

## Affiliate Marketing Training (transcript)

There are two types of affiliate marketing that can open up opportunities for revenue.

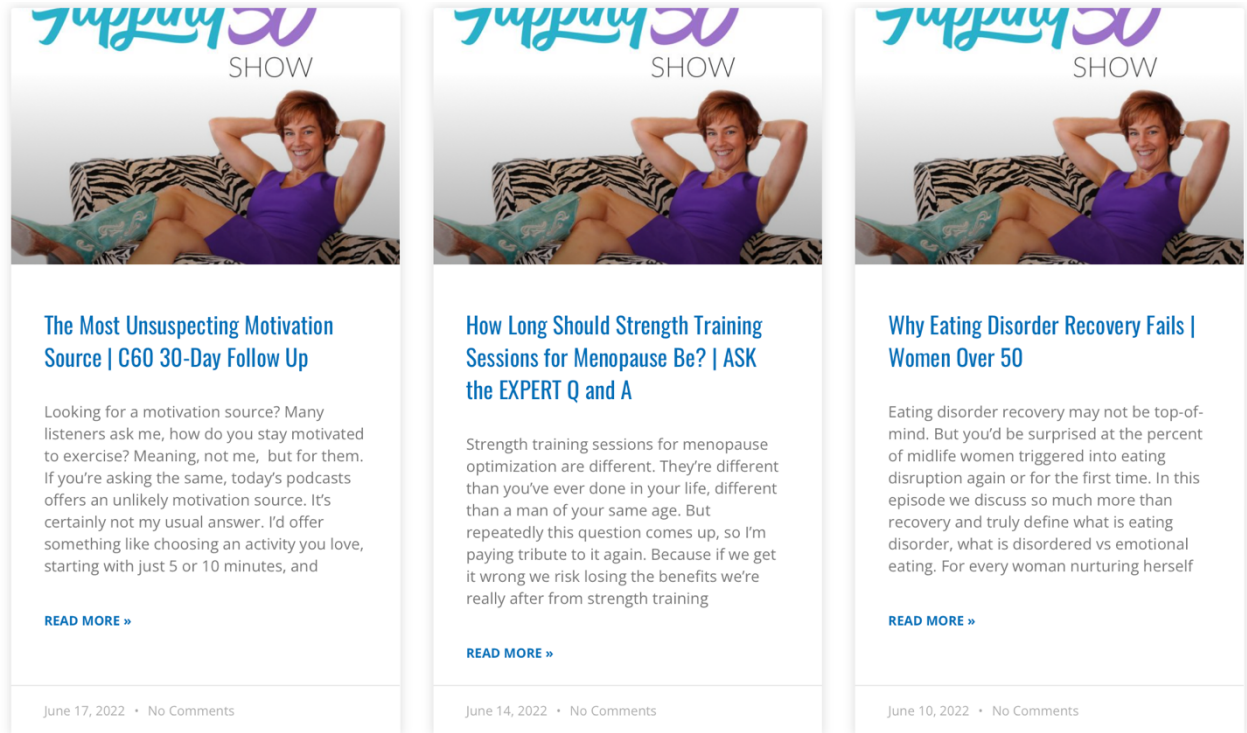
**The first is you being an affiliate for a product or service.** These opportunities exist anywhere from looking at the products you personally use and why you use them. If they're on brand for you, they're a potential affiliate partner. I call these internal affiliate partners. I have more than a dozen regular affiliate partners as well as events that I will promote that I participate in during the year.

What is necessary for affiliate marketing to work, and for affiliate partners to find you attractive, is a list. If you're not growing your list, nurturing and regularly cleaning your list (called list hygiene) then that's where you'd want to start.

One of the first places to try affiliate marketing is with an Amazon store. Through the Amazon affiliate (called Amazon Associates) program you can create a store where you'd choose fitness equipment or other products tied to your brand. The return on the program is very low, but it may be a first step for you to respond to "what do you use" and "is there a brand you like"?

**The other type of affiliate comes at a point where you recruit affiliate partners who will promote for you** and earn commission off any sales that come in from their promotions to their audience. I refer to these as external affiliate partners. Reaching out on a big scale to well-known brands will obviously be the best way to have your product or service in front of a lot of people.

However, you can start smaller. Find someone in a similar growth phase as you are. Someone with a similar sized list and social media following. You grow together. For instance, if someone offers weight training and someone else offers yoga, nutritional coaching, or emotional eating



support, your services are complimentary and a customer needs both. Find a way for them to do both without overwhelm by handing them both.

When you're ready to go bigger, you want to have data. You'll need to be set up so you can discuss conversions. How many people come to your landing page and from it how many buy? How many leads in your freebie funnel convert to paid customers. Start collecting, reviewing data on that through your CRM (aweber or mailchimp, ontraport, click funnels, or Infusionsoft all provide this in combination with Google Analytics).

Stop! If you just got overwhelmed about technology, let it go. You don't have to know HOW. You don't have to know how, yet. There is a short list of questions you'll want to ask whoever it is that helps you with your tech. Know that you can do that later.

For now, focus on this opportunity.

### **Internal: You promote others**

Find partners

Identify a problem your audience has that you alone don't solve (examples: skincare, hair care, libido, tea, coffee, weighted vests)

List all the possibilities. Include those that you once may have thought of a competition but can shift to collaborators that you could put in front of your audience when they don't buy from you or slow purchases (example: a promotion with a friend of mine who also does weight

loss for midlife women from my mastermind resulted in \$13,000 from a single podcast and one email for him)

Identify supplemental products, services, knowledge your customers need to achieve faster or better results (example: I work with women with gut issues, specially formulated supplements from a doctor are going to serve them better than either off the shelf or “generic” supplements I could white label). I promote self-directed lab services for tests I review with clients who need them to know what to do next.

Explore options for introducing products and services to your audience.

Content marketing: guest posts, interviews, live on social

Organically tell the story of why and how you tried it

Use Q and A questions

Disclaimer: Reveal that you make a commission from any link clicked when you include an affiliate promotion. In an email, at the bottom of a blog post, or a YouTube video, make it clearly stated.

Potential List of collaborators or problems:

- Sauna
- Electric Bike
- Protein or other supplements
- Skin and body care
- Coffee
- Tea
- Travel fitness
- Massage gun
- Sleep support
- Hormones
- Incontinence
- Prolapse
- Essential oils

### **External: Partner with others who will promote you**

Consider your offerings – how does your product/service and up or down sell compliment what others do

Whose audience needs what you do, but they can't do it, or don't want to hire people to do it for them?

Pay a commission on the product/service you offer

40-50% commission is paid on digital programs, smaller percentage for programs involving live coaching time (10-15%)

Pay a flat fee on the sale of a program or high-ticket offer

For a \$5000/year program, a \$400 or \$500 payout  
Consider paying a per lead \$1-3 dollars when you know your conversion rate  
One partner pays \$2.50 for every lead (Plus a \$\$ on sale of a program or service during a 6-month period)

**Who:**

Functional doctors/nurse practitioners  
Health coaches  
Gyms

**Where to look for other partners:**

Your inner circle first  
Hashtags from Instagram  
YouTube searches  
TEDx speakers (reverse engineer to find them and any business using their name)  
Referrals once you find someone  
Join masterminds that will accelerate learning, reduce mistakes, and boost confidence quickly

Start a spreadsheet to keep track of ideas, companies, URLs, and your passwords and usernames if your vision is that a virtual assistant or employee will eventually take over for you. They'll be able to report to you what the status of your promotions is.

That's it. The best way to be successful is to choose companies/products and services you use, love and believe in. Then promoting feels organic. I brush my teeth every day, I wash my face every day, and there's a reason I use the products I do. Your audience probably cares about that too.

In a side note, using a product is called Research & Design, and you want to ask your CPA/tax advisor, but taking a program for the purpose of deciding if you want to promote it, is deductible. Your tax person should know how much and if the expense qualifies.

Questions? Share them in your private Facebook group.