something that begins with J. Who wants to go first? I will. Casey raised her hand, so I let her go first. I was just gonna say what went well is once I understood what affiliates I word I was trying to find the information on how to find the the contact information was like gold that helps so much and I feel like it made it so easy. Being able to like use that Google extension to look up stuff and those other. Those other sites were super helpful, so I feel like 'cause a lot of them didn't have their e-mail and I like I wouldn't have even really how to start. So just having those extra links to find their contact information, I felt like those pretty awesome. Jim. Yeah, I mean just it's kind of like what Casey was saying, mines more general, but just everything was there, you know, if I forgot something or I needed to refresh myself on something, you know, I could go back and and it was there where they're in some notes or template or or one of the lessons, the video or whatever. So the information was there. And it was good. And it was, you know, relatively easy to find and apply. Anywhere else? Yeah, I mean just all. Yeah. Like he was saying with the templates, the emails, it was really easy to create those emails. And get all that stuff from, you know, copy and paste. And I mean, it was all broken down and and very easy to kind of figure out. OK, well, this person should give this e-mail. That person could get that e-mail and that that was that was really easy to. Yeah, I agree. I end up finding a lot of stews, affiliates that he has already just going through the process. So I figured I must be doing something right in the instructions from earlier good time. And that's a good sign. And that's part of the reason why I had you to do stews was I knew you'd have to dig a little deeper. Sorry.

Then just you know. First five listings. It's. I gave you a a task that's harder than it will ever be, to be honest. And remember, like, this entire process will be done by a systems, you will just be directing the process.

So, it's like anything. You know, I don't think you need to know how to install plumbing to be a general contractor. I'm sure there isn't hurt. You know to have a basic understanding of how plumbing works. So, you guys have that now. And you can continue. You can tell, say, what went well by, move on and extra anything you guys struggled with. So just like you said, man, I found it really hard to find what I thought were good affiliates. I I've done legion before and it's always been agrees to find leads on the web, but I was I really had to dig deep. I was hoping to find more like one or two or three percent affiliate shops where the affiliate is clearly identified when you go to their website, but I was really finding more like organizations that were that had these affiliate links but pinpointing. The person in there who would be the right person to contact for their for their Philly it promotion wasn't really obvious to me. Kind of answer the next question. Any other struggles or struggles or or what did you not understand?

Hi Christian, I found myself almost being too picky and I would say prejudging people like I found some people on Udemy who were promoting similar things thinking OK

maybe these people be good for an upsell, but then you go to their website. And it looks like it's from 2005 and you're like, ooh, you might have a great list. You might have great things going on, but your faith, your Internet face, your brand doesn't look amazing.

And so I didn't know if I was being too picky or not. Your Internet face is ugly. That would be hysterical. Says that. Now your real face know your real faces. Terrible. If I was a website designer, if we own like a shop that did web design, that's what I would have. I would have a shirt that said that. Other struggles, not understand Cindy. I wasn't sure what the follow up. Did you wanna follow up 'cause? We had the e-mail. We send e-mail and then instead of follow up. Did you want items? They should think about and approaching the people 'cause. I already had the e-mail. Just a plan plan. Well, we'll talk about this very soon actually. People learn that. Half of the reason why we do this planning is because. You know, we do have a system. And it's all about projects. It's all about making sure that. You know, you guys are are. We own it, but you'll have other people working on things. Gotta make sure those are done. So we gotta create a project plan. The second reason is. This will sound weird on the surface, but I think you'll understand it makes us look really, really good to the client. Because. If we don't, we don't. We don't wait for them to say, hey, are you following up with all those affiliate leads, you know, before they even ask? Hey, just wanna let you know. The the customers you sent us. OK. They sent US 500 customers. Wanna let you know? We emailed them on Tuesday. We're going to follow up next Thursday. The following Monday. You know, so on and so forth. If you're curious, here's the project plan. Nobody will ever look at the project plan or they will for two seconds and it makes no difference except that they go holy freaking crap.

One of the number one compliments we get all the time. It's just how organized we are. They have no idea. How much utter chaos is behind the actual scenes and they have no idea that if you know the disc profile right,

I'm exactly o S&C. I am all DNI. They have no organizational capability whatsoever.

That's why I hire people who do. And so that's one of those things where it the appearance to the client is we have our stuff together. And having that follow up plan. As part of that, because what happens is when we prevent what I found, I used to wait for clients years ago. You guys doing it? Oh yeah, yeah, we're doing it. Here's. Here's what we're doing. We had a plan we used to share it with them.

Now we proactively share it with him. Here's what we're doing it honestly. What happens is, after we do that about. 5 to 10 times with different things. They stop asking us stuff. They just assume we know. They just assume we have everything under control, even if we don't. So hopefully that addressed that, yeah. So basically, a lot of. 80% of what we do is because we know it works 10% of what we do is because we think it'll work and 10% of what we do at Middle Easter show. If I can be perfectly one. I don't know if that's, it's probably more like 2%, but still. Any other struggles or didn't understand? It wasn't exactly clear how you wanted this spreadsheet back.

Obviously, when we're in project management world, it's all shared in Google Drive, so that was a small thing, nothing big. And just being honest, like the amount of listen to these podcasts and audio volumes, I like, I like to prefer this.

So, I don't mind going through a short thing, but listening to hours and hours of stuff identically, enjoy doing, I do it, but it's not. Sort of. Just put me on 1.5 speed. I did that to get you. Can't do that. You can't do that live. Right. It's more for me. I work best in natural like this is what we're doing, got it understood right off you go model that's all but it's good. And also, your podcast your mind me of Mark join everything loops across so it's like this one links to this thing this thing sort of building out I think it's good. Oh yeah, it's clever. Truth be told, I haven't said very much new in awhile on the bike cash. It's like hey, we already talked about that 37 podcast episode to go. That's not true. I said a few new things in the one coming out in a couple weeks. Um, anything you would improve now, I'm not talking about. The process for you guys like how we're teaching this or signing it. Anything you would improve about? So if I came to you in chat. Jim. I want you to. Right out.

How would you recruit affiliate specifically?

From compact you know like to get competitors, affiliates and things like that, not different other sources right now. Is there anything you would improve about that process? Like is there? Is there something you feel took too long when it could have been quicker? Was it clear you know, things like that? Anything you guys would improve and if there's not, that's fine. But there is one thing I wrote down.

Matt was you could actually like an e-mail template drop down. So rather than copying, pasting like this is one of those. Therefore use template 1A1B. Sort of more like a database mail merge thing. Yeah, I I will say this. I didn't say because there's only 5. I mean, I didn't want you guys reaching out. Typically, what we will do is do those as a mail merge. We'll talk about that later using the mask because we can track it better. So yeah, that is something. If there are one off emails like you know how that one that ones, we know that one big. There's something special where I just can't do that as a male word, **I need to write them a specific e-mail**. Then we manage those you know separately or it's like you're looking at it and you're on their website and they have a picture of me with them. And you're like, well, I think Matt should probably do that. Reach out. Hey, Matt, can you, you know, like, that would be, you know, you can kind of figure that or you look him up on Facebook. You know, they're friends with Matt. Maybe he should do that, you know, that or maybe you're friends with them. You know, like you're connected to my Facebook. So now we're not going to put him in a Jeep. You know, G mass mail merge. We're gonna go shoot him. A DM on Facebook or Instagram or whatever.

**So, there are definitely caveats that 80 to 90% will be done via mail merge 'cause. There are only so many ways you can say something.** Just a reminder, if you guys have any other improvements, just reply to that e-mail with those four questions. If you, you know what went well, if you have any thoughts 'cause, I want to hear it and I want to hear from you like hey Matt, as I was doing this, I found that this would improve the

process if I can just be totally like blunt. I'm looking for ways to improve it. And you showing me that you have ways to improve it. So good sign for you.

**So don't fix something if it's not broken, but everything can be improved.** I just reminder those that entire process will be or almost probably 80 to 90% that would be. A couple other quick notes before jumping. The homework you guys did, I did not have a chance to dig into it into it. This past week, but I did look at it a little bit. Everyone seems great. Put it this way, everyone is getting at least to be, you know, like I can't. I can't quite tell who's getting a plus, but everybody got at least to be maven to B plus. That's pretty good. The quiz results I'll be. Brutally honest, far exceeded my expectations. I'm not saying it was like the hardest quiz anybody has ever taken in their, you know, their life. It's not like the AP calculus quiz that. I think I'm the first student ever in the high school history to get a zero on, but it's true. I actually got a zero on the test. Don't scale of 1 to 5, so 0 is really like, you know under 50%, but still. I was told that they didn't even finish grading mine, so nobody was below probably an A minus on that. I mean, a lot of the questions are subjective. You know, a lot of what I'm looking for just so you guys understand.

This is true in the application process. **You know, we declined a lot of applications, and it wasn't even because they got the answers wrong. It's because their thought process like. The way they think through things is not the way I want people thinking through things,** you know. When you take, when you, I put on some Irish accent there. When you think of affiliate programs.

**When you think of an affiliate program. It's a very distinct combination of analytics. Relationships in creativity. There you've got to have the logical mind. You gotta sometimes pull yourself out of the situation and see things from kind of a higher view.**

It's very difficult sometimes to do that and then bounce into it. Well, I've got to think of a creative way to do a contest and then also I've got to manage this relationship and. You know, but the data doesn't lie, but the relationships important. And so it's like this kind of weird amalgamation of character traits. So I'm looking for that. And you guys did amazing. Like, I genuinely mean it. I'm not a single one of the quizzes. Did I look at and go? That was bad. You know, I was really impressed. So that said, the one that I would, the only ones I was not impressed by were the ones who didn't take it. So you know who you are and epic fail on your part trying to make up for that, alright. This week's topic so last week we talked about. The recruiting process touch about getting affiliates on board. We of course did not go through the end higher process of every single thing we do in manage that. We will talk about that more once you're on board. And it kind of go through, like the minutiae of that. Like I said many times, so much of that process is managed by assistants. You're the like a better term. You're the puppet master, so. Once you kind of nailed down the process. I think it's also important for you to understand how long that took. You know, OK, if I want to, if I want an assistant to find 25 prospective affiliates in a day and it takes about 5 minutes per, you know, you can do the math. You know, and how long they're gonna need to to do this, you know, so it's important to have that look at it. So that's why you did that.

## Session 3 Affiliate Warm Up and Pre-Launch Part 2

So, this is. The recruiting process you guys, almost everyone of you put this on the quiz like it it never stops, you know it it never it just never stops with an Evergreen program.

It's literally ongoing in perpetuation. We slow it down sometimes from a business standpoint and a workflow standpoint with Evergreen programs. I'll give you an example. You know, with Shutterfly, Shutterfly busiest season is November 1st to December 20th, you know, Christmas season, we picked up five, three to 500 affiliates a day just for existing that time of year. I was not out actively recruiting affiliates. Why?

Because not only did I have was on boarding 3 to 500 affiliates in the day and my team was. I also had just so much to do.

So. With an Evergreen program, there will be seasons where maybe the recruiting is cut in half or cut by 100 million, literally down to nothing for a couple of weeks 'cause you're super busy.

With launches, we typically kind of shut the door about two weeks before, but it might be that we shut the door five weeks before. It kind of depends. It's a little bit subjective, but it's definitely somewhere in the two to five weeks before range. That's not to say we don't take new affiliates. Not to say we don't follow up with the prospects that were already on there. We're just not actively going out to to find affiliates because. We have unlimited bandwidth. You know we have right now three really good assistants and we'll probably have six or seven, but we're not going to have 100. 7 and 12 and so, and they work 40 hours a week. You know, if they're busy doing other stuff, they're pulling reports for you and you're busy, you know, planning this and doing this and meeting with clients like we may, we need to back off on the recruiting, but it's usually going to be going pretty hard in that six to nine months out range and then.

Basically, for every X number of Affiliates you add, your gonna go from 100% of your time kind of recruiting affiliates down to 90 down to 80 down to 70 and so on and so forth. Just based on those numbers. But so whenever green programs, it's ongoing.

Move back up and launches. All roads lead to a specific time. So launch date April 21st, 2022. That's Steve McLaren next launch, right? All roads lead to April 21st, 2021.

Now we actually back up from that. Because we want our affiliates warming up. Their audience. We want them. Sending leads before April 21st. We want them doing all the things, so really all roads lead to roughly April 1st and then from there all roads lead to we need to get them, you know, trained and prepared and we need to be doing strategy calls and all that. So all roads actually lead to late January is only really start ramping things up for Stew. So we need as many affiliates on board by mid January as possible.

Now that said, 40% of the affiliates we're going to add for Stew will come between that first training in April 21st. But we want the 60% we want that 60 percent, 60% to big of a number as possible before late January or if we can get it to 70% that's even better

because it means we have more affiliates going through the whole process. They're getting all the warmup emails from us, which we'll talk about. So all roads lead to a specific time.

In Evergreen, it's kind of a combination of ongoing communication and then. You know. Um. Where's the term I'm looking for? So ongoing communication and like building up the specific promotions. So I go back to the Shutterfly example. 80% of our sales. Came between. I think it was like November, so it came between the two week Mark before Thanksgiving and the last. Shipping Day, which it it depends on. So basically December 21st ish, 80% of our entire sales for the year, not even with Standing Mother's Day, Father's Day. What are other Valentine's Day? You know those are big reasons to buy greeting cards and photo books and you know, guess what? Birthdays. Did you know that on any given day, about 136, three, 165th of the population as a birthday? It's amazing, right? And so there's like, 320 days that aren't in that window that people are having birthdays and yet still 80% of our sales came in this, like 3942 day. So all roads kind of led to that. The reality was that I, you know, as hard as we worked in like, you know, September and October to get ready for that stretch was like I did not. I did not work more than 35 hours in a week in September and October. I knew when we hit like November 15th, my, like, my life was going to be completely out of balance. For about five weeks and then after that, I always from soon as the last day of shipping, which is usually exit on the 20th, 21st, I always took the entire rest of the year in the first week of January off when I was working insert flags. It was just total chaos.

**But maybe you know we have like the fitness industry, all roads lead to January.** That's, I mean in the fitness industry half their entire year sales will come in January.

**The next roads they they lead to late April through May, why beach season? You** know, if you're in an industry with big back to school time, all roads lead to late July through mid now mid August which is just stupid. That's a whole different story. We'll get into that seriously. School should not start before Labor Day.

So, if you're in an industry, you know that's big with. You know, deals all roads lead to Black Friday. You know, or Mother's Day. Valentine's Day, you know, Father's Day. Like, we think of. What are the things? You know that could possibly cause your industry to to explode. With an Evergreen program, you know I've worked in those industries. Like I said, Shutterfly, learn and master guitar, learn master guitar. You had the holiday spike and then you had to the New Year's resolution spike and 70% of our sales came between basically between about the week before Thanksgiving and about January 15th, 20th. You know that roughly 2. Front nine week Stretch was almost all of our sales. You know, if we if we improved that stretch by 20%. It almost it could like double our sales for the year. It's crazy like the math that you could do just by jacking up, you know percentages then. So that's the difference. I'm not gonna talk too much about the ongoing Evergreen stuff because. Even in an Evergreen program like I just said, you have those, you have either the built in things, there's nothing you can do in the fitness industry that is going to boost your sales in March. It just doesn't happen like you could. We doubled our March sales. Awesome. I'd rather you grow your January sales by 5% because that's probably equal. You know, so there's very little you can do in certain industries to to

really get things to go up and down in some industries, it's a little bit more, you know, it goes like this throughout the year and we want to we still want to manufacture events. OK, so everything leads to those and we'll talk about those more later.

But we want to look for things throughout the year like, you know, doing a double Commission week.

We don't do those when the Commission is 50%, just as a side note, that's that's bad math. But you know, on a program maybe has a 20% Commission and we can we have the margin to do it will double the Commission for one week and it gets people active doing things like that, doing things like, you know, discounts doing things like special bonuses.

Things like that, those are events and for a period of time, maybe it's quarterly or every two months or every, you know or twice a year, all roads are going to lead to that event. So we still we kind of treat those like launches. So, I don't talk a lot about. Evergreen stuff because everything is a launch. Everything is a promo. That makes sense. Any questions on that so far?

I was hoping you would ask one so I could take a sip. I'm just going to do one anyway. Alright. I guess one question, Matt, thank you. One thing I'm sure you've noticed some stores. We almost like wait for the Black Friday sale, right? We know there's going to be a, you know, hey, my special offers coming. And I'm just curious, could you been around this game a lot, whether that kind of discounting special promo thing works and clear with students, a reason why you're doing a 12 month is very clear, great copy. It's like, you know, we must focus on our customers for a year as opposed to the classic Frank Kern Ford, a cash machine. Hey, special offer and another one. Another one. So just how do you not burn out the audience with that? Really, really depends so. I've often said when you have a. When you have and you said it when you have a good copy reason to close, close so. Like if it's a live class like with Stu, he's going live every day for the. Eight or ten weeks, I forget how long drive is now one of the two. It was either 10 before in the date now or eight before in 10. Now I can't remember, so we'll just go with 10 for 10 weeks. He's going live five days a week. Well, we have to close it like we're not going live five days a week, 52 weeks out of the year. So if you wouldn't want in on this ten week class, you have to join me. Now when you have a reason like that, it makes total sense. With Michael Hyatt, he made a goal setting course. Same kind of things like he had a couple of Q&A calls and things like that, but it's like if you're going to set your 2022 goals, you have to join by December 31st. You must join by tonight at midnight or I think it was even know even backed it up. It was before Christmas.

You need to join before Christmas like December 22nd at midnight. That made sense, like there was a built-in reason to join.

So when you have one of those, you build it in with. Otherwise we do it with other things. So, we do it with you know incentives. We do it with extra bonuses or discounts, you know, things like that to address the thing about. Black Friday

I typically recommend not doing Black Friday stuff unless you have at least five products. If you've got less than five products, don't discount any of them. Once you hit five fives an arbitrary number, if you have four, am I gonna argue with you? If you do a Black Friday show, no. So, there is a little bit of Gray area, but my limit typically clients is about five products.

You have five products well then you just count one on Black Friday. That doesn't cannibalize your other four sales. You know going into that. And you know, or typically what we'll do, we've done this well with a few clients and our own stuff. Is, you know, we're bundle stuff. So, I don't know how many products we even have. It's in the low, it's in the high teens. Maybe may have hit 20. I'm not sure it has a look. You know, we'll pick like four of them and bundle them together for the price of 1 1/2. Well, if somebody emails us and says, hey, I bought this one. So, let's just say they're all \$100. We sell them for 104, you know, 50 bucks just for Nice round math. And they bought product day. And they e-mail us and say, hey, I bought this thing four weeks ago. Is there any way I can pay you 50 bucks to get the other three? Absolutely. We have. We go ahead and create a link for that event. 'cause we know we're going to get a few. Absolutely.

Here's the other thing. I'll just sometimes depending upon occasionally we'll do it where it's like, \$119 for one. We just give him the other three. So even worth creating a form for 20 bucks. Um. And so, we just don't fight a lot of issues with that. But in most of our clients, they typically have a flagship product and then you know two to five back-end offerings. And they don't do Black Friday stuff anyway. It's not an issue for us, generally speaking. Alright, so here's what we want to do before.

So, this is all roads lead to a launch. When I say launch a lot of times when I'm talking about launches now, I mean actual product launch. But I might mean a promotion, so I might mean, you know, like a Black Friday or a double commission or whatever I want to share my screen if I can find the right screen to share. Uh, where is it? It's over here.

This is called that figure out which monitor the spreadsheets on everyone's favorite party game. Are you guys should see a spreadsheet on your screen here so. Um. You guys do see a spreadsheet, right? That's when you nod your head. Cool. Yes. So very simple sheet.

Open card date you just if you want to change it. So, we're going to change it to three 2722 and you can see it just updates everything that we need to do here. This is not a fully complete. Spreadsheet. Just to be clear, in the sense of everything we could possibly do is on there. Pull up something here. Right. But it gives you an idea like. What we would do so like today, we finished the launch, or the next launch starts on you know March 27th boom we want to announce the next launch.

Right now, we want to ask for referrals for that launch about a month from now we want to begin sharing the pre pre launch content you know like kind of the outline this is the key you know go through. A little bit more details on this. This is a key. I don't care if you change this. I don't care if you get off track. I don't. Excuse me. I don't care if you follow almost none of this once you get into it. This is the kids just have a plan. Plans are

meant to be broken, right? What's the general? MacArthur said. You know, like Eisenhower, one of the World War Two General says like no plan survives the, you know, the in a battle survives the first shot. You know, Mike Tyson said. You know, everybody has a plan until they get punched in the mouth.

I don't know that you're planning get punched in the mouth, but you know stuff is going to happen. I hope nobody is punching you if you're working from home. That's weird. Great YouTube video though. Guy who works from home and somebody just randomly comes up and decks him out of his chair. I would watch that on repeat, man. It's just me.

This is a loose outline, but again, we thought we talked about earlier. 80% of what we do is. You know, is following the system, 10% is innovation and 10% of what we do is just for show. Alright, this is showing. You know you show this to a client.

That here's what we have as a loose plan six months before the launch. I mean, that's good. Like again, I can go in and be like, Nope, I'm gonna edit that. Oh, maybe I'm not gonna send this till the 12th. I'm gonna send this. I just realized that ones off that one just has a hard. Um. Date right. Note to self fix that. Anyway, actually I can do that right now minus 21. Minus 28. Boom. I can just fix that live. I think I don't do this. Yeah, cool. So. Don't think there's any others? Nope, we're good. So again, it just shows that we have our stuff together.

That is the number one reason why so far out, we create a plan.

Do I really, genuinely know that I'm going to do the partner training on the 25th, 7-8 months out? Heck no. I don't even schedule it yet. I know we'll do it at some point. Then what I what can I do? I can take this. Oh, here we go. We're gonna move. We're going to do the partner training on. February 10th. Then I'm going to move this one to the day before I'm going to move this one to the week before bottom boom Bada bang. Um, the rhythm that we try to get into, and this is not complete. This is what we give to.

Coaching clients, not what we do ourselves. The reason why there is less on here. Where the coaching clients is, I don't demand as much for people we coach because if I demand too much, they'll not do stuff and then they hate me. So, we want to give them less and actually have them win. And then if they win consistently, we up the ante with them.

But the rhythm is about two months out per medium, two months out per medium.

So, two times per month. Per medium, starting at least six months out, really, if we're running a clients like so stews for example. We started communicating about the 2022 launch the day after the 2021 launch ended.

And we have communicated about it repeatedly since then. So, for us, that's twice a month per medium. What I mean per medium, there's really two mediums with a massive flavor.

When you got right now it's e-mail and Facebook group, OK, ten years from now, it might be e-mail and. Tick tock group. I don't know what the heck we're using 10 years from now, but right now it's emailing Facebook.

I'm gonna interrupt if I can because one thing I noticed right, it's easy to find affiliates beginning other People's JV Facebook groups. It's like, yeah, but their head space, is that something you worry about? We just like, wanna keep using Facebook for that reason, that whole sort of cross mingling thing is a bit of a. Just curious again, try for jumping on it. Just I don't worry about it because our I mean, I mean this sincerely, we're so good at what we do that I truly send in 1,000,000% believe that if somebody goes out and. Let's say they're direct competitor and they steal our affiliate. That three months later, that affiliates going to come back to us feeling so good about how we do things. That it was actually probably a good thing. I got to be honest. I'm and I hear that. I hear that a lot. Like I know I'm. I'm thinking of one guy in particular. He's not sure.

I won't say his name, but he's. I don't know why I wouldn't say his name is Jeff Bullas.

His promo calendar is basically our calendar of launches we run and he he's like Matt.

I've done other affiliate programs and they drive me insane. They it's. It's usually one of three things. They just aren't as helpful as you. They don't. And this is Jeff is Jeff was what I would call a amid high level affiliate, he's he finished second in Ray Edwards launch right behind Jeff Walker. You know about five years ago. He probably does an average of 60 to \$100,000 per launch. He's he doesn't he's not one of those guys who's going to do a half a million dollars or more. In a in a launch. But you know anybody who can do 30 to 50 sales of a \$2000 product is legit, right? He's not a nobody. He's got, like, a jillion social media followers. And. Yeah. Yeah, he just said it. It they either don't respond quickly or they're morons. Think was this exact phrase, you know, he's like, I call him up and I'm like, hey, I need to know this fall when they're like, I don't even know what that means. You know, what's a cookie? Well or he's just like, you know, they just, they just don't do the extras that you do. And he's like, I know. You guys do things. Also, I gotta be honest. Bring it on. Although your cameras going off, not sure if that was on purpose it was I had to. I had to take my hoodie off and put it back on. So that would have been weird. So yeah, I can pop that back on there. Anyway, yeah, 'cause the. Hood was messing up there so anyway,

so two times per month per medium.

So that means basically. Like leading up to about a month out. Alright, so let me just do some math. We start seven months out. You know, just for this example, we're going to client seven months out. That's going to be about 24 pieces of content.

Between day one and about a month before the launch.

So just going to give you one example what that would look like because we alternate between e-mail and Facebook just so there's some sort of a rhythm. I'm mixing. I mix up the days. I don't go. OK, it's Tuesday. It's e-mail day for this client. Like I'll send it on a Monday. One week and a Wednesday the next and a Tuesday the next. I want there. I'll

sit in the morning. I'll send in the afternoon, like keep them on their toes, right? So this is not exactly. Like this is just I promise. This right here is not like the end all be all right. I'm just gonna pull my notes over here. You can see so. You know, week one, I'm going to send an e-mail asking for affiliate or referrals.

We'll talk more about that. No, we won't. That was me talking about that on the podcast earlier. OK. So we're not going to talk about that later. We talked about that last time.

**Week two. I'm gonna do a Facebook post with behind-the-scenes update.**

Now this is one of those things where we communicate this to the client and we say, hey, when are you gonna be in the studio recording the course?

Let's say they're they're redoing the course. I'm going to be in the studio in four weeks. OK, when you're in the studio.

**I need you to take 10 minutes and report some videos for me and we tell them what videos.** So. We're making this up 'cause. One of them is like, hey, guys, this is Stew and I'm on set and recording the new tribe course. Check out what? What? We're like this new technology we're using, and you know, module 2 and blah, blah. It's really cool, you know, and just want to thank you guys for support. Remember April 21st, April 21st, April 21st, rights to face. I'm out. OK. And then we say, OK, then I need you to shoot this other video. I want you to shoot a welcome video for the affiliate center. So it's just a 2 minute video, and I'm going to give you the script, you know, and then we tell him we want this and we just tell them when they're on set. Here's, like, the five things I need you to record for us. It could even be another one. Where it's like, hey, pick a cool section of the video. Or are there out takes like? I love that I remember we did this with our Affiliates and we this was like the most commented on post in the entire Facebook group for our lunch we had like I know we had like 500 affiliates we had average post got like 17 comments you know wasn't like we had a massive medication this one got like 220 or something. And it was literally just nothing but like 2 minutes of me sounding like an idiot. It was the out take for me onset recording the Pre-launch content. The course was recorded. I was reporting the marketing videos and there was this one section. I mean, it was literally. 90 seconds of this two-minute video was loose. One part 'cause I was trying to say how to do affiliate marketing without being sleazy, scammy or salesy. And I was like, OK, and you know, blah blah doing affiliate marketing without being slam, Sam. Doing affiliate marketing, not being slimy? Slick. And then of course, you know, it goes like for like 30 more seconds and then. I start and I get. I'm doing great and then my wife starts laughing. You know, and then I go. You know, and that's the video, Philly, it's love that that's behind the scenes look, right. So we tell we have to tell the client. We need this video. So, if you get some really funny outtakes. You know, give it to us if you know. If there's anything that happens that you know can bring some humor into it, like 'cause, we want the affiliates to feel a part of this process e-mail with an outline of launch. So, this is six months out, right.

**So, six months out. We have a general outline of the launch.**

Hey guys, here's what the workshop is gonna be called. Here's the theme of each day. Here are the rough dates. We're not sure yet if PLC two is gonna drop on Wednesday or Thursday, but it's one of the two days. So just wanted to give you this information so you can start thinking about it. What are we doing there? We'll be doing six months out.

Here's the thing. We talked about this before, but like. What we don't want is to go out of our Affiliates minds. You know, we don't want to just, like, completely disappear off the radar the way that attention is today, I mean. I'm totally paying attention, you guys.

And yet somehow somebody probably marketed something to me in the last five minutes and I was unaware of it. You know, we get exposed. I heard, like, 3000 marketing message today. So our brains are getting filled up with information. It's really hard. So your launch every two weeks just goes back there, but we don't want it to do is just go out of the back of their mind and like, completely forget about us.

So, we just keep going, move it to the front, move it to the front. It doesn't stay there. It doesn't stay. We just keep moving it to the front. You know, this is a big one, like sharing testimonials or stories so. I love doing that because it's like it shows the impact that this is making in people's lives. You know, this is the big thing. It's like, hey, we just got this, this story. Check it out, it's just a video from somebody. That's all it is like. None of this stuff takes like hours to put together some of these posts will take three to four minutes to put together. Yep. Yeah. For your first couple, I'm gonna help you develop this, so I hope you kind of work through this will work through this together. But here's the deal, you might say. You might be looking at that spreadsheet and going. Next Tuesday, it's sinned. Tip e-mail. And then we get a really cool story from a client and they drop it in, you know, base camp and say guys, I just, I thought you wouldn't share this with affiliates. Well, next Tuesday went from being shared cool tip data share testimonial day. You know, because we got something, you know, we've decided to do that instead. All right?

That's number one is just creating that that plan, we call it communication calendar. So again, we're creating it for two things.

We're creating it for us to follow. Loosely, but we're also creating it so. The client sees it in advance and then we continually train them, so they're going to say, hey guys, just what are we doing next week to communicate with affiliates.

Here. Third tab from the left on this spreadsheet, after about the third time that we tell them that. After the second time they go there, then they go hey guys, I know there's a spreadsheet, but I can't find the link. What are we doing next week for flies? After about the 4th time they stop asking. I was just good 'cause. It gets annoying. All right, second, I was talking about this. We want to train Affiliates 2. I think this was to Jim question. I'm going to drop a couple of links here for you. In the chat. And if you're watching the replay. Um. I'm going to just give it to you, 'cause. I will not remember to put these in teachable.

Your affiliate launch [coach.com/training templates](https://coach.com/training-templates).

This is one. Let me see who this ones for a think this was for Julie Solomon. Yeah. So this let me double check. Like, I'll see Megan Pop on the screen here. Yeah. OK. So that's for Julie Sullivan. So this training, you'll see that if you watch this one and compare it to the other one, I'm about to drop.

Which is guys [mattmcwilliams.com/jan](http://mattmcwilliams.com/jan) like January but just Janjan tribe training. So the first one, your affiliate launch [coach.com/training](http://coach.com/training) templates.

Second one, [mattmcwilliams.com/jan](http://mattmcwilliams.com/jan) J N tribe training.

I would watch just the tribe one. But the reason why I gave you the second or the first one, actually the one with Julie Solomon is if you watch a little bit of him, you could play it in the background. This is where you could play it at 1.5 speed background and I don't expect you to be like, oh, I see exactly what he did there and get first. That's not the reason for that. It's just to kind of get the rhythm of it. Julie audience is almost all social media. It's primarily like female influencers that have no e-mail list. And so you can. You can see there's a lot of difference in between.

The concepts are the same.

Create a bonus package,

promote more than you think you you know you can blah blah blah.

But I gear it more towards social media.

Can see how I kind of pivoted with that. Why did they do that? Because the client told me that her customers. That there's like we got like 600 of our customers, they're all social media influencers and they have like only like two of them have an e-mail list.

So, if I get on there, I'm like send to you run opens and do that. And they're like, I don't even know how do I do that? They didn't open my Instagram story. I have to send it again. What does it even mean? Like there would be confused as debate. I get on there and just talk to us. So, I literally went through and like, you know, just made sure that I tweaked the slides a little bit. And said basically the same thing, but used it in terms I was like, well, they'll send a DM instead of, you know, send an e-mail. I'm not even sure half of them know how to use e-mail. Um. So, the other thing you'll see on the January tribe training 1. Is you'll see these strategy calls. Now I did. Boatload of those for tribe.

Do I expect you in the next week to go listen to every single one of those? No. Can you? Sure.

Do you need to know do I care if you do? Not really. Would it benefit you? Yes.

Now, when you can work first, I expect you to. Then watch all of those. So, it's totally up to you. This this is not about like. Hey, here's how I want you to spend 7 hours in the

next week of your life. I'm just giving you access to them because these were things that. We've never done before with clients until this tribe launch and what we did was starting on. So, we did the actual training on January 27th, we did another training on March 3rd. But then we started doing these strategy calls. Where I just got on. And strategized with affiliates about like how to warm up your audience. How to do like? How to work?

You know the promo plan, how to do come up with these, you know, different promo strategies, how to put together a bonus package, how to promote the webinar in the last two Q&A one and then we did closing sales and and more Cuban A. Stew. Said that, those were worth a million bucks. Literally.

He he he could tell based on who showed up and who did stuff. He was like, those were worth \$1,000,000. But just wanted to show those to you again you can. You can watch as you can watch a couple parts of them. You know if you want, but that shows what we're doing.

We're training affiliates. We are literally. Training them inside of those, let me pull that link open in.

Those links someone is actually going to share my screen. So I want to show you something here. Should be. For the links to download, oh, here we go so. In here, for instance promo plan template. Um. This one here so you can see that we created. Like this template here right now I think it's trying a different page or screen we're seeing like movie. Yes, trying to figure out what that camera is for. That's the built-in camera that I movie uses. That's funny. When I record audio, oh, I see I am recording. That's weird. When I record audio, it automatically plays. It's super funny. Great game for angle. You guys got the ultimate behind the scenes here. It does not use that camera that I'm pointing at it, just it won't work for some reason, but

I actually record audio into iMovie because the export into a wave file is better for our podcast editor, he said.

I don't. I don't know why he told me he's like recording into iMovie. I'm like, OK, whatever. So we have all these template here, so this is an example of the promo plan 1.

This is when we a little worksheet where we gave them where it's like you know.

What makes a good bonus?

Walking through brainstorm, some bonus ideas, create a Facebook group, how to name your group. You know my group name, my engagement strategy. Like I'm not gonna go through, read everything. But you get the idea. Like we created these. These different worksheets for them to go through. So, it's like, you know, current assets they could offer as a bonus and what they could create and then they actually write out the sales plan for it.

We show them how to create a page here, you know, like a bonus page and then. We walked through some examples. You know, on this one like webinar promotion strategy.

So, we're walking them through like how to brainstorm what they could offer as a bonus and what content channels and how to run, you know, paid ads and things like that.

So, we're we're giving like a mint value.

So, Jim, you asked that question earlier, like is there some sort of a training we actually have experimented. With giving out no product, no problem as a. As a. Where am I looking for? As I think we just give it away to affiliates of our clients. We did it. Yes, to benefit them. And yes for them to get results. Actually it was a positioning thing for the company because we found that, well, they signed up for that course. They became raving fans of ours. And you know it worked. We've probably sold. Maybe not \$100,000 worth of product to those affiliates. Probably pretty close. So. Will continue to experiment with giving him NP, NP, but honestly, like these trainings are more focused on. The actual client stuff and we feel like they probably get better results, and you know for people like Simon, you know they are live and you can have the interaction in Q&A versus you know giving them a course and it's like, you know, peace out like you're on your own now sucka.

So, the strategy calls. So, check out those links you know, check out just kind of get a feel for what. We're doing there. It's. I don't expect you to memorize anything on there. It's just more about getting a feel. Oh, these are the things that we're going to be doing is trainings. Early on, what you'll do This is why I'm not, as you know, I'm not saying you have to, like, watch those like in depth is what we'll do is with the clients, I'll do those.

So, your first affiliate program that you manage, let's say we do four strategy like a big training in four strategy called 5 total things.

I'll be the one running those. You'll be on it. You'll effectively be kind of like the host, so you'll be the one like taking the questions and you know, asking them, providing your own input, and then the second time we do it, the second one you'll run, you'll take part of it. And you'll still be host. You'll take part of it, the third one, you'll do it, but I'll be on to kind of fill it in and be like, well, you know or like, I mean, not like, correct you, but say, you know, Casey and also, blah, blah, blah blah blah.

You can basically script these out. Let me see if I've got an example here. So, kind of like you and Robbie and then just transitioning as the launches go or the number of launches that you do. Yeah, yeah. That's typical.

We've done usually by the third one, you're pretty much on your own.

So, you can see right here. Um, I mean, could you read this? Yeah, I'm not seeing his Green Man fart. Um, don't share the screen. I do share the screen. Sometimes I share a screen that shows my. I think you're sharing windows when you close the window it goes, which is a good way of doing it. Which screen do you see now? Keynote 5. Great. So on this one, you know, like you could take this and pretty much just roll with it. I mean, seriously, I'm I, I don't read it. I'm pretty good at sounding like I'm not reading directly from a screen. I've gotten pretty good at that, but you could basically take this

this one. Well, it's a blank. It's a blank slide. So that's one where we'd have to kind of develop that. But literally like this presentation, we can pretty much script the whole dadgum thing. But being on a couple where I'm on, it is definitely going to, you know, to help you. Like I said, probably the first one I'll run. Maybe by the third one you're not quite confident and we do one more. Maybe you're confident to do the ones with slides, but not the other one. I don't know. You know, that's one of those things we'll play by ear, but I'm a resource there. Over time it might be I'm just making this up. It might mean that you know that Casey is really good at doing the the trainings. But Jim, you know, you're only on your second one. Casey's on her 5th. So, Casey is doing the training for you, you know, for your launch. And then by the 3rd or 4th when Jim, you're able to do it yourself. I don't know. I don't know how that's going to go. We'll play that one by ear. OK.

So, number one, just to be clear was you know create the plan

number two was the train them number

three, we talked about this before, but share success stories from clients customers. So this is on us. Hey, Mr Client, we're doing our first meeting and we'll have. We'll have all this scripted out for you so you can make sure not to forget anything. Anytime you can, I get added to your to your.

Do you guys have a channel in your slack? Is the question were you share customer stories? Oh, you don't. Well, then who do I need to reach out to on your team? I want to make sure that when we when you get a good story, I get a copy of it. Because I want to share that with our Affiliates leading into the to the launch. If it's in, if it's in a slack channel like, I know we have what we call it, test it, we call it testimonials. Believe it or not, a great name for that Channel. I think some people call it wins or you know others. I would just to call it Stew calls, it wins. Yeah. And so you know, you have something like that. Then get put in there. And that way when you're getting a cool testimonial like you're going to be a great one to share with affiliates, the best ones like the ones we always have to share or when they mention a person's name. So they actually say.

You know, I joined through [Amy Porterfield](#), and I'm so glad I did. Well. Let's make sure Amy sees that 'cause that's kind of cool, you know. But we want to typically do those publicly. We don't do those like you know, in e-mail, we typically do those in the Facebook group 'cause. It's kind of just like a one off thing.

I'm speaking to Facebook group. We gotta have a Facebook group these days. But some people don't use Facebook. OK, but 90% of the population does 95% of your the Affiliates do. It is. Typically when we get really close to the launch and during the launch, we get a little bit ahead of ourselves.

Here's how I view communication. Facebook Group is here's what just happened. Here's what just happened. Here's what just happened. It's what it's it's almost like a real time form of communication. e-mail is. Here's what happened. Yesterday, here's like it in slide times. I'll put like I might post five times in the Facebook group in a given day, but

I send one e-mail. Now that's more like during the launch. I'm not posting five times, six months, you know, out just to be clear.

But we wanna use that Facebook group and we want to start using it early. That's one of the the biggest mistakes I've seen people make.

And I talked to a client the other day about this. I should client. That's been using Facebook groups for about two years before we started using Facebook groups. They're the one they were the first affiliate program I ever saw. I've been to 300 affiliate programs. First one I ever saw start a Facebook group. And.

They were.

I was like, oh, that's a really good idea. I'm gonna steal that from him and I think. Our clients were like the second people that ever have a Facebook group for affiliates is like forever ago. And um. But they don't do anything until, like two weeks before the launch. And then he was like man. It's like halfway through the lunch before anybody engages in our Facebook group, and I looked. I was like John. Dull. You haven't like half of them haven't joined because you didn't tell them 800 times to join and then you weren't posting anything. And if you understand Facebook algorithms at all, if you go 11 months without posting anything and suddenly start posting a lot of stuff Facebook like, why should I show this to anybody? They're not engaging, so you get them engaging the cool testimonial, doing going live like have him do that behind the scenes video for 10 minutes live. Why 'cause? It gets a few comments. And what does that do? The algorithm means that your post are more likely to show up. You know, since like when you just go dark. It doesn't work. So we want to keep that thing just some sort of a rhythm every couple of weeks.

Just posting in there and getting some engagement, things like that. So that when we need them to see the post. Third day of the launch and we have to call inaudible with a client. I'm just making this up right? Third day of the launch and they need to move the webinar back a day. So all the communication has to change. We need them to see that Facebook post we don't need. 75% of our Affiliates not even paying attention to it, we need 75% of them paying attention to it now in that particular situation, we're gonna do a Facebook post and an e-mail and an e-mail reminder and a Facebook post reminder and probably a Facebook live announcing it like we're gonna do 40 things to try to get them word through. But we want the word to get through.

Session 3 Affiliate Warm Up and Pre Launch Part 3

51:05

We always ask for a picture. This is a lesson I learned. This only applies to women. Just as a side note, I've never had a man getting mad at me because I went to Google images and found a picture of them for the leaderboard. But I have had a couple of women be like how dare you use that disgusting picture of me from 7 minutes ago? But it is kind of funny, like I've had a couple ladies like, really get ticked at me like. Stop your website.

Why are you mad at me? But there's actually a psychological reason why we asked for the picture. We say we need your picture for the leaderboard. It's a subtle message that I expect to see you on the leaderboard. And it keeps women from getting mad at me. Then it keeps us, quite frankly, it's a lot easier for me to send a blast e-mail saying I need your picture for the leaderboard than to have a VA chasing off. To you know, to their Facebook page to, you know, Facebook profile to find, you know, a picture of them. Only picture we can find of them is wearing a birthday hat with the, you know, fruity drink of an umbrella in their hands. Like that's just kind of weird. So asking if they need anything. You know, this is that will go through the some of the examples but. Very effective e-mail. You know. Anything for a week from the launch. Do you need anything? Launch starts tomorrow. Do you need anything? Like emails that long. Sometimes that one thing we talked about this. Last week, but asking for referrals. You know, we want to build that in into a lot of our communication, whether it be Facebook group emails, I actually talked about this in upcoming podcast episode. That you know, between 10 and 15 times during the. During the launch. We will ask or during the lead up to the launch scuse Me one second, we will ask. Don't they know anybody could be a good fit to promote? You know, and we do a second tier referral on that. Talk about physical mail real quick. Any questions so far actually. The biggest thing just to say going into physical mail is just trying to breakthrough clutter. You know, I get. I don't know hundreds of emails. I only see a couple of them, but still a couple and that feels like a lot, you know, 2-3 emails a day. So breaking through that clutter, so anything we can do just to to either make it where they definitely open the emails, you know. You know, things like we always put the we always come up with a theme for the launch and like, you know, like tribe affiliates and tribe affiliates will be in brackets so they know when they see that e-mail to tribe affiliates e-mail. I should open that I should at least see what that is. But physical mail great way to breakthrough the clutter I've got. Stop on my desk here. Some of which is near and dear to me, like the the Lego versions of me. Those are pretty cool. Vargas had Legos made of like top affiliates. It's kind of cool, you know, I kept having let the kids play with them yet. But there's like Superman and Spiderman Matt Legos. I play with them sometimes 'cause. You know, it's funny, but you know, there's all kinds of things. And I've gotten over the years. This was cool. Actually, they sent me this. Oh, wait, you know this one, Simon, you probably know this one where that came from. How you doing? Yeah, I don't know if you noticed, but that's what I'm drinking out of today. So, you know the cool thing about that is it was branded with my stuff, not their stuff. Don't be like I did 10 years ago and send people pins with my stuff on it. Because while it's a great reminder every day that I exist. You know doesn't mean anything to them, so send them stuff that's, you know, branded. In their stuff, you know, basically with physical mail, client pays for that. We don't pay for it. And we get approval in advance. So I think we talked before about the discretionary budget that might be in a part of the discretionary budget. Hey, I need \$5000. I'm gonna spend it. However, the heck, I feel like we should spend it. Um. Or it might be you know something that we we talked about as a as an extra. I'm not going to go into like the whole what do we need to be putting in the mail like that's our whole you know thing a lot of that is just thinking through like let's work before. But also strategizing about it in Advance II, when I do just as a general philosophy, I want there to be something that makes something of us so. I mean, I think of Tom everyday. You know every every time 'cause. This is my favorite month. I've got two. One is actually branded as tribe that I got before I worked with Stu. And that's

probably my second favorite one. So my wife takes that one. I take the one that has my name on it. 'cause I'm. Arrogant like that, I guess, but. Actually it's 'cause. It keeps it warm without having to flip the lid every time. And so, you know, I like that. So we want something that makes them think of us. We want tangible stuff. Like I've sent, you know, just physical calendars. Let me see if I've got it here. No, I don't have it over here. But I've got, like, physical calendars and things like that that just remind him of the dates. I include something that's. I call it a heartstrings thing, so this is where we have the client. Hey, I need you to write. I need you to write a letter. And I want you to talk about the impact this product is made on peoples lives. You know, I want you to talk about the mission and and things like that. We wanna. We want them to read this and and be inspired. This isn't about 40% commissions or, you know, contest or bonuses. This is about the mission of the product of the company. So we have something like that. You know, from there I I wanna make sure they have what they need. So again the calendar thing, a shirt. You know, if there's like, you know, Stew with the with the date, you know that April 22nd shirts, April 23rd. Those are practical in in two weeks. One every time they wear it they're reminded of the date but two I. As an affiliate, I wore my shirt in some pictures. We actually had some pictures done in the weeks leading up to it that reminded my audience of April 23rd, April 23rd, 22nd April 22nd and we'll have some April 21st ones. We had some. I'm actually looking at the stack. We got some hats. We had some mugs. The mugs were the mugs. Didn't say their name and they also didn't say tribe. They just they just had a generic thing on them. That said we as you know we WE greater sign than me which is one of the missions of of tribe there. Yes, we did. I got socks. Russell Brunson sent me a bunch of socks. Those didn't work. Surprisingly. I've actually never really promoted click funnels. You know, done sunglasses, things like that. Stress balls. You know, again, we branded them with our thing which. This isn't like this probably isn't a bad thing. If it's a stress ball, you know. Although it's like kind of weird, like every time I'm stressed, I think of no product, no problem. It's probably a good thing, but anyway, you know things like that. We've done what we column launch care packages, so just to so that's a sign note. I gotta talk about that. You know no good time to talk about that right now. So one of the things that we put together. For clients, so let's use two is an example. OK, he's the talent now he's got a whole team behind him. But ultimately, the person who's going to make the decision on whether or not they keep working with us and the one who's we communicate with the most is. So whoever the person is that you're communicating with the most. And or the talent, so it's like. I'm gonna say in or if the talent is the person you're communicating with, you know the business owner is the face of the company. Then just that one person. If there's like two people, then it would go to two people. We send clients, what we call a launch care package. Now I'm going to come back to that for the affiliate side as well. Just to give you one more example, a launch care packages we usually. In the handwritten note, it's just like, hey, you know, we're a week away from launch, and I know this is gonna be super busy for you. We're super excited about the launch. We're super glad that we got a bunch of affiliates for you. We know this is going to be great, blah, blah, blah. Here's some things that that I think will serve you well. And these are things that like we learn. We just learn in the natural course of conversation. So. I'll give you an example with Stu like I know what his wife name and I know some of the foods that she likes, so we include some of those. Now I can't send like, you know, like supposed table food. But I'm talking about like snack food, right. I send things that I know he likes in terms of snack

foods. Now if I if I haven't learned those things, that's fine. We kind of go. You know, generic on it, but like healthy treats and things that they can have on the go during the launch, we include like a bunch of those. We do things like I'll do like I'll look up and make sure you know that they have, like, Uber eats or door dash in their area. Hopefully I've learned like a favorite place. Oh, I I haven't learned. Then you probably are in the team slack. So message there, assistant or somebody else in the team would be like, where does Stew like to eat? You know you'll find out, right? So we find out something we give him, you know, a gift card to order, you know, DoorDash or Uber eats. Typically we spend 75 to 125 bucks on these things. It's not like, super expensive, but it's also not cheap. We'll send him. You know, I know that they're like a coffee snob, and I like, like, go find, like, a \$20 bag of coffee. You know, like a gourmet type coffee in and send it to him to try. There's just things that you learn. So these are things that we do that's just strictly we send that to the client about a week or two in advance. It's so they'll have it for the launch. That has gone over incredibly well. Like they love us for a million years. Their spouses love us as well. We actually did. For one client. We actually we gave the the spouse a gift card. There is like a massage place, like a spa, like a mile down the road from them. We gave there. We gave his wife the gift card for the massage like. She's the one who needed it. She's the one who wrestling, rounding up the kids all for two weeks. You know, all he's doing is going on Facebook lives and talking into a camera and doing a workshop like she's the one who needs the massage. So you list to say they've been with us forever because I think I think, honestly. She looks forward to that, knows she's getting a gift card for a massage every year. I mean, I don't know how much of a role that plays, but it does go over well. So on the affiliate side, for our top, you know, perspective affiliates, we do the same thing. We send them kind of a launch care package now. This was paid for by the client and again snacks, coffee. Stressful emotional letter. You know. Some different things if the person, so for instance, stews from Toronto, we've we've tried to make the stuff be like Toronto or Canadian type stuff. So it's like the theme. This past year was like you know. Kind of like a a Canadian pandemic theme. It's like a terrible movie. Actually. The Canadian pandemic. It's coming to a theater near you. All right anyway. You know, we did like it was like everything was Maple in Canadian bacon flavored. So it was like bacon and Maple almonds, bacon and Maple. Almonds. You put bacon and Maple on. Other than everything, it's like healthy. I don't know. But we did like different things like that. And there was like. We did. There was, like, there's something that came from Canada. I can't think of there's some company that makes something and anyway that you know this Canadian stuff. And it was like this whole thing, right? And then there was a, I know we gave people a face mask. That had, like it, was a really like really high end one and had like cool messaging on it and stuff. There's some other stuff we did, but it was like a, you know, like I said, a Canadian pandemic themed. Launch care package, so again just giving you ideas for these things right behind the scenes access. So I mentioned earlier like we wanna make the Affiliates feel a part of it. So we communicate to the client what we need. I noticed that earlier. So I won't go into more depth, but that's super clear repetition on dates, so. There should almost be no. Communication. That doesn't reference. The next most important date, so starting six months out, you know or seven months out. The next most important date is when it starts. So again, in the case of stews. It's April 21st, but. Really, we say like the first day of the workshop is April 21st. Pre launch starts April 1st. And I just hammer that over and over. I don't need to get into more specifics 'cause if they're like, well, hey,

Matt, just pre launch me in this or that they'll send an e-mail and ask and then I can explain it to them in five sentences versus just like that. But we are hammering home the dates, commitment plans. This is the one I shared with you earlier. Just as a reminder, so it's this deal here. What we do on these? Is. We schedule a call with the affiliate. And. We go through this with them and we Co create a plan, so I'm going to make a copy of this. Alright, so I can use this one actually edit it without screwing or stuff up, so this is what we have that is like. The ideal plan for the launch, right? We fill all these in over here. We give him the key dates. This is the general plan. You know for what's going on the launch, this is the suggested, you know, e-mail plan and then we usually social media blank and fill that in. We fill this in with their name we name it up here instead of my awesome affiliate it's like. We'll just say Kristen, Awesome affiliate, we would name the file that Kristen is awesome affiliate or planned for, you know commitment plan for Tribe Christian, I forget your last name, sorry. And I can't see it on my screen and I spelled it wrong too. What is your last name? By the way? Kristen. Troutman. Oh yeah, I remember that. Wow. You can see I'm not exactly the world's best typer, so boom, boom. We go through that will put an image of, you know, put a tribe logo there or something like that. I would change the colors to not be pink and red. This is from originally from I think Ray Edwards. Yeah, ray. So we go through it with them. And so we're on the call with them and they say well, actually you know, Matt, I, you know, I've got another e-mail that needs to go out that Wednesday and I know my audience really likes ebooks, though, so I don't wanna. I don't wanna miss on this. So we go. OK, great. So here's what we're gonna do. Kristen, we're going to move. We're going to go here. Oops. Let me do that. We're going to take this video. We're going to move it down. We're going to move this ebook to here and we'll leave that day blank. And we'll just move these down. So I'm Co creating this plan with them, right. So then let's just say everything else is the same. They're like, yeah, that sounds great. I'll do that now. We send this to them. They've Co created this plan. With us. Now they might say, well, you know I need to move that to Tuesday or I need to move that to Wednesday or hey, can I promote this a day early because you know, I've got something going on there. You know we we work through that. I really want to promote the webinars. My audience loves webinars, but I can't do that. Then we we work through that as well. But we Co create this with them so that they're a part of the process and we found that when we Co create it with them, basically we have about a 9090%, you know, stick rate on this, they will do about 90, the average affiliate will do about 90% of what they said they will do. If we don't do this, if we just kind of say here's the plan. Then it's about a 5050 chance that they do anything at all, let alone stick to it. Now we have 1000 affiliates in a program or 2000 or 3000. I can't do this with all of them. So here's what we do. We do this with the top X solve for X. This is algebra all of a sudden. 2540 I don't know, that's a subjective thing that will I'll coach you on based on how many of these you should do. When in doubt, I typically do them once you get pretty good at him, they take 15 minutes. 20 with a little bit of like you know, how's your dog type stuff? The beginning and end. Most people don't really know unless they're like somebody you really do know. They don't wanna be on it for 45 minutes with you. No offense. Then what we do. It's kind of a little fun little trick here. Is in Virginia. So let's just say we have 100 affiliates, OK, that we're going to do this with. We take this and the first ones name is Aaron. Aaron's awesome affiliate plan put his name in there. Takes. I mean, let's just say Aaron Walker. And we go up here, change the name. 2. Aaron Walker Tribe commitment plan. So that's going

to all of this is going to stay the same throughout this whole thing. Except for their name. That and that. Then. We have. Erin thing, in this spreadsheet where we're mail merge mailing, we'll talk more about that in a second. We're mail merge mailing. The. Their commitment plan. So we take those 100 or 500 or whatever. We're going to mail, merge them, and basically kind of say, hey, here's of I did a video walkthrough. I'll share a little secret on that in a second, but I did a video walkthrough walking through this and. I'm gonna walk through, you know your your thing. I only screen share from here down and I send them the link that goes to the literal file that is named after them and you go. There's 600 of these. It takes 20 seconds to update this thing. So that's three per minute. 600 would take a VA roughly 200 minutes. That's three hours. It's. Totally worth it and I'll share why in a second. So they're gonna get a spreadsheet that looks like it was made specifically for them. Shockingly, it's not, but then I take this link. Um. That, you know, we basically make it editable. We change it. Once you do that, once it does, you take that, you put it in a column in the spreadsheet and becomes a merge field. Then I'll show you how to do this later when we send them the video. Um. The video now I hope none of this sounds like I am just being like. This is probably the first thing I've shared with you that is like truly like Ninja. Almost kind of like mad. I wonder if you're as ethical as you say you are. Type stuff, but I'ma share it with you anyway. The image we use a program called nifty images and you know where it says like when you go to a YouTube video. And it shows the title of the video up on the video. Let me see if I can find one. So I'll show exactly what I'm talking about. So you go here and. Up at the top of the video, it says. This right here how to run an affiliate payment under our day? We use a program called nifty images and it will literally say. Walk through or like it'll say like Simon Headley. Tribe. Commitment, playing a walkthrough. We'll put that on there. And. In the screen share, it'll it'll again. It'll only show like. Wait, where was? I don't even know where I'm at. Oh, here we go. It'll only show like in the screen capture. Only show. Like this part. But it'll say at the top. You know your name. And walk through. And then when we mail it to them, that's the image and it takes them to this sheet. I. I cut off like I literally will do one for like. You know. Hey, Karen. And I start the video like. 2 seconds in. So it sounds good every time. This is what gets me every time, and I think I'm gonna get personalized thing. It's not a tool. But I'm telling you right now, but it feels it feels really personal. It it does. And so that's what we do for the quote UN quote masses, because you cannot do 500 strategy calls like so here's here's what we do. We do that video, we send it to them, but we also do it, as you saw on that one page. The the tribe, you know, training page, that's what I actually did, was a walkthrough of it. Live and so for the. Smaller ones they got is on down here somewhere. Promo plan or something like that. So they got that as well. And my hair is very different. Back then, super spiky. Apparently I was using actual super glue in my hair. Weird. Alright. So any questions on that 'cause again, I know that's kind of like really. I don't know. Some people are like that feels. Shady. I don't say in there that I made it specifically for you. I just make it look like we did. So I know that's like maybe one of those Gray areas that you know. May not feel comfortable with, but alright, so those are the commitment plans. Last couple of things here. Misher. So we have a document. This is one of them. There's not, I should say we have a document multiple documents. These are some of our best performing emails. So I'm just going to walk you through some of these. I don't need to like screenshot these or anything like when you work for us, you'll get access to these but like so. They're not super organized, and there's actually a reason for that

because we haven't super organized them. They are pretty well organized, like for instance, if it's like I need an e-mail about the Web and RI, I know there's an e-mail called Web and R truth, so I'll go. Boom easily found the web and R truth e-mail. You know command F is like your best friend on this document. But we do have them like we have. We go down, we've got tags and stuff on some of them. These are just keywords. That. I know I might reference, you know, in the. In the e-mail, but most of the time they're pretty. They're pretty organized. So three days before launch, like, good to go. This is that e-mail. That I stole this one from my friend Ryan Farrell. You know, just really liked this one. I never say. Make sure you. I never. I I always just write the word you out. So don't that part. I can't stand like it's it's two additional letters, yo. I totally did not mean that as a joke, but that's hysterical. It's two additional letters, yo. Wow. OK.'cause, it's literally that, right. So you know, this is just like good to go, super, super quick, right? How to double your commit, you know, double or triple your commissions and win big prizes. And so this is leading into the training. Day of training, you know. Can you make it today and we just a quick e-mail. So my point here is we have proven emails for pretty much everything leading up to a launch like months in advance. That's a different the months in advance. One is a different document. And so. A lot of this stuff, like, oh, we want to send, we want to ask for tracking code for Facebook Pixel a month out. Well, here's the e-mail. Now, are you going to type? This part maybe not 'cause you don't have a leaderboard update a month out. So hey, first name you know if you're doing Facebook ads for insert product and you should be hey. Replying to me, your tracking code code. Like, that's something you can, you know, over sending the login info. Well. Here you go. You know, here's the one about secret weapon. You know your experience with this course, blah blah. There's an image area including the image in the e-mail. No, this is one that you can take and use on a Facebook group now. I just put this one here, but I also show you will show you how to do it in Canva where you just go grab this and tweak it a little bit and you can download it. So it's all about like how do I post stuff that makes a dramatic impact for the person reading it. Like didn't take me an hour to do. You know, because. The reason for that is. This you don't need to rewrite this. You need to tweak it so it doesn't say tribe writers. You know, it says the name of a bang. But then you like, we need to. We will need to. Like this section here. That's not true of you, Jim. You did not take a course from Michael Hyatt called five days to your best you ever three years ago. It did not literally change your life. And you did not tell your tribe about it, and you did not make. A \$19,991.00 you did not pass go and collect \$200, so you can't write this. So how are we gonna do that? Well, maybe you have a story that does compare or. You talk about me and you just reward the thing you know. So that's a little tweak, but you don't have to like think like conceptualize what we're going to do here. And So what this does when we use these templates is it's not about like just making it super easy, it's about freeing you up to do the things that like literally you that are going to really, really, really, really move the needle. Like if I'm busy working on an e-mail for an hour. We're now and a half. If I'm pulling the stats versus having a VA get the stats if I'm. You know, replying to if I have to go reply to every e-mail and we'll talk about that later, but like the processes, you know, the assistant is the first scrape through the e-mail. So during a launch, for example, the assistant who's going to be primarily assigned, you will be checking the e-mail every hour on the hour. Roughly. There's caveats to that, but every hour on the hour. So when should you be checking e-mail? Sometime around the half hour on the hour mark. Why? Because

you're gonna get 8 emails in an hour. They can answer six hours. Hey, Matt. I can't find my login information. Why do you need to take two minutes to do? They can go in and reset their password, send e-mail and leave the two that require like deep thought. That the e-mail where you look at that e-mail and go, you know what this person really needs is for me to text him right now and say, hey, can I give you a call? And then you spend the next 35 minutes on the phone without affiliate and instead of making 100,000, the sales they make 200,000 in sales and whoa, that was better than all the emails you will respond to all day asking for login information. So we want to offload as much of this as possible. And so like, how do you use swipe copy? I mean. We send them this link, you know, and here's how you do it. And I have a couple different versions of that. So there's there's different things right there, but this gives you like all the, you know, all the strategy and all the emails that you would need that you can pretty much copy and paste. Um, no. Interest of time. That's all the stuff we do that is visible to the affiliates before a launch or promo. I'm gonna shut up because my throat is really hurting. And be because. It's a good stopping point. So next week I'm going to talk a little bit about the behind the scenes stuff that will not take, but about. Let me give you a good estimate here. That'll take about 3540 minutes. Talk about them behind the scenes pre launch pre promo stuff and then we'll move into a little bit of the. Kind of some of the stuff I want to talk about, it's just like managing your time during lunch. We sort of touched on that earlier, but we'll talk about that kind of the team aspect of it, the balance of word, and then next Friday we'll talk about kind of the during promotion, like actual things that you need to be doing and you know, how do we work with the Affiliates and all that. But. Any questions from today? Yeah, I have a question answer as we're touching base on kind of everything that we're going to be doing, gearing a launch, some of the things that you name like the, the daily stats managing it and the emails, all of these things that we're going to be getting for clients are we and of course having a VA, are we going to be in charge of all of these. Things such as setting up like an e-mail sequence or e-mail campaigns or or are these things that the company does and we just guide them like how much of this is just us and how much is this? We're just, you know, helping a client. So. It's gonna get annoying. So I mean. You come out specifically for affiliates or like their internal part of the promotion. Yeah, like their affiliate program that we're helping them create who is in charge of like giving in there replying we're running it like we are doing everything like the whole point is. There's there's a line that I say. In the sales process that you'll remind them of in that initial call. So to give you some perspective though, when we on board a new client and we'll talk about this in the client relations, the first client that you ever work with, I will do 95% of the talking in that first meeting. Now they'll do, I'm saying 95% of our end. Just like we talked about with the training. Let me give you a couple of examples of things where it's going to be like. You're gonna watch me and not really do anything or say anything, and then you're gonna, like, do it while I'm watching you, and then you're going to do it, you know? The client meeting one of the things that you will say I say is like. My job is to take however much time you have to dedicate to your affiliate program. So you tell me, I can spend a half hour a day helping you know, the client can spend 1/2 hour day reaching out to prospective affiliates, meaning the big ones the the ones that have personal relationships with. I could spend, I could spend 2 1/2 hours a week. Doing stuff that will impact our village. Great. My job. Meaning sweet. You're saying my job is to tell you how to spend those 2 1/2 hours a week so that you get the most for it. So I might have you record some videos. I might

have you do this. I might have. You do that. I might have, like, a write that letter. You know, things like that. But we're doing everything you know. We are literally taking over everything. So how that looks from a this might not be what you were asking about. How that how that looks from a teamwork standpoint is. So. Initially kind of the same thing like the very first thing that you run. Casey, I'm gonna. I'm gonna walk you through it. I'm gonna show you what we're doing and why we're doing it. And give you that thought process behind it, you know. So for instance, creating the promotional calendar, we're going to, we're going to create that. The second one. It might be a more of like. Maybe the first one like I'm doing it and kind of telling you how. The second one is actually more of we're Co creating it. The third one is I want you to do it and then tell me what you did. I want to use like show your work and explain why did you put that e-mail there a month out. It might even be like sometimes I'll just do that just to mess with you. Why did you do that? Am I doing your own? No. You're doing it right. I'm just curious. Like I just was messing with you. So that's like the third version and then the 4th time. You're doing it. And then you're asking me like, it's just, you're like, I met up. I got that. Like, I was planning on sending this. But then this happened. And what should I do this, you know? And that it becomes more of a coaching role. Not like, here's how you do it. That some people will move faster. Some people like the third one. They'll be just taking over completely. Sometimes it might be the fifth one. There will be things where you move faster than Jim and Jim moves faster than you. You know, there'll be things where, like you're doing. The affiliate training is the second time out and he's the fifth one. But he's he's all in. He's got the the plan, the planning down by the third time and you take till the villain. That doesn't mean anything is wrong with either one of you. It's just different, you know, work styles. Um. Yeah. So all that stuff is like. Kind of working in in those phases, going through hopefully somewhere around the 4th ish time. You're pretty much good, you know, good to go on your own. OK, so with the goal when we have a client, are they going to be like lifelong clients where if I get assigned to a client, that's my end as long as they're with your company and I will continue to do all of these daily tasks for this client forever basically, right? Kind of 18 clients. I've only had one ever quit on us. Get rid of us. That was 'cause. They got rid of their affiliate program. And then a year later, they came. I won't say who it was, but they came calling us to ask if they if we could start back up their affiliate program. We fired clay. It's just 'cause. It just wasn't working. But it's not something we keep. We keep clamps and I think it's. I mean ultimately result to the only thing that matters. We're also really, really good to work with, you know, and and we maybe weren't seven years ago. A lot of the things I've talked about like. Giving you know, treating that plan. I had a plan. It's called. It's in my brain. Shut up. I don't need a spreadsheet, it's in my brain. I know what I'm doing. I'm gonna tell you what e-mail I'm sending 8 Tuesdays from now. Right up here. Our clients are like. Are you communicating with the affiliates? Yeah, like like 6 emails to him. Oh, maybe one of the things you should do is. A share in advance what we're going to do and be add them as an affiliate. So they get all the emails. You know, maybe the client should be an admin in their own partner Facebook group. That would make sense, you know. So um. Those are all things I learned by doing them wrong. That's why we're pretty good at what we do now. So we I don't foresee, I mean we're going to have very low client turnover because. If we do it right, whether we're helping somebody scale from 100,000 to a million or from a million to 6 million. Um. The pain of leaving us is going too far outweigh. What they will quote UN quote gain by not paying us as much as they're

gonna pay us 'cause you're gonna pay a lot of money Am. The pain of leaving us is going to be very difficult because. We feel like a team member. And we make him a lot of money. Thank you. Add of the affiliates will be promoting our clients product. What part of this process you just went through? Do they usually struggle with the most? The affiliates. Yeah. Like, do they get hung up on? Oh, I don't know how to do a webinar or. I don't want to send him any emails. Most of its mindset. Um and it would be that it would be. And it's things again we have we have the templates I mean. I hate to say this, but. I don't think I've written a new. Piece of communication in nine months. I did some stuff well, when I tried, I guess. Outside of tribe, I haven't written a new thing in two years. Tribe was the one that kind of opened up me to be able to do some stuff that I. I haven't done before and we added some stuff to our playbook from that. Like the strategy calls. But. It's mindset, it's its mindset, with a, with a. With the strategy component, let me give you an example. Kids in that many emails and get a bunch of unsubscribes. OK, let me share the data with you. When I send 15 emails in a campaign versus 5. What the rate of Unsubscribes is now the tactical strategy element is make sure you give them a chance to opt out of the specific campaign so we teach them how to do that. Now you can't have one without angry. Well, you're not going to have. Don't worry about unsubscribe. But I do worry about unsubscribed or just a vanity metric. Well, but I do worry about them. And I can't just say, you know why. I just do this tactical thing and not address the the mindset. So that's that's a good example. The other thing is like. When people. You know, people maybe didn't happen. Maybe they're not the Super success story. I'm like, well, how do I tell my story when I'm not the person who went from like nothing to \$5 million? What did you go from into? My membership was making \$5000 a month. Now it's making twenty. Do you understand that an additional \$15,000 a month for most of the human population would be a life changing event? I just wanna strategy thing this is that's a mindset thing. Now the strategy component is highlight the fact that that's an extra \$180,000 focus on that, not the \$15,000 a month is \$180,000 a year. Sounds like a lot more than \$15,000 a month even though you and I both know they're the exact same number. Um and so. It's it's, it's combining those two elements. I typically go mindset into strategy. Because you know, if somebody mind is not open to the possibility of anything working, then nothing will work. So those are just two examples that come to mind, but there's probably 100 different examples of that. Thanks. Most of it's that they they don't think something is possible. Any other questions guys? Question. I really like that you're using Facebook groups or and I saw on the calendar you said Facebook Post. Go to, do their own. Are we telling them what to put on Facebook? So know that I'm talking about when I talk about weight. What are you talking about? Because I was talking about posting to the Facebook group. Like posting to the Facebook group like. Don't forget webinars tomorrow. Type stuff. So these this is the affiliate. Oh, OK. So it's nothing creative that we do anything. That's the standard stuff. Yeah, they can post in the Facebook group just to be clear, it's an open Facebook group and you know, so if an affiliate has a question. I love when they posted in a Facebook group unless it's. There's a line. Every now and again, you're getting affiliate who's just a whiner. And they keep going to the Facebook group. I don't understand what I'm supposed to be doing today. Dude, there's 1100 of you ten 1099 of them actually get this in your just an idiot. Just being honest, like it's frustrating, but I want them to put in the Facebook group guys. I'm I'm really struggling with how to promote this webinar. I just, II I don't know, you know, blah, blah, blah, right. What

does it do? IT crowd sources the responses. I would say. 60% of the people that posted in the tribe group I never had to respond to them. Now. Occasionally I would. I'd put like great job or looks like you got your answer or I'd piggyback on something, you know, as so and so said blah blah blah. And I do it. I just talked about that, adjust the mindset and the tactical side. But most of the time, like it was like. Um. I post something and say. I don't understand how to, you know, promote the webinar and then maybe like checkout page 14 of the guide. You know the guy that we provided for affiliates? It's got some great webinars. Oh, thanks. Got it. What am I gonna add to that? It's all there, and the guy like, if you read page 13, it's there. I mean, copy and paste it, you know, like I've already given you my best thinking on this. Or they be like, hey, watch last week strategy called Matt. Yep, that's what I would say to you know, format gave a download. You don't mean. When you have enough affiliates, they end up crowdsourcing the stuff and it takes a lot of the burden off of you because. I stopped feeling like I had to check into the Facebook group every hour. And that's, you know, we do want you to have a bit of a life even during the busiest week and a half, two weeks of the year before you. And. Knowing that most of the posts you know 7/8 out of 10, we're going to be answered. Crowdsourced was great 'cause a lot of times. It's really I hate to say it, but it's dumb questions. I forget what time is the webinar tonight? 14 emails about this. It's on the main calendar. But then of course, you know immediately, because there's there's a thousand other people versus one of me or three of us. You know, you you plus you know. You know, like two virtual assistants who are in there. Immediately one of the other affiliates. But it's 8:00 o'clock tonight. 8:00 PM. Nothing for me to do. I just wanted to clarify how often we would be checking that that's. Um outside of launch. I check, I just check it when I check Facebook which is once a day. Twice a day. If I'm a little bored in the afternoon. Meeting cancelled on me three times a day. I never know what to do when I have like 30 minutes between meetings and if somebody cancels. Dang it, they can't really accomplish anything so. Um. And then. Yes, I just checked it when I checked Facebook during a launch. I'm I actively. I'm probably in there 6 to 10 times a day. You know you can do the math on that nine hour 10 hour work day. OK, we'll talk about managing time and all that expectations. Next time we talk actually. Maybe next time with one of the next two times, we'll talk about that. There's one thing important things is you gotta manage your energy, you know, it's in a launch. I'll say this before we go. It's a. You know, he worked hard leading up to it. And then and then you really gotta. You really gotta turn on the afterburners and it can be really, really stressful. You have two weeks, you know of really, really intense Ness and so. We'll talk about that 'cause. There's a lot of stuff that I've learned about just managing energy, staying sane. Not getting caught up like really focusing on the the 8020. You know, and like, there's a balance between like, how do you do the 8020 and live by our principle of, like, helping small people to like that? That's that's a balancing act, you know. Sometimes I look at an e-mail and it's from a root. It's just an affiliate who made no sales and it's, uh, it's going to take me 10 minutes to respond to this and I go, you know what? I need a break. They're just gonna have to wait an hour or two. But if it was a big affiliate that's already produced 300 sales, I'm like, I'm gonna respond right now. Now, does that mean I'm? Treating them differently, yes. But it's about me deciding. Responding to this right now could potentially be worth tens of thousands of dollars in responding to this right now could be worth potentially. 10s of dollars. I'm going to go on a break because that's what I need right now. That's gonna help the bigger program

as me getting outside for 15 minutes or playing with the dog or something. So it's a it's a balancing act. And I'm telling you like the. Managing your mental well-being. In your energy levels is hugely important during those times, but we'll talk more about. I think it's being next Friday. I thought we'd get through more today, but that was long winded. Is because these are sort of your clients, the people we're talking about are established. It was quite a different energy than when it's like the first time doing a launch. Is that true? OK. Can you repeat everything you just said, Simon? Sorry. So what I have notices like with stews, launch, he's got this sort of weight of people and testimonials and things versus somebody that's like I've, I've done launches before, but like their first ever launch and it was a complete on my French effing nightmare because they're like, I gotta e-mail them three times this week and Oh my God and. Yeah, they made 20 grand or turn your grand. But it was blood, sweat and tears versus people that have been through it a few times. I'm guessing because of you're having as client is a different energy to them. Is that yeah, I mean again, it's like the the types of clients we're going to bring on, we're gonna, we're gonna play around with that a little bit because. I don't know how like typically we bring on a client that's got 10 launches under their belts. And. You know. They're doing, you know, at least 10 million a year in revenue. We're going to the the barrier to work with us is going to be lower now. The barrier is somewhere between where we're going to start and where it is now. Is it gonna move from, you know, from, like, say that, you know, these are the two gaps, is it gonna move from here to there or from here to there? I don't know. It's just, you know, what kind of figure that out as we go. You know, based on a little bit of trial and error, you know I figured it out before with the trial and error we we do have some mechanisms in place. For instance our up front. You know what we charge upfront for a new client is is enough to weed out probably 70 to 90% of. The potentially bad clients. Things like I need, like I I simply wanna connect with their tech person in advance is usually enough to weed people out. Because here's what I find. If if they don't either don't have a tech person, why can't work with this way? They did have a tech person. I can't run there for lunch. Is that what does that mean? We're going to end up being there. Freaking tech person. And you guys are gonna be coming to me. Going. I did not sign up to be somebodies tech person. And I'm gonna be like, we did not sign up to be their tech person, and now everybody is just testing each other. And that's no fun. And so secondly, I want to talk to their tech person and just say what do they like to work with? So it's kind of a two prong thing. I just want to connect with their tech person for five minutes and the number one reason is I just want to know that they have a tech person that I can talk to on the phone for five minutes. Like, if they do, I'm usually good. You know, I don't need their tech person have the greatest personality in the world. I don't even need to get along with their tech person. I just need him to be a real, live, breathing human being who's worked with the client for more than 14 minutes. You know, that's what I want to look for. Yeah, actually, I'm the seventh tech person this I started two weeks ago on the 7th tech person this guys had in the past year means there's a pretty decent chance when we get into the middle of this launch, their tech person is going to get up and quit. I don't want to work with that client, so there's some weed out stuff on the front end that kind of eliminates a lot of the. I don't know. I don't know where I'm looking for. Probably something my mom would not want me to say though. So. I'll shut up. Any. Other questions? I'm always really hungry when I get done with these calls I'm like. Is there any homework between now and next Wednesday? Maybe there might be. I'm I'm. I'm debating that. Actually I'm

debating that actually. So I'm probably going to put together a quiz and e-mail it to you guys on Monday. But I might not have stuff for you, 'cause. I know. I asked a lot of you. And. And there's also some stuff for you guys to review. So we'll see. I might have a quick quiz for you though, just to make sure you pay attention. Cool guys. I'm gonna go grab some food. Recommend maybe you do the same and have an awesome weekend.  
Happy birthday, Casey