Session 4 Behind the Scenes Part 1

Any questions from last time? Last time we talked about the kind of the. Everything before the launch or before the promo will finish that up today, we talked about warming up affiliates. Any questions from that? One of the questions on the quiz was.

A week before the launch. You know, if you're, if you're writing to the affiliates, what're you? So I was. I wasn't exactly sure what. The key components word other than telling them that launches starting next week. And some of them, yeah.

Here's the good news for you if you're a little bit confused about things like that, it's OK. I'll train you on that both now and once you're on the team. This is more about just kind of seeing how you think through those. So I'll give you a little tip. If there's a question you come across and you.'cause it's like, right, right, and e-mail the week before the launch. Is there a right or wrong answer? There's not. No, you know, right now we do. I do expect you to have a certain style. You know, we like to keep things fun. We like some levity. So. You know, I'm not opposed to the use of animated GIFs from Zoolander. In my emails, I think we have one of those coming up in one of my actual emails. It may have even gone out already, I don't remember. Not opposed to that? And I mean that, like in all seriousness, I'm not opposed to, you know, making things kind of goofy. I had a lady a few years ago. I was like, seven or eight years ago. We were in Shutterfly's program. She was like, I gotta tell you, I read your emails to my daughter. She laughs hysterically like she loves your emails. It's like, how was your daughter? Said 8. And I'm like. Apparently I'm writing children's literature, but you know she was. And then I had another one like we leading up to Christmas. I had like a song of the day and every e-mail that I sent out. And it was like, just like different Christmas songs but with, you know, by by different artists, different versions, you know, things like that. I mean, I can't tell how many emails I got, like, Oh my gosh, that's the best version of that song I've ever heard. So excuse me. So you know, things like that. There's no right or wrong answer. I just wanted to see what you did.

To be honest with you, so obviously you got the one component right. You know, here's the launch next week I will answer the question as far as. There is no exact like. It's seven days to the launch, and here's the things you have to include seven days 'cause some of these things might go out 10 days before some other might go out six days before.

But things that you're going to pull from obviously there if you haven't sent the login information to the affiliate portal yet, that's going to be a big one,

reminding them of where to find swipe copy,

where to find graphics,

where to find social media images,

reminding them of the important upcoming dates,

reminding them of contests,

reminding them of. You know, if there's a training, you know, linking to the training, so there's like eight or nine things you don't want to include eight or nine things.

Typically the magic numbers two or three, three on the high end. And so I'd rather send three emails in three days with two things each than one e-mail with six things. You know, because statistically speaking, they'll get five or six of the things done with the three emails versus none of them with the six.

So there's no right or wrong answer there. I just wanted to see how you thought. How you felt through it? There's a I'll give you a dollar. Then I'll shut up. There's an app I'm using to learn Spanish. And it's so frustrating because one of the things they do is once you complete a lesson. Then they ask you to listen to a conversation that 95% of it is words I haven't learned yet. And they're not looking for me to necessarily, they're looking for me to be able to contextualize things just like we do when we're learning our native language for the first time. We don't know that this is a microphone. It's not something that we know, but if we see somebody saying the word microphone around a microphone long enough at two years old, we start calling it a microphone. You know, same kind of thing, so. Same philosophy there. Other questions guys?

That's the question I had was the one with the data points. As you get clarity around.'cause it seemed like it could have gone so many different ways with it. I just wanted to get an understanding. There was a question about the quiz. You mean? Yeah. Yeah, I'm not. If it's OK to ask it now, but that was that was a question I was like, data points us. Trying to get understanding of. I don't remember the question, so let's see here what is the question. It was one of the program. All right, so we we we talked about it. In trying to think of where we talked about that, was it in. It was either in one of the podcasts that they sent, or when it was either in something that I sent, or we talked about it last week. And I honestly don't remember. I think it's there in that 20 mistakes that that. Yeah. You hit the nail on the head. In fact, yeah, I sent you guys the podcast first, and our team is working on a a written version of that right now. And I remember reading that that section. So yeah, good. Good call. Yeah.

What are some of the important data points? Yeah, listen to that. You'll pick up on that. I won't go super in depth. Let me pull something up here real quick. And I can. I wanna make sure I name all of them here. I'm literally just going to pull up open the post that they, Gary is writing right now. Because that's quicker than getting too in our playbook. So yeah. Um, so a couple of things.

The important data points I know we sort of touched on this a little bit. You know what are your first sales through your first sales? Um, you know, knowing who made a first sale since the last time you looked up for sales and congratulating them on their first sales, typically in an Evergreen program like to do that two, three times a week, you know, it's kind of it's kind of cool when it's like, hey, congratulations on your first sale

yesterday versus hey, congratulations on your first sale last month. That's not as exciting to somebody like, especially 'cause. I I made 11 sales since then. Do you think you know?

So first sales, any other milestones it could be you know 10th sale, 50th sale, 100 sale, 1000 sale thousand dollars, $10,000. It's a little bit subjective with this something I did not talk. Now, I don't think in the podcast, but milestones are subjective because here's the thing. I'm a brand new affiliate. I started promoting seven days ago. I made $1000 on my first day. Are you really going to congratulate me on the $10,000 mark? Probably not making 1000 bucks a day. You're certainly not going to congratulate me on hitting $1000 like yesterday. You know, the first day, what's the deal? So it's a little bit subjective there. Somebody is doing $1000 a month. Yeah, $10,000. Marks a pretty good mark to congratulate them on.

Another thing we're looking for is who's down, who's up, who's converting well. Who's converting poorly? Um, you know. Who's traffics up? But their sales aren't. What's the source of that new traffic? Who's traffics down but their sales are up, you know, a little bit. We're looking for all of those data points and in Evergreen program, we're typically looking month over month and quarter over quarter. We're also looking, you know, comparative to do the same period of time last year. So what I mean by that is going to give you one example. Getting a little bit into contest that we'll talk about later, so bear with me if I repeat myself exactly in about an hour. You got an affiliate. It's. We'll just go with right now end of September. We're basically through, you know, in two days we're we're done with Q3. So you're going to analyze the numbers for the 1st 3/4 of the year and you're going to look at this, we're going to call him Mark. Mark is down 40% year over year. So if you compare 1st 3/4 of. Last year, in person quarters of this year, he's down 40%. I'm looking at his Q4 numbers from last year and saying he sent 100,000 in sales. So my message to him is you sent $100,000 in sales last Q4. If you beat that this Q4. I'm gonna give you 10 grand. Now you might be going. Wow, that's, you know, like all he did was beat it by $1. No, he's projected member, he's 40% down. So what are we projecting him to do this quarter? $60,000 I just paid him $10,000 for an extra $40,000 in sales and the cool thing about that is like I will talk about this later, is typically people don't land right on the number. He's probably not going to make $100,001 in sales. He's going to blow through it or fall short if you fall short. I don't pay him anything, but I got an extra $28,000 out of cool. If he blows through it and hits 120. I paid $10,000 for an extra 16,000. So those are just some of the things that we're looking for data points wise in a launch. What we're looking for is somebody who said they sent 500 leads the first day. 100 the 2nd. 50 the third, all that means is they mailed the first day, and then they got some remnant leads from that. But the 4th day there at 12 and the 5th day they're at 7. And that means they literally haven't mailed again. So we need to get them to mail again. We know what they can produce if somebody sends 5 leads on the first day, three on the second, two on the 3rd, and then they die off. Well, losing them isn't as. Dramatically impactful on the welfare of the program. No, of course.

We want to work with them as we've talked about many times, we want to elevate the small Affiliates. But as far as where I'm going to focus my attention like one-on-one, I'm going to focus on the bigger ones, the smaller ones, I'm probably going to deal with more

in like a a mass e-mail level mail merge. So those are some of the data. Which we're looking for.

Other questions guys? I thought it was interesting that you were discussing the fitness. And I guess it's also had to do with the weight loss. Why do you think March is such a bad month 'cause? That seems like you're leaping into sprain. You're saying for sales, you said you said March. I would, I would. You said January all the way. Why do you think March? Just statistically, if you look at the weight loss, fitness industry, biggest times are right after Christmas. Through about January 21st. Depending upon how the days, the week fall because people don't think a lot about weight loss on Monday mornings, they think about getting to work. But Sunday afternoon after picking out, watching whatever, maybe NFL playoffs. They're thinking about weight loss. It's like they're seeing a lot of commercials of super happy, attractive people, you know, doing, you know, fun things. They're thinking about it. So right around that time, the third, the third Sunday of January, is when things tend to again, to really fall off the Cliff. In terms of the weight loss and fitness industry, people also start thinking about it again. Typically, after kids spring break. Is what happens at spring break. People from the north and even people from like, you know, Tennessee and North Carolina go South. They go to the beach and they look down and go crap. Again, this just this is the reality of that industry, OK. And I have a really good dear friend of mine who's in the industry and actually we just picked up a client in the industry and we were talking about this and it's like, you know, we were talking about that, that cycle of when they're basically launching 94% of their sales come in seven weeks out of the year. And it's that timing, you know, right after Christmas through January, it's right out, it's basically, you know, the first and second week of April. Um again right after the kids get out of school. They tend to have a pretty quick hit in again when the kids go back to school. Because the excuse the beginning. You know that that excuse there at the beginning of school is all crap. It's summer, you know. And they're thinking about it again. And when the kids go back to school, they're going. I have time. You know, we all know as Zig Ziglar talked about, that's not true, but you know, they think they have time to start a fitness regimen post Labor Day plus you know, it's that time of year when. Or, you know, they're not attending very many cookouts and things like that. So it kind of makes sense to start a new diet. As many kids birthday parties, things like that. So. Those tend to be times with that industry. That's something you need to know. But since you asked. But the important the important thing there is to know your whatever whoever your client is. Um. Let's sort of talk about this day, but I'm just going to address it in the on boarding process. The first meeting. One of the things that you need to talk about is what are the, what is the cyclical nature of your company? It's important to understand who their audience is. So they sell, you know, productivity problem. Productivity could be. I'm a solopreneur working from home and when I be more productive. Productivity commeny lead a team and I want to get them to be more productive. Productivity could mean I'm a high functioning high level C-Suite executive and I want to be more productive. Those are completely different levels of productivity. In fact, you could even be talking. Productivity could mean that, you know, I want to be. You know, more productive in my job and I'm a construction worker. Wait, they never want to be working productive. I'm kidding. I know. I know. There's one. I don't know. I don't know. I don't know. Somebody. I remember seeing something. I'll just make fun of construction people and

deal with it later. But, you know, it could be that, though, that you just want to be more focused. There's a lot of different levels of productivity. So using that as an example understanding. OK. What are those natural built in times that are cyclical to wanting to purchase this product in the guitar industry, it was basically the month leading up to Christmas was gifts and then in January it was people who want to learn guitars in New Year's resolution. We knew that our audience was what we called bucket listers. You know, it was the 40 to 64 year old men. Predominantly men, 9776% of our customers were men. People who had been swearing for 20 years. They're going to learn to play the guitar and by God, this was going to be the year. So they purchased our product outside of that. There weren't a whole lot of big lifts other than the three or four weeks leading up to Father's Day. You know, that was a little like 7% of our annual sales came in that you know, three weeks fan which is a little higher than they should have been. Same kind of thing. Back to school, we had some people do because homeschoolers bought it. Easter kids. That was especially true of the piano course. We had a piano course, and again, kids are going off to school. I've got some time to learn guitar. So. You know that kind of stuff. So just understanding what the client. Especially on Evergreen products, what are the built in? Ups and downs, so we.

16:18

Session 4 Behind the Scenes

Part 2

Alright, so the biggest thing is to make sure that we set-up in advance. All of these mechanisms like basically taking the templates and cloning them over, you know, and saving them for each new client so that we don't have to do these things during the launch. So you know, just I'm not gonna show the screen, but just isn't example like the, you know, setting up the engaged Affiliates tab, I mean you can just set that up. And have it ready to go pre launch, setting up a contest tab and things like that. It's just the less we have to do when we're on the fly, especially when we get into launch mode, things can get a little crazy. You know, for X number of days we wanna make sure that we. If we set those up in advance, now for the how to communicate. Overwhelming majority of. It's just in terms of volume, I shouldn't say necessarily in terms of like time. The overwhelming majority of. Communication in terms of volume will be done via mass e-mail. You you will text. You will call, you will get on zoom calls, you will Facebook message, you will vox, you will WhatsApp, you will Facebook message. People like you'll do all of those things, but in terms of just sheer volume, it's going to be through mass e-mail. We use a program I mentioned earlier called G mass. Um. I don't need to walk you through how to use that but effectively couple of reasons just so you guys will understand why we use that number one. The deliverability rates are north of 99.9%, so we very rarely had any issues with using G maps we don't set them up in. Um, you know, Infusionsoft or MailChimp or Convertkit in the very simple reason for that is whatever system. The client is using. So let's say they run Infusionsoft. If I have a referral partner, is what they're called in Infusionsoft? If I have a referral partner

account to my mad at mattmcwilliams.com e-mail address? I'm also on. So and so's e-mail list. But I decided I really don't want to get their emails. You know, I don't. I'm going to promote them, but I don't need their their weekly, you know, their biweekly, whatever emails. So I click on subscribe. I will never get another affiliate e-mail again. Now to make matters worse, sometimes I'm a referral partner with my mad at mammograms e-mail, but I get there. But I also am on their e-mail list through my Gmail account. And I just decided, you know, I'm getting two of their emails. So I click on unsubscribe and it's through the mad at Matt Williams. I'm still getting their emails, but I never get their affiliated emails. Well, we find that a lot. That actually happens a lot. And so I noticed with a client this is back in 2015 before I figured this out. We had about 450 affiliates. And every time I went to send an e-mail and then I was like. I don't know what made me think of this, but I was like, I tried, looked up something and it was like, yeah, this e-mail was delivered successfully to 372 people. Like. We have 450. Why did only 372 get it? Like, where's the other 80 people? And so I dug around and it was like, you know, because you have like one that's perpetually bounced, and you have 77. Unsubscribed, I was like, oh crap. And that's how I figured that out. And so the same is true if there if you're unconverted kid. The same is true if you're on MailChimp. You know, whatever. Typically it'll just unsubscribe you from everything and you won't be able to mail the affiliate. So. The second thing, the reason why we used UMass is it's just more personal. You know? It's just more personal than like some mass e-mail that looks just like every other e-mail that the client sends. We want this to be. Super personal, so G mass just uses merge fields. So when we send the e-mail. Out where you know we can say. Hey, Casey. Blah, blah blah. The launch is going great. By the way, here's your link and let's just say you're affiliated ideas KC 123. Then it'll have the URL structure. This is a good thing about all affiliate programs that we've ever worked with. There is a. There's a basic URL structure, so it's like, you know? Access327.isrefer.com/go/K C123, but then gyms is, you know, Jim Askins. That's his username and it's just/ Jim Askins and so on and so forth. It's nothing but emerged. There is a property getting way too technical, but I will share this. There's a little nuanced with G mass that we learn the hard way. You have to because there's a merge field in a URL when when they get the e-mail, Gmail will render it as the URL before the/ and so you'll if they right click and copy it, it won't include their affiliate ID. Now if they dragged their cursor across and copy it like they should, it will of course. So you the little trick is you take the whole URL with the merge field and then create a link and you just clearly click on the link icon and hyperlink that and don't worry about that. I was just sharing that. That is like one little nuances that if you forget to do it totally screws up everything. But you can send a test e-mail, the test e-mail I recommend in the first tab. If you actually go to, you know, if I showed you guys the the sheet you would see that the very first in the in Affiliates, the very first name listed as me with my e-mail address. And my affiliate ID. The reason is do you miss allows you to send a test e-mail and it'll actually pull from that. So when I get the test e-mail, I'm looking to make sure that everywhere I have emerged field did I is it is it actually functional? You know, I'm making sure like if I click on that link, is it my affiliate link? If it is, everybody else is will be as well. From a recruiting standpoint pre launch and also when we're sending out emails in advance of the launch to affiliates, it allows you to store. I'm looking for throttle, throttle the send I guess. So it allows you to say OK only send. So, especially for recruiting, only send 400 emails a day. And send them every five minutes? Or I think that would probably not send 400, but send them

every three minutes. This means you're going to less likely, less likely to get spam complaints. And we're not spam complaints, but get seen as somebody that's spamming when we're first starting out with the client. You know, they may have 500 affiliates already, and we're bringing on another 500. And if you know anything about e-mail, like the way that Gmail or Yahoo sees an e-mail address, so partners at suchandsuch.com. They're looking at it and kind of scoring that e-mail address based on its history. And so we don't want to come out of gauge, be like hot new Client 1000 emails in like 2 seconds. That's gonna get flagged when we get to like things that are more timely, like the card is open and we kind of need those thousand emails to send in a pretty short. Period of time not filter out over the course of three days 'cause that would kind of suck like a card open Monday morning and they're not getting the e-mail till Wednesday. You know, then we've already established ourselves as a reputable e-mail address and you know, things are fine so early on when we're especially recruiting or mailing to affiliates, you know, in mass, five months out when there's typically not a sense of urgency. You know, four months out, five months out, three months out, even even three weeks out, there's not like, if this e-mail doesn't get to them until 5:00, o'clock today, it's not a big deal. We can have it. Just pump those emails out on, uh, you know, kind of a filter basis. Like it'll pump out one every, you know, 75 seconds or something. You can schedule emails. So newsflash when I send the e-mail out on card open day and it goes out at 5:30 in the morning. I'm asleep. I am not sending an e-mail. I finally I've ever sent an e-mail at 5:30 in the morning in my life. Um, you know, I'm sound asleep when that e-mail goes out. Because I scheduled it, you know, the day before so you can schedule any emails. So that's why you will share how to use it. It is like the most intuitive tool you can possibly imagine. I've never had anybody take more than 7 minutes to learn how to use every feature, so enough about that. Any questions about anything so far? Yeah, I gotta question. So G mass, is that like a separate? Is it like a competitor like MailChimp or does it like integrate with? It's not. It's not even anything like that. It actually is just a Gmail plugin. OK, I've never had a client not beyond Gmail, meaning on Google Suite. Just. Our clients are all pretty technologically savvy. They're not, you know, like. GE or something, you know, they probably still use Outlook and so you know, on Windows 95. And so. They're all on Gmail. And if they're not, we usually just have them set-up. I mean, I don't think we've ever had one, but if they're not, we'll just be like, OK, well, then you need to set it up. It's super easy. Just go here. It's just a, it's a, it's a Chrome extension. I think. I don't know if they have it for their stuff, meaning like I've never tried it with Firefox or anything else, but I just used the Chrome extension and it's like I said, it's stupid easy. And now equation like one e-mail per. So they had their own affiliate Gmail account for that launch. Yeah, usually we just go with partners at whatever their domain is. It's a it's a cost to us. I forget how much we pay. It's like 12 bucks a month, but we eat that. Yeah, you know, yeah, it's. And it's totally. And the cool thing is like. Most people don't even know that we use it and they just think that, you know, they just think that Jason sits there emailing all day. But like, even like follow-ups. So there's some really cool stuff you can do with follow-ups. Like you can say, hey, send this e-mail to everybody who didn't reply. To the last e-mail. So we send an e-mail out to 1000 affiliates and we say. You know, hey, hate reply with your we talked about last time. Send us your photo for the leaderboard. Hit reply. 307 people were buyback. We can just follow up a week later and only the people who didn't reply to that e-mail. So it's super easy to manage. It's it keeps track of balances and stuff like that too, so you

can if you get if you get somebody's e-mail address who's bouncing. So you got to even go to the Facebook group. Find them. Be like, hey, your e-mail is bouncing. Oh crap, I forgot the A. That's usually what it is. You know, I forgot a letter accidentally. Easy peasy, you know, or are they updated their emails since, you know, the last launch or something? Um, so we talked about this again last time and make sure to set-up a Facebook group. You know, like that is something we do the moment we bring on a client. We asked them to set-up the graphic. I recommend Googling Facebook group image size because I'm not joking, it freaking changes every 7 minutes. So I don't even know what size it is right now because it probably changed since the last time I requested one from a client, but we asked them, hey, can you set-up a Facebook group? Graphic for partners we go to uh, I just, I usually just grab. I need to keep up so it's just something I probably should do is keep a spreadsheet. Like three of them. Instead of having to go to Facebook and grab him every time. But we we send him a couple examples and say, here's a couple examples. Get us one of those in the next, you know, week or so, and we set that Facebook group up before we even have an affiliate. You know, to put in there, we set that Facebook group up again, just as much stuff as we can do on the front end. One of our things, and again these are things you cover with the client in the on boarding thing, is we set-up links in tracking at least six weeks out. That freaks some of the more like people who like to do things. You know, the deadline dancers out. We will work with some clients who will love the fact that, as I said before, we seemingly are the most organized company on the face of the Earth. That can promise you we're not, and you guys know that, but by saying things like that, we appear really organized. That will actually annoy about 25% of our clients. Truth be told, it would annoy me if I were a client. But we have our reasons for that. It's because we know six weeks turns into four weeks. And four weeks means that if there's a problem now we have to fix it, and it takes us two weeks to fix it. And now we're only two weeks from launch and we're just now getting the links to work and the tracking to function properly. And that makes me nervous, because now we're testing it two weeks and there's still another problem, and it takes another four days, and now we're 10 days out. In affiliates are ready to get their links and click on click on it and opt in and see that it works and then it shows up in their reporting. So that's why we say six weeks out and then we test, test, test, OK so. We say six weeks. The client takes an extra week. It's five weeks out. Let's just say that their launch sequence is a workshop. So it's going to be a one week workshop. Um, excuse me one second. Alright, so it's going to be a one week workshop followed by a webinar. Followed by. Open cart, which has two separate pages. Yeah, the the sales page and the studies page. And I'm keeping this simple. There's four pages, right? So here's what we need to test. These are all the people. No, I'm gonna right now. I've actually never had a scenario where it will be. Testing scenarios. We have page a. What do they say? Page workshop? Does it register? So I I'm I'm an affiliate or I'm a I'm a prospective workshop attendee. I clicked the link, the test affiliate link I register for the workshop, does it credit? The affiliate is accredit Chad with we're called the affiliate Chad here. Visit Credit Chad with the OPT in. If so, good. OK, now what happens when I click on that? Opt in for the web and R? Two days goes by. This is another reason why we need weeks because we there's some spacing. 2 days goes by. I now click on the sales page link just directly. I just type it into my URL and I buy. Does it credit Chad? Yes, it does. Great. We're good. OK, I click on the webinar registration and I opt in. Does it track? Yes, it does. I click on the web and R registration and I wait. You

have to do these by the way, and you know, like different devices. So you can, you know, it's not just overlapping. I register for the webinar and then two days later I buy. Does it? Yes, it does. Great. OK. I went to the sales page. Did it register the Click to the sales page to the affiliate? Yes, it did. Great. I bought did it. Did it register? Yes, it did. I went to the case studies page. So that's four different pages with four different basic variables there. Now we want to test out and just make sure. That I go to the workshop page through affiliate a. But then I clicked to the webinar through affiliate B. Does it now assign me to affiliate B if I buy? Yes, it does. And so on and so forth. So we want to work through all of those variables. If all goes well and they get this stuff to us five weeks in advance, we're done testing four day, four weeks and five days in advance. We're good. Like, or even six, I said. Wait two days. You could do it the next day. I don't really care. Just having some sort of separation between, you know, the click and the sale. Everything works well in 95% of the time it does. There's nothing more to do. Now we will wanna do one last Test. Of everything right before we send the links to affiliates in case the client changed anything. Very rarely do they, but I don't know, I've never had this happen. Actually, we did this company I worked for way back when. Where we updated some code and accidentally literally removed the tracking pixel. For affiliate tracking, so no affiliates were getting credit for like 3 days. And I didn't catch it because I didn't pay attention. There's a reason why I'm so anyway now about it. You know, reviewing the stats, it's 'cause exactly because of things like that. So. You know, those are the type of things we want to look for in testing and again, get those done like. As far in advance as possible the next thing. Is as a team and team could be you could be you yourself running the affiliate program. With the help bold, a couple virtual assistants or one virtual assistant. You need to tell them in advance, and these will typically be very similar from launch to launch and program to program. What reports do you need and when you need them? So for instance, make sure that you know whoever is working with you. If it's a VA, make sure they know the calendar. Make sure they know the launch calendar. That they can, you know a, they can put it on their calendar and know that they're going to need. Maybe you need to be a little bit more available then. You know, when there's nothing going on like launch wise or you know and it's just they're doing our regular stuff. I don't really like today, for example, I don't give a flying crap what what time Kevin works today. I don't care if you. I don't care if he checks into slack before noon or checks in at 4:00 o'clock this afternoon. I don't care if he decides to work tonight. If he works 4 hours today and works 10 hours tomorrow and. Works 13 hours in action, takes Friday off. I don't really give a crap. Um, there's just not an expectation right now. Now when we hit, you know. Roughly April 1st and tribe starts to pick up I I start to care more. It's on me to communicate that to him. He already knows from April 1st through about whenever. I think it's May 9th that. The expectation.

19:30 freeze April 1st through about whenever I think it's May 9th. That. The expectation is that he's checking in before noon everyday and he's running this report before noon. He knows that he needs to be logged and we'll talk about this a little bit. He needs, he needs to log into e-mail at these times. You know, that's on me though, to communicate that. Yeah, yeah. I don't expect him just to know that. So just thinking through that, letting them know in advance if you're working as a team weeks before the launch. Now when I say the. Two weeks before the launch is when things really start to ramp up with Evergreen. It'll be two weeks before the busier times, OK? Communicate

on who is taking what and when. So if there's two affiliate managers or you're working, you know, like I said, with an assistant who's going to be helping you with some of the aspects of communication, talk about that. Talk about that like. You know, I'll give you an example. CART closed day. It's a long day. And we'll talk about this a little bit later, but like there's an expectation on how fast we respond to people on CART closed day because things are moving like this. You know, when an affiliate emails at 1:15 and they need something, they don't want to wait till 4:00 o'clock they need it by like 132. And so. Who's doing what? What I mean by that is. If it's, you know, if car close stays on a Thursday like it is with tribe, that's right. In the middle of soccer season and I Coach Soccer and my sons practices are Tuesdays and Thursdays. So from 4:50 until about 7, I'm gone on Thursdays. Now, with tribe, I might make an exception. And you know, I have my wife take him and have, you know, the assistant do the coaching. I might, I might not, I might say. Whoever we have on the team, then you know, we'll just, you know, we'll just say. John, I don't think there's a John on here. So not picking a real person named John, you gotta be the one. I'm like 445445 to 7:00. O'clock, you're in charge. 715, actually, you're in charge. So you're going to be checking e-mail now. Now, I've got you covered first thing in the morning as soon as I get back in about 7:15. I'll take over so you can go have family time and it's just, you know, communicating those things, knowing who's kind of uncalled thinking, like a doctor on call. But planning that out, planning that, I'll talk more about expectations in just thinking about planning that out again in that initial on board meeting, what graphics do we need from the client? What graphics do we need? Telling them everything. I've got a link here if you guys ever want to know. This is my. Um. Just drop it in the chat. And if you're watching the replay, you don't necessarily need this link, but this is what I use from sprout social. So again. Because different things sizes are changing. So. I don't know what the recommended size for Twitter is gonna be in six months. So we pull that up. We tell the client here are all the images we need. Here are the blog we need blog ads. We need major social media size sizes. You know, if we need to create them, then we charge them separately. It's a it's a completely separate fee. We have our graphic designer in, then we have our graphic designer on on staff. It's not an issue for him to take these things on. We just need to know, like in that first onboarding meeting. Who's doing the graphics? They might say we don't have a full time graphic designer. I'd rather you guys are cool. That's cool with making a little bit extra money. They might say we have a full time graphic designer, but this is new to him. We'd love for you to do. Or they might say, yeah, we got it, you know? Then we want to store those in one place at least one month in advance. Now again we say to the client we need the graphics. Six weeks before the hunt starts. Launch starts just to be clear. I'm gonna use an example tribe. Is April 21st is the first day of the workshop, but the launch starts. April 1st really? So now we're backing up. Six weeks before April 1st. I'm not mistaken, it's mid February. We need these graphics by mid February again. We tell them February 15th, they get him to us on February 24th and then they're missing three of them and we follow up with them and they get final batch to us by March 1st. Life is good, right? But we want to store those in a place. We typically use Google Drive for most clients. We don't, you know, do anything super fancy. We might have a specific affiliate portal for them, then we store them in there. Doesn't really matter. We can talk more about that later, but the important thing is just to have them there and ready to go. Way out advance. And then lastly. Creating the promo in the mailing plan. I'm gonna drop a video here. So. I don't really know how to tell this to

Stacy and I'll be watching the replays youtube.com/watch? V equals. No, I'm just kidding. So you guys can click on that that I'm not going to go through that but that's you guys are probably already seen this how we create promo plans and mailing plans, commitment plans. Stacy, if you go to my YouTube channel. And type in. How to create? Let me see how does it, how to create promo plans for your Affiliates. How to create promo plant, reflate. You'll find that video and it walks you through how to do that, but we wanna do that. You know, 2-3 months out prior to the launch, probably we want to create them. If we're working with a client far enough in advance, we want to create those like six months out, five months out. Because I've had calls as far as four months out with affiliates where I've gone through. Through those things, if something changes, we we just did this with a client so literally two weeks ago. That with the client. And he was like, you know, I really hate to do this, but I think we need to, we need to shift this. He's like, I know. He's like mad. I know. It's like you've done the you've already done the meetings, you've already got, like, you have the video. And I was like, dude, that's not that big of a deal. We just. Done. You know, like we just shifted around and then I send an e-mail and I said, hey, remember how I said, you know, send its PLC three? I want you to send PLC three on, you know, Wednesday. I just moved it to Thursday. It's not a big deal. But we don't wanna be like coming up with this stuff, you know, like closer align. So we do those in advance. Any questions? Right. Woman, really good job or really bad job here? With the number of emails and things, yeah. You're not overly going like pre load it into their Infusionsoft there convertkit affiliates. Like and I just thinking is there a way down the line where you can go here's the sequence right in the same way you got click funnels on the sort of funnel bits that just that that stupid I've not really heard before is the amount of his I've seen like please mail out from the launch when I hear with you you really want them to mail out five times on these days and these bonuses. I guess it's part of the USP you're bringing, right? Yeah, um yeah. Short answer, yes. Alright, expectations. For affiliate communication. These are some general guidelines I'm on these first few I'm not like. Super. You know there has to be, these are guidelines, right? So I'll just run through. These were three months out from the start of a of a launch or a big promo respond within three days. Everything I'm talking about here is allows you to manage multiple launches without overwhelm if we're always responding to every single e-mail for every single client within one day. It's unmanageable when you're on cart closed day for client A. Really, when you're on car close day, or even like the day before car close day with client A, here's what it means. Clients BCD and E get no attention whatsoever. For a whole 48 hours. They'll survive and so will their affiliates. OK, so three months out, our expectations, we just respond within three business days. To me, that's just being a good human being. I am the world's worst at this, OK? I'm like, do as I say, not as I do 'cause. I suck at responding to emails. 'cause I hate e-mail. It's like the bane of my existence. If I could pick anything to completely eliminate in our business would be the use of e-mail. Um since says I've only got like 14 emails in my inbox, you know, but I still hate it. And so three business days when we get to inside of like 3 months, you know, inside of about 6090 days trying to knock it down to like two business days. When we're in that kind of weed to one month Phase one business day is good. You know, basically next day, next day is good, same day is great. It's fine. I'm not saying don't do same day, I'm just saying, you know. Next days, you know, cool. Once we get into like that week before the launch starts, we we kind of like think about it as it's basically same day. You know, kind of same day within

four business hours. So yeah, if they e-mail at 5:45 on a Tuesday and you don't respond until the following morning, that's acceptable. You know, that's four business hours, but if the e-mail in the morning get to him, you know that day. Once we get inside of like, you know, the day before, two days before the launch, it's more like 2 business hours. You know we're we're again you get the idea. This is quicker, right? We're responding quicker. This applies to the you know, to e-mail. This applies to Facebook groups and supplies to wherever people are communicating with people who you know, I work with are the people that I have where I work with their affiliate. There's really only four places WhatsApp. Facebook. Or Facebook. So WhatsApp, Facebook group, Facebook Messenger and an e-mail on text. So there's five, five ways I communicate with people. I personally don't care if you add other methods if you wanna, you know, if you wanna use voxer and you've got some affiliates, you want to use voxer. It's ultimately just about being available to them. So if an affiliate ever says, hey, I prefer voxer 'cause, we ask. It's one of the things we ask is like, what are the alternate methods of communication? Um. And you know. They say boxer, then we're going to use voxer K After this section. I feel like communication. I'm gonna stop the recording for a second. And then remember if you train them right, and we'll talk more about that in a little bit. If you train them right, vias can handle. 2/3. To upwards of 70. If you really, really, really train them right, they can handle 85% of all communication, I would say. 70% of all communication is so basic it's scary. It's hey Matt, I can't, I can't log in. My login doesn't work. I don't. I mean, I I certainly don't mean this to insult. Any of our assistants Except for one. Just kidding. 'cause. He's the one who's going to see this. I don't know if you'll see this, but you're the one. You're the one. He's been with us forever in a day, too, so. You know, I don't mean this to insult their intelligence, but it's not that complicated to go chase down a login, reset a password, and send it to the. You know, pretty basic right there. You know, it's it's stuff like him add. Where's the link to the swipe copy again? It was in four of the last five emails I sent you, plus another seven emails, but I'll grab it for you. Here it is. You know, let's copy paste response. It's a lot of things like that. What time is the webinar? You know, do you have like, do you have any graphics for Pinterest? Maybe we don't. So even though my VA can handle that because he can go, we don't. But I'll ask the team, that's the response. Then he can pop over to their slack or the base camp channel and say, hey such and such team, can you please create some graphics for Pinterest? Promoting the webinar. I mean, easy peasy, right? Like, I don't have to handle that now. Hey, Matt, I'm, I'm working on a bonus bonus package. What do you think of offering this, this and this? Can I get some time with Stu to do a a training, you know, blah, blah, blah for everybody who buys. OK, that's that's gotta go through me. But. That's. Two emails a day, maybe upwards of four. Um. Out of 70. 50 or so, I mean it's it's listen pretty small percentage 10 or 15% on the high end. So sure if you train them right now how we do that. Is number one I give them. I give them as much in advance as possible. So hey, here's the link for swipe copy. Here's the link for graphics. Here's the if they log in. Here's the these are the things I know people are going to ask about. I can't login. Where's the swipe? Where's this? What's my link for the webinar? What's my link for the sales space? What's my link for the testimonials page? What's my link for? You know the workshop. What's my link for this? What's my link for that, right? I know that, OK, I need my optic. Can you send me my opt in list? Can you send me my opt in? Can you send me a list of buyers? These are all the things in advance that when we're working on a system that that would be if you've worked. With Joe the VA before. And Joe has

worked with Infusionsoft. You don't even need to train him on how to do it. He already knows how. How to do those things, but a lot of times used to record a quick video. Show them how to do it. We'll talk more about that in a moment. And you can train them in advance. Other things are situational. And so if I read an e-mail anytime I read an e-mail, I don't care if it's personal e-mail. Is my assistant has access to everything? Just for record, he, I mean, he knows so much about my personal life, it's almost a little bit terrifying. Like, you know, when my wife text me. He doesn't see those, but that's about it. Like, you know everything, right? And so when I see an e-mail, the question I'm always asking myself is this something that's going to be repetitive? Is this something he needs to know how to handle? No, this is a one off thing. Well, it's a one off thing then. I still what I do. Is. I don't actually type emails. I type maybe one e-mail a week and it's usually when it's like I'm never he never needs to know anything even remotely close to this. And it'll take me 5 seconds just to be like. Sounds great. Thanks a lot. Bye. You know, usually put by on emails. That's weird, but I click send and I'm done. I usually record videos. And I walk him through, first of all, what the person is actually asking for. So they're asking this question, but in reality it falls under this template. Kind of, you know, explaining how this request connects to this thing. So they say something like. Yeah, I'd love to know who my leads are. OK, now Kevin today would know that leads equals op tins, but maybe early on they don't know that really what this is a request for an opt in list. They said, who are my leads that's different than can you send me my opt in list? You see, a lot of people will just say, can you send me my opt in list? But he says who are my leads? So recording a quick video that just explains that OK, when somebody says who are my leads or do you have a list of my leads or do you, you know who has signed up through me? You know, for the web and R? That's just equal, you know, and you just report a one minute video that explains the thinking behind that request. Boom, you're done. But even if, I think maybe there's 90% chance will never need to know this information. Video and then I'll record what I would say. This benefits me in one big way. I hate typing. I genuinely just do not like typing. So me recording a video 2 minutes is actually faster than me typing. Number 2. He begins to just pick up on the way I think, and the way that I respond to requests, and begins to start to overtime after five or ten of those people to answer other emails that I never thought he'd be even able to answer. And he begins to understand, like how I process things, like a meeting request and how I process. Just all kinds of things, and so as much as possible, train them. On how to do stuff like that, I'm going to click on stop recording and then start again.

Session 4 Behind the Scenes Part 3 (12:39)

Word annoying for me. I have to do that, but should make Kevin life a million times better. One other last thing. On affiliate communication, you know we talked about a lot of last time we talked about like the what you want to communicate, so I'm really just talking about. Again, responding, not the proactive communication. With the reactive communication, you know template eyes as much as possible. I love. You know, I love all of our vehicles and they're great, like I said, but it is your voice. So when it's something like requesting an opt in list or you know leads list or whatever. Giving them kind of the text to respond with and saying something. So instead of again we talked about that, we talked about our core values and remember that that. We always go that like one extra

step to wow people when somebody says. Yeah, I need my opt in list and you respond back with here you go. Alright, well you gave them what they asked for and most people are gonna be like, thanks. But how do I make him go? Holy freaking crap. So what do we do? We respond back and say. Here I attached your your list of options just so you understand the number. If you look at their on this opt in list, that list will have less than your number says in the tracking because this automatically removes people who unsubscribe or duplicates. Well, what do they do there? First of all, I benefit to myself because 75% of the people that I sent an opt in list to respond back, I learned this, they responded back with why is the number different? It says I have 512, there's only 480 people on here. OK. The Big Deal, it's just more work for me to have to now respond to that e-mail. So we go ahead and explain to you and then secondly, we say something along the lines of like. By the way, here's how to make best use of your opt in list. And I sent him to a post that I wrote about how to make best use of your opt in list. That's wowing them well, I don't expect our views necessarily to to get that nuance there of thinking through this thing. So I give him the template, I pre write the template sometimes months in advance, put it in our canned responses in Gmail. We we there's a current know if this is built into Gmail or if it's an add on that we added. I don't remember but can't responses. They're called templates I think in Gmail now and so it's literally they just go to a drop down, look for the opt in list request one click on it. Go in and fill in their information. You know, it's super easy. Any questions? Yeah, I have a question. How do you trap when emails are being opened between you and your VA and who's responding? Is that a thing in the software where you could see? Just ask just does it if like if they open it I'll show U.S. Open, if they reply it'll show us replied like when we're talking about like re sending emails to people. We used Gmail. We used two tools here. I'll just show you. Sometimes you guys see this e-mail. So we used to. Which screen, Dang it, why is it showing me? Alright, here we go. Cool. We use this right here. It's called something. What is it called? Gmail notes or something like that I think. So, you know, let's just say this e-mail was one that I wanted to. So that that that Kevin had moved to my folder. Should we just use folders? So we have we have two folders that basically matter. This is my e-mail. So we've got like a crap ton of folders that half of which we don't even use anymore. I only care about two things. There's the inbox, this is where everything goes, and then Matt needs reply. You might choose to like with the clients. Typically we only have two folders we have the needs reply in the inbox. I don't care if you use folders or if you star messages. So star means you should reply. It doesn't matter to me. What method you use to manage your own e-mail like? You know you're an adult. You can choose what you what's going to function best for you. I've done both. I've used folders and I use stars. The reason why I personally use folders is I don't want to see anything else 'cause if I go over to the inbox and it's like shiny object syndrome, so I don't even I never even click on this unless I unless I just like. May be requested an e-mail, like a password reset. Then I'll click on it and inevitably it's like when I log into Facebook, I click on Inbox to go click the past. There's an e-mail from that person. Let me read that one first, and then 7 minutes later I finally get back on track. That's just me. That's my entrepreneurial ADHD. And so we use folders. We got this here, so everything that could potentially be for me. Is here now what I can do? Let's just say this was in my folder. And he'll typically have type something like you know at Matt, do you want to schedule this? And then, you know, I can literally just be like. I mean that might be my response sometimes, like. He doesn't need any further information then yeah, do

schedule it, you know, but then you know, yes, but after October. And I might even go further. I might say, you know what? This guy is kind of flaky, so if he balks at, you know, waiting that long, then I just don't wanna schedule it, you know, like, I might give him some additional information. A lot of times I'll just go up. We use Vimeo video recorder. I'll go up and let's just say I was going to respond to this e-mail. Again, I would report a response and then I either. A lot of times I'll just like, if I've got more than two emails to respond to, I'll just record a bunch of them, send them the video, and just let him go in and find them and process them. But if it's like one or two emails, I'll just like record the video, boom, paste the link to the video 'cause it just automatically creates a link. Paste that in the notes and then I move that back to the inbox and remove the tag. Matt needs reply. So that's how we manage like working together on emails. Other times, like let's just say I see this as an e-mail that has a certain response, and I'll say, you know, at 'cause, sometimes he'll just move it to my inbox with no context whatsoever, because. They note there's no context needed. The act of moving it to my folder is basically saying that I have no idea what to do at this. What do you want me to do? And so I'll say something, you know, like the reply with this, and I'll type up some text of an e-mail, blah blah blah, and then here's a video that explains it where I walk him through. You know why I did that? You know, maybe this is, uh, you know, this is an e-mail where they're saying. Let's say it's the first time anybody ever emailed me and said something on your website is broken. It's not 'cause we get about two of those a day, but let's say that it was. And I would say, you know, I would record a quick video and say, alright, hey bud, you know, this one needs to go to right now, needs to go to Robbie. Once we replace Robbie, it'll go to the new, you know, the new. We're hiring a junior tech person, as you can see on the careers page you updated yesterday. Once we hire that person and they'll go to them. So here's what I want you to I want you to forward it to, you know, to Robbie or in the future to the tech person. Send him a slack message and let them know you know that you've done that. Reply to the person. Let them thank them for. Trouble but right, you know, thank them for letting us know. So just giving them the process of how to handle that particular e-mail so then. They can begin to possibly handle. Other emails that are similar. Does that make sense, Casey? Yeah, that makes sense. Thanks for giving me that visual. That helps. Whatever that tool is called, I think it's called Gmail. Notes is super awesome. I love it.'cause again, it kind of allows like team collaboration within a single e-mail. Alright, client communication. This is a big one, of course. His clients are pretty much everything. We only use Basecamp. Unless they add us to their slack. If they add us to their slack, we use a. If they are, if they add us to us like, we'll worry about that later, but we use a thing where it actually creates it as a channel in our slack, so you only have one slack that you have to check. Remember how it's called something, but I don't remember what it is. We absolutely do not use e-mail for communicating with clients. We do not. Some clients are friends of mine and therefore they have my cell phone number, but I have a pretty. You know, I I try to avoid come to Jesus conversations. I try to address everything on the front end. Dude. Outside of a week before your launch and during your lunch, do not text me. How work related stuff, and especially do not text me outside of nine to five like I have that conversation with him. I don't expect for you to be giving them your cell phone number until about a week before the launch starts. That's when you actually do. Send him a message and base camp and you say, hey. I'm gonna be checking base camp a lot during this launch. You know, at least every couple hours, but if there is something where it is a

critical emergency. Here's my cell phone number and they can you know they can text you. Same, you know. But again, if they have a slack thing and they prefer just to be in their own slack, I'm not gonna argue with them. It's not really that big of a deal to us. But otherwise, we create a basecamp project for them. It's super easy. We have a temp like I I just created one, I had Robbie doing him, and then I replaced and I sent him a message. I was like, dude, you didn't tell me how easy you made it 'cause. I literally click a button and it just creates like the whole template. Took me like 30 seconds to add a new client to base camp. Um, first client communication goes, Simply put, do a lot of it. A lot of communication. It doesn't take that long if you if you just. I know for me. I put it on my calendar. I put on my calendar everyday. To communicate with each, you know, with clients that are that are in any kind of mode. So like with Stew, right now I'm not communicating with them a whole lot 'cause we're so far out from launch, but I still put it in like once a week just to send him a quick message. You know, so two minutes, like taking two minutes to to just think, OK, what can I message them, you know, three. You don't even have to do it daily. That's The thing is like, but if you put it in daily and you really can't think of anything today, like there is nothing I could possibly communicate, I'll skip today. But tomorrow I better shoot a message. She's like three days a week. I take 2 minutes to just send him a quick message. Like just letting him know that we're thinking about their stuff. That's really what it is. It's. What we want to avoid. I've repeated this so many times and I'm gonna tell you, everything I'm sharing with you is 'cause. I have screwed up monumentally at some point. I have sucked at this at some point in the past. Some of these things I sucked out a year ago. Some of these things I sucked. It's been decades plus since I sucked at him, but some of them I can still feel the pain. I don't want clients asking questions now. That sounds like really weird, right? I don't mean asking questions about like, how we do something or why do we do something, or asking questions about like. You know, what do you need? Those are great questions asked, but I don't want them asking questions about of me or anyone else is are you doing this? What are we doing to blank? Like I just want them to know, not instinctively because we are so freaking almost borderline annoying them with communication. That's a really cool thing. Nobody ever has. Literally. Not one single client ever has. I almost want to hit that point where they come to us and go, hey, could you? Could you like not? Communicate as frequently as you do. I know, I said. I would. Here comes. I'm gonna go grab a coffee truck real quick. Guys, be right back.

Session 4 Behind the Scenes Part 4

Um. Things like. And you can rotate through these types of things. I wouldn't share this like every time, but like the number of Affiliates you picked up this week. Maybe you don't have any big affiliates. So, like, who we got in this person? She was sure, hey, we picked up 11 affiliates. A big affiliate sharing about a big affiliate. You picked up any milestones, you know? We hit 50 affiliates. We hit 100 affiliates. Uh, many great conversations. So. You know, even just like, hey, just got off the phone with Jeff Walker. And. Not sure he's promoting he can commit well. We had a really good conversation. Hey, just got off the training with the affiliates. It went great. Just did this call with this affiliate went great. Anything done in terms of logistics? So communicating, hey guys, just finished setting up the spreadsheet. Wow, that's really exciting. You finish setting up a spreadsheet. It's an update, you know. Hey guys, just finished adding all the

affiliates to the affiliate portal. You know, we. Hey, we set-up the folder, you know, for all the the graphics. We set-up the file for the swipe file, you know, for the swipe copy, things like that. Asking for things. So yeah we asked for a lot in the on boarding, but as time goes on like. You know, reminding them of. Hey guys, just a reminder, we're going to be testing where we were. We want to start testing in in in two weeks. How are we doing on getting everything set-up checking in on projects? Um. All of those things like. If we're the ones checking in on them. While it can be annoying for them, I get that. It makes us look like the grown-ups. We're the ones checking in on them, not the reverse. That's the situation we want to avoid. There's a cool comment in the Facebook group. You know, sharing that. I was taking a screenshot and posting into base camp. Just from a practical thing. If you have one of those stretches, so let's just say you're going to try to, you know, message on Monday, Wednesday and Friday and you're sitting there on Wednesday. You got like 4 updates. Again, this is all about client relations, just managing clients, OK? I'm sure one of those updates saved the other three.'cause I got me off. There have been stretches where I'm like, shoot, I have nothing to communicate to this client right now. Like. We only picked up two affiliates in the last week. Why not? Because we suck at our jobs. Because I just was one of those random things. Like last last week we picked up 18. I'm not neither one of them was a big one. Whatever, you know, I should be a million things. Man, I sure wish I had told him three things on Monday. So we save them. You know, that's just it just kind of gives us a little bit of a backlog now if you know if you get to that point. Like I got a backlog of like 8 things I think start popping in two at a time, you know, things like that. Um. We meet twice a month, with clients starting from the beginning up until about. 5 weeks out ish. A little bit arbitrary, could be a month out. Then we go up to once once a week. We go weekly. Up to about two weeks out, so there's like two or three weekly meetings, you know, ish. We go about two or three times a week up to about the week of four or five days out and then we do a daily stand up. I'm going to run through this real quick, so. The. But twice a month? Meetings. Which go long for 55 minutes. They never go that long. Very rarely do. Maybe one out of every ten will go that long. Basically a lot of updates. Even stuff that you've already gone over. Total numbers, you know, total numbers of Affiliates, any projections that we have, things like that. Checking in on projects. Assigning things to them, telling them what we need, asking them what they need. And then, you know, really just kind of asking. Is there anything I need to know? From them. Any any updates from you that I need to know? So like, did you decide to change the launch schedule? That would be handy, you know, but just inviting them to. If you give any updates. And then the weekly meetings, those are typically. More like 1/2 hour. Once we go to a weekly it's pretty much a half hour. I usually put them on my calendar for 45 minutes just in case. That when we go to meeting two or three times a week so more frequently that again the more frequently we're meeting, think about, we're basically meeting with them for an hour a week. I'm sorry, meaning within for about an hour a week. When we get frequent, so when we're doing the two meetings a week. 2/3 meeting this week, you know, there gonna be like 1520 minutes. When we're doing a daily stand up once the launch is really underway. Mad when the other day went 4 minutes long. She had one question. I had one thing. We were done. So we left. I'm not going to just sit there, not going to standard, staring at each other for 11 more minutes, but we do book those for 15 minutes. Little tip for your own personal scheduling. I always with the more frequent meetings. I always bump those meetings up against something else. And I said

mean I have 15 minutes. I cannot talk to you for 16 minutes, maybe 16, and get away with 16. I cannot talk to you for 17 minutes. I got something else to go to. I've never had the client. Express. Displeasure with that? They usually appreciate it. So I just remind him as soon as we get on the call like, hey, we got 15 minutes, let's go, you know? Here's the things we're going to talk about. Here are the problems we saw, if there is a bigger discussion. That either arises from that meeting. Or maybe they had going into it, or you had going into it and it's like. I might just make up an example here. Um. In the process of talking through things, we realize, oh crap. The webinar landing page. Is the tech guy changed the webinar landing page today? Moved it to a new system. And, um, we just tested it and it doesn't track. We don't know why. A webinar registration starts tomorrow. OK. That is not something we're going to solve in the next 6 1/2 minutes that we have remaining before our next call. So you just say, OK, listen, I need some time to think about that. I need some time to pow wow with the team about that. It's probably something especially early on until you have more experience, you're gonna come to me and be like, dude, what do we do? Because, like, this is a total. I'm thinking of a word that has the word cluster in it, but this is a total disaster right now. Like, you know, what do we do? And so then that's a longer meeting and you say, OK, listen, would you have some time, you know, I'm looking at my calendar, you have some time at three today. You know, can we, can we just schedule a longer meeting if needed at three today? I'm going to figure out the solution between now and then and hopefully and if not, then we'll brainstorm at 3:00 o'clock and we'll figure out the onset together. So that's probably not the best example of when that would happen, but that happens once every year. Six months where it's like. We cannot get through this. We need to schedule something later. Internal communication. Internal communication. Um, big thing here. If you're working as a team. Do a quick either standup meeting or quick slack check in. Every morning for five minutes. What are you working on? Where are you stuck? What do you need help with? Cool. Like? Anything else you know what and what does the team need to know? So it might be. As you guys progress and have bigger launches. It might be two of you working together, plus 2V's. You know pretty big team, right? So quick, 5 minutes stand up. You know what are you working on? Where you stuck? Where do you need help? I would recommend a weekly planning session. So. Kind of follows the client pattern. In fact, you probably want to do this like in the alternate weeks. You know, up until you start meeting weekly, so. Really more like twice a month planning sessions. Up until. 4 to 8 weeks out. And then, um, so you know, kind of doing the. Same time, let's say you meet with the client at 3:00 PM on Tuesday every other week. Then on the other weeks, just meet as a team at Tuesdays at 3:00 PM. And do the internal planning stuff. Those meetings might not be 20 minutes. It's kind of thinking through the bigger things. What are the. You know. One of the struggles, whether with affiliates or or the client, you know, sometimes it just helps to get together and say, yeah, you know, this client. I have observed that. You know, he just, I don't I think of an example. You know, he's. He just does not do well. I've observed that we need to follow up after a meeting. And actually assign things to him in base camp. You know, we need to hold this hand a little bit. Or. I was served it with. I'll give you an example one with one of our clients, Pedro. After the meeting, I needed to follow up with his assistant and tell his assistant everything I told him to do. Things got done. When that well, I wouldn't have discovered that if actually Robbie was the one who was like, dude, did you notice? That. Every time his assistance on the call. Everything gets done. But every time she's

not, nothing gets done. We need to do this. I was like, that's a great idea, so we put in the system for that. So just you know, weekly or biweekly planning session more frequently as you get closer to the launches. We use Slack for most stuff. Um, excuse me? So think about. Slack is our communication. Network. We'll talk about like when do use text and stuff as well, but like an asana as what we use for tasks in like assigning responsibility. So the big thing with Slack is it's asynchronous. Slack is not instant Messenger app, it is like it is. Asynchronous communication. We do not use e-mail if you ever e-mail another teammate, unless it's to forward an e-mail and then slack them and tell them that you have emailed them something. I will fire you. Pretty much well 'cause like you would have no reason to. Nobody ever uses e-mail in our company. Like I can't remember the last time. I don't think ever. I literally don't think I've ever emailed somebody. The only time that I ever emailed anybody. My wife is our CFO and Slack was down and I needed to get a PDF to her so she could e-mail it to a client and I e-mail it to her. And we all had a big laugh. Like, really, we had a hearty laugh afterwards. Kidding. Nobody laughed about that. It wasn't funny at all. So we recommend two to four hours. Two to four hours is the expected slack response time most of the time. Now again. Like we all agree, this is The thing is where, like team communication, as a team, we know this week there is no urgent communication whatsoever that could possibly happen. In fact, the only the only window for urgent communication is one to like 205 on Thursday. We're doing a Facebook live. That's the only thing that could possibly break this week. So Kevin, me, naturally 'cause I go live at 2? Allen, who's the host? We're all kind of on standby from one to two. You know, so if Alan is like, dude, stream yards down. Well then we we have, we already have a backup system and that he knows that what that means to me is OK. He's communicated that to me. He will text me that. At 1:45 I need to be ready to be doing the go live 'cause he goes live on stream yard. If he texts me back at 1:40 and says stream yards up, OK, backup systems off. But if you text me at 1:40 and says Yes, stream art still down, then at 1:45 I gotta be ready to be the host now using be live, which is our backup option. That's just an example of like the only thing this week that could possibly be considered urgent. We have so again, 4 hours, pretty good most days. Sometimes again you have to plan this like we want you to get your big work done. But sometimes there's we know, like it's the day before close. Day before close, I kind of keep I keep slack almost open. I very rarely close it in the last 48 hours of launch. I do maybe a couple of hours, but like slacks close right now, don't even a select open. I don't have slack go, but I want to select open until about 5:00 o'clock today. I'll check it real quick before I cut out for the day and I'm, you know, peace out, right? But I'll have it almost open all day during like the very end of the launch. The beginning of a launch when things are urgent but not like super urgent, I open it first thing. When I check it in the morning, I open it again like 11:00 o'clock in the morning sometime early afternoon again like 5:00 PM to open it like 4, maybe even five times a day because again it's asynchronous communication. We use channels as the primary. Former communication. We have about. Too many of them. But we're willing those down but that's like these are focused on a specific aspect of the of the business. The two that we have that aren't so focused, we have a team chat one again these are things you don't really have to know, but I'm just explaining how we communicate. Team chat is that's our water cooler you know that's. Ideas? Um. You know wins. I'm going out of town for three days, you know, and you know you're going out of town. Whatever. Off the cuff conversations, you know that's where. Yeah, we've had some epic gift battles. Those are

always super fun. I usually win. I'm also the judge, so it's biased, but. You know, that's where we, you know, it literally is. It's like the virtual water cooler, right. So, you know, today Jim popped in and was like, you know, I've got COVID. I'm not feeling well. So of course it was like, you know, get well, get well, get well, you know, a lot of that, like I saw something would really make sense in the content blog post channel. For example. You know, so we use the channel for what they are, our big three channel, it's the other one is you know, basically just sharing what your primary focus is for that day. So what are your big three for that day? Just kind of some general rules with slack. You know, be human. You know, use actually react to messages. If somebody, especially somebody, messages you or it's implied that you need to know this, acknowledge that you know it. You don't even have to type anything and just picking emoji. It's pretty straightforward, like a thumbs up Mogi. We have a couple custom emojis. My favorite one is probably the Dawson from Dawson's Creek crying one. But, you know, get a little thumbs up. Make sure the right people know this is. If you aren't sure, who needs to know? The, the very like. Let's say it's like. Then what I would put is this is what I I will often right is pay. You know, Aunt Mary and Aunt Tara. I just parentheses. If either of you knows anyone else who needs to know this, police tag them. That's how we handle that. Like 'cause, I don't want to tag people if they don't need to know, but I'm not sure. If anybody else needs to know then I'll do that like blah blah blah and I'll write the message so make sure the right people know. Don't just post stuff in in channels and not tag somebody unless it's like I said, if it's the team chat, you know thing or it's like you're just posting a quick update in there. Um, you know that? Nobody needs to know it, but you know, you hope people will see it when they come in for other stuff, and that's kind of your discretion. But if it's any snow thing you got attack people don't use DMS for. Communication about projects. So DM's are literally for private, private information only. You know. We want to balance like communication where I don't need a channel to get out of hand with back and forth between people. That might be an example. Like, here's an idea, pick up the phone. Or get on a zoom call, you know. Or you could do a slack video call even, like right there. Stop going back and forth so everybody has to see it 'cause you're annoying everyone. But that is the time where maybe you do DM. But if it's one of those things where you know there is some relevance to everybody, like don't hey, just checking another project bubble, I could just post that in the channel, not in DMS. Lastly. Maybe not less. There's one other. Use threads. That's just a little side note. Use threads because then there's context and they kind of keep the clutter out instead of going back and forth in the channel. If there's an action. Ask for an action like if you need II often will just very. Put at the end of a message. Give me two eyeballs. You know the two eyeballs emoji if you've read this. You give me the two eyeballs. Cool. I know you read it like that's all I need to know. And then actions become tasks. Actions become tasks that are assigned to Asana. Working with Villiers real quick. And I did not get as far as I thought it would. So we'll talk about planning contest next time. Big thing with working with Villiers is. They're people. Not machines. I think you all know that. But I'm going to tell you that when I was, you know, 27 year old Matt hiring my first virtual assistant, I just thought they were robots now, like literally. But you know, I didn't need to, like, think about their feelings or what they thought of something. And one of the lessons I learned about 10 years ago was. That I can't just assign a project and say go copy all this stuff and do it like I'm telling you to do. In this video I do. Explain the why. When I explain the why it opened them up to possibly even find a better way of doing it

than what I've suggested I love, I think it is amazing Kevin Kim either day. I mean, I'm not joking. I had a project, it's probably going to be about 120 to 150 hour project that I want to spend about an hour a day for about 100 and 22150 days. And he was like, yeah, if I do it this way, like I I saw the thing and he was like, you explained why. What if we did? This way it would basically on half this project cut in half. So we cut the total project by about a quarter. So we cut 30 to 50 hours off the project. I'm like. Yeah, do that way. I like that way better. I like the less time, you know, much better. That doesn't happen if I don't explain the why. So when I give a task unless it is absolutely implied. You know, like. I'm giving an example. It's an add on to an already existing task. But there's a nuanced to it. So hey bud, this is just like downloading the opt in list, but I need you to download only the op tins that have opted in for the webinar. So you click this button and then this one and this one. It's implied that it's the same as the Y is the same as why they give an affiliate the OPT in list. This is just the one minute addendum. You don't have to go into like the. Well, the reason why we're doing this task is you don't have to do any of that. Do record a detailed video walkthrough. What I have found is. The longer the video, the better. Because I will record it. You know, sometimes I literally will just record me doing the task twice. That's they could just watch you do it once, but click the replay button. But I walked through and I might say something that just, you know, a little bit different. That kind of triggers them in a different way and gets them to understand it. As many examples as are possible. If there's if there's ten variables, account for all 10 variables. You know. And explain the differences between them. Now of course, it's your discretion if this is a task. It is a one time, one hour task and you record a 52 minute video explaining how to do it. That makes you unintelligent. If it's a daily 10 minute task. For six months and you record a 2 hour video explaining how to do it. That makes you a good leader. You know, because that is going to save you after two weeks. You were going to save an astronomical amount of time. And so use your, I'm not saying after a quarter, two hour video for a 10 minute test. So that's kind of weird but like. Just taking the time to walk through it and understand that they, even though they might know they they also might not know every little nuanced that you're just taking for granted why they do or why they do it. So if you're like, OK, go to the blog post page, well, what does that mean to go to the blog post page? It means to log into word press. Click on posts on the left side. Wait for it to load. Now you're on the blog post. Like I could just say, go to the blog post page with Kevin. I can do that now. 'cause he knows what that means 'cause you've done it a pound times with somebody who's a little bit newer. They may not know what that means. Taking the extra 15 seconds. To just walk them through the actual steps is always super helpful. And then lastly, like explaining your thinking and reasoning. I mentioned this earlier. Explaining your thinking and reasoning allows them. Can not only understand the why of the task as a whole, why you're saying to do it this way. It allows them to be able to look for. Things that maybe can be improved, you know well the reason I say. The reason I say click on. I give one example and Infusionsoft. I said to go to this report, then do this and then do this and then do this. And Kevin was like, there's actually a different report that if you just click the one button, it does all of it for you. And I just didn't know that. I mean, I had no idea. I mean it's like I had like a 13 step process and he took it down to a two step process. And just 'cause there's another link that he actually, I mean he was like, I think he said he accidentally discovered it one day when he was just fiddle farting around and Infusionsoft. And he was like, yeah, does the exact same thing. I'm like, super cool. Then

if they do, figure out a new, basically a new SOP. You have them record the video explaining it. And so now he actually went in with this one and recorded the whole process basically how to. It's hard to get a list of buyers and Infusionsoft with the product listed. In the in the report, we would have downloaded that and cross referencing against another list, and so he recorded the S OP, you know for that task because he's the one who you know did it. And so explaining your thinking and explaining kind of the reasoning behind a task will help them understand. A little bit better. You know, just how how your mind operates, which will help them overtime. So. That's someone held a sausage made real quick. Before you get any questions, if there are any next time we'll talk about the the planning of contests. Because that's important to do beforehand planning of, you know, like affiliate bonuses and things like that. We're going to talk about a few other things with the planning and leading up to it and just a few little things on like managing your energy levels and launches, 'cause. That can be a bit of a challenge or big season for a client anytime there's a crescendo. Will there be a promotion? Just a busy month? Uh, launch that kind of stuff and then we'll start to kind of peek into the actual. The launch or the big promo push begins phase probably will get into, will probably get about. 25% into that. So technically, just in case you guys are wondering, we are even with missing a session, we are ever so slightly ahead. Everything that I talked about today. With what I planned on originally talking about on Friday, I just also planned on getting through contest on Friday so we will finish the week. Marginally ahead of where I thought we'd be at this point. So as I mentioned at the very beginning, I didn't know if it be 12 sessions or 11 or possibly 10. Right now we're trending probably right at. 11, well, technically with the one missed returning at 10, so we're turning it right at 10 right now, just to let you guys know. So any questions guys? You might have a good allergy medicine other than everyone that I've tried and it's not working. Try to Legra Claritin, Zyrtec, Nasacort and Flonase. So far none of them are helping me. I mean they they do they they work for like 6 hours. The problem is there 24 hour runs, so you're only allowed to use them once a day. Have you tried the old neti pot? I do use a neti pot, yeah. I I I thought for a couple of days the solution was neti pot immediately followed by Nasacort. Because it was like it would click the neti pot would clear me out and then the nasal court would get up there and stopped, stopped working after like two days. And if you're really serious about it, you could try some Listerine. Up the nose. Kills 99.9% of all germs. I am not that serious. No, no, I imagine that would make your eyes water. I've never done that. It was a joke. I'm not. I'm not suggesting it. It's mouthwash. It was originally like surgical antiseptic. I learned right. It is good stuff. I did actually have a little bit of a question. You are mentioning with a lot of this communication that we're talking about with with the client and. You know internal communication with with the virtual assistants at everything, and Slack and Basecamp. I mean, is there? I may be the only one that has never used any of those, you know, I've not even heard of them. So is there? I'm assuming once you download the app or have access to that, there's like a log into where you would be able to communicate with specific people? Or yeah, Slack is an app. I mean I think there's a web-based version, but it's an app. Basecamp actually has a nap too. I just use the web-based version 'cause it operates better. Yeah, you can do it on your phone computer. I mean they're they're very intuitive. We did a team training on. Slack the other day and it was like 8 minutes long. Um, pretty pretty intuitive. Yeah, I mean, we did one on a sauna, we got one coming up on the sauna that I was working on. It'll probably, it'll probably run 20 minutes. It's not.

I mean, and that's like how to use the sauna and like a supercharged kind of away then I'm sure it's similar to other operating apps, you know, their systems that. Typically use. Whether it's outlook tasks or anything like that, it's. Just different platform. Yeah, I tell people that I'm like, if you can use Microsoft Word, you know, you can pretty much figure out any of these things. If you can't use Microsoft Word. Right. OK. You can't use Microsoft Word. Please go back to playing Minesweeper. Member minesweeper. No, I do. Yeah, back in the day. Oh my gosh, that game was addictive because it was so stupid. It's like it was like the original. Oh my gosh, what is it game that like so many people are playing now? Like the app that I was like I played it for like 2 minutes once, like this is the dumbest game ever. Very similar to that. Yeah. Candy Crush. It was like minesweeper is. It was. It was just such a stupid game, but it was so fun. I mean, we were like, we thought it was amazing because. You know, it's like, it's like a computer solitaire. We thought was the most amazing him I I've been playing it for 20 years on real cards. It's not that amazing. Yeah, but it does the. When you win. Anyway. Yeah, the tech side, the text act Chad is pretty simplistic. I mean, it's not really that people way overcomplicated way think that, like, I gotta know, all this tech. We can train you on every bit of tech we use in less than 75 minutes. Yeah, yeah. So that was kind of guessing that that's. I guess it leads into another thought that I was having when you had your. Your spreadsheet up with all the different tabs and stuff that are loaded, you know, is that something that has an affiliate manager that we would have to basically build off of your format whereas OK. The second thing is, I mean you basically just clone it each time. That's what I was guessing with. How you're using it? I mean is there macros or something in there that you? I don't even I'm speaking way above my. Ability. To use. It's just like it's just like you're writing formulas and stuff like that. But I know, I know you pull stuff out of files and use it to use like smart tags on emails and stuff like that, but I I click on duplicate. OK Yep, duplicate sheet. It's just for tabs that I don't need or, you know, early on and. I mean it. It's it really is that simple. You just made it managing information. Yeah, and like I said, the cool thing is our clients all think that it's like, you know, this super amazing process. I'm like it's. You know, it's not. I mean, it's. It's just like creating a new project in Basecamp when you're when you're adding a client you click on. It's like new from template. You click on the template and it automatically posts these messages that say welcome to Basecamp, thanks for blah blah blah. Here's how we use Basecamp and has a lot of stuff in it immediately, like if they're if they're coaching client, it gives them access to the find affiliates now, of course, and it does this and you know they're just like. Holy crap, you know this man. Like I clicked the button, dude. Like? That systems are built in, you know, that's that's the beauty of this. You don't. All you have to do is if you execute the system. It it runs smoothly now? Yeah. Is there a little bit of nuanced every now and again that it helps to have? Yes, and we'll coach you on that, but. It's just executing the system. That's cool. I'm good then. Thank you. Technical question that. Going back to the spreadsheet, you you said, I think he said if we don't get a hit twice from. When affiliate do they become inactive or sometimes they become inactive or something like that? Didn't know. I didn't know what you meant by hit. I mean. Clear for that link, yeah? Yeah, hits, hits, and clicks are interchangeable terms, just for the record. Just like Leeds and Optins, those are interchangeable terms. So we'll talk about that when we talk about activating affiliates. I won't go into too much detail on that right now. Why? That's the number. But yeah, at some point, especially if you have, if you only have 184 affiliates, and that's not bad for some programs that you'll

run, 184 affiliates is a lot, especially if you've got, you know, some really active ones. But if you only have 184 affiliates who you know and you're allowed to send 2000 emails in a day, who cares if? No, no. If someone like somebody is not active, you know, we were in pedros, for example, we took pedros over three weeks before launch, so we only had, I think, like 152 affiliates. I didn't bother doing an active list for purposes of how many emails I was sending because I could send plenty in a day. I did run an active list for purposes of reaching out to the ones who weren't active. You know, which we'll talk about next week. i guess my question was is i think he was saying that they were somehow off the list is it something done word OK. So there there's reports we we just look at that and. Yeah, I mean like, well, this affiliate has no traffic. After a month of the launch, you know or. I mean the statistical probability. You know it's Wednesday of Opencart week. So car closes on Friday for example. It's Wednesday. They have not seen any traffic yet. In this launch, they're not going to. I've never seen it happen. They have not responded. They're not, you know, they have not done anything at all. And then suddenly. Like they didn't send any traffic to the workshop, any traffic to the webinar, any traffic to the Q&A, any traffic to open car, any traffic to the case studies page, and they're just going to suddenly send an e-mail like this product for sale. That's not gonna happen. Um. So I just we need to take him off every now and again. You know, if I. If I know. I mean, I can't even think of the last time I had this happen. Oh, I I do know. A few years ago. With Michael Hyatt. I knew for a fact that Jeff Walker wasn't coming in until about four days left in the launch. Um. So I left him on. You know, but otherwise it's just not gonna happen. Any last questions guys? I'm gonna go eat Popsicle. Before I report a podcast. Alright guys, well, good stuff. Um, if you do have any other questions, we'll see you Friday. You can ask him then. See you guys. Alright, bye. Thank you.