



SPI 291

A Blueprint for a Successful Short-term JV (Joint Venture) Affiliate Campaign

November 8, 2017



Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number 291. Are you an affiliate? What's affiliate?

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later. Now, your host—he's sad that San Diego no longer has a football team—Pat Flynn.

Pat: Hey, everybody. What's up? Welcome, and thank you so much for joining me today in this session of the Smart Passive income Podcast. I'm really excited, especially for those of you who are listening for the first time. If that's the case, make sure you subscribe to the show. We got a lot of great stuff coming your way in the future. If you've listened to the show before, thank you. Maybe you caught last week's episode where we talked about affiliate marketing. That's actually the theme of the month here in November where on the blog, on the podcast, and even on YouTube, we're going to be talking about affiliate marketing strategies, how to generate an income by not creating your own products and selling it, but actually recommending the products that your audience would love that other people or other companies have created.

Speaking of YouTube for just a quick moment, make sure you follow me on YouTube if you haven't already, [YouTube.com/smartpassiveincome](https://www.youtube.com/smartpassiveincome), because a lot of game plan for next year . . . Just had a few planning sessions with my team actually just this past week. It's going to be very video-centric, and I have some amazing things coming to YouTube. Don't worry—the podcast isn't going anywhere, the blog isn't going anywhere, but we're going to devote a lot of energy into YouTube. Of course, many of you know I have this 900 square-foot studio space that I built out last year, or this year, a few months back, that has top-of-the-line video equipment, and I'm excited to share a lot of what's going to happen with you, so make sure you follow me there [YouTube.com/smartpassiveincome](https://www.youtube.com/smartpassiveincome).

Let's get back to affiliate marking. Last week, in episode 290, I spoke about creating a long-term affiliate promotional sequence on your website and in your brand, meaning if there's a product out

there that you are always recommending that you know is the right fit for your audience and there happens to be an affiliate program, or a referral, or a partner program tied to it, let's figure out strategies to have your website be the engine and your brand be the engine that can really promote that. I offered a ton of strategies last week, and I recommend you listen to the show if you haven't already, but keep listening to this one because the difference between last week's episode and this week's episode is that today we're going to be talking specifically about how to create a successful blueprint for short-term JV promotion or JV affiliate partnership.

Now, what does that mean exactly? Well, very often there are times when you have the opportunity to promote another person's product or another company's product that has some sort of scarcity tied to it. They might be going through a launch in which case they are some potential bonuses that are going to be added that that aren't normally added on. Perhaps it is only going to be open for a short period of time before access to that tool, or software, or course, or program shuts down. Perhaps, there's going to be a discounted price for a short period of time before that price goes back to normal. Whatever the case may be, there are opportunities that are likely going to come your way once you start to grow where you can promote a product and do it in a very launch-style sequence, meaning it's going to be for a short period of time, just a huge burst of support during a period of time for a product that your goal is to, within that time period, really, really just crush it and become the top affiliate.

I've used all the strategies that I'm going to share with you today, and it's going to be a blueprint, yes, but you can pick and pull from the strategies. You don't have to do all of them. Sometimes it's just one that you know is going to work best for your audience, that's going to really make a big difference, but I've promoted several people's products and several people's courses and, more often than not, I am the number one affiliate. It was really cool.

Sometimes they run these affiliate contests and the top affiliate, either the one who provides the most leads . . . because a lot of

times launches are meant to just make a lot of money for that person but also just generate a lot of leads because sometimes people don't buy the first time, so the second time it comes round then they might buy. There are often mini-contests for how many leads can you bring in during a day, or during a week, or during the period, but then of course there's the awards for the top affiliates, the ones who generated the most income. Depending on what the commissions are, it's almost like double-dipping because you can earn, maybe, 50% for the promotion of a product for every person who purchases, but not only that—there's a prize if you're the top affiliate. My goal here in this episode is to give you strategies that you can use to make sure you crush your affiliate JV partnership launch with whatever product it is that you're promoting.

The number one rule, similar to the number one rule I mentioned in episode 290 last week, is just make sure the product is one that you know will help your audience. Sure, you can use these strategies, you can even get a lot of sales and earn a lot of money doing this, but if you are promoting a product that is going to be a dud for your audience, or does not perfectly align, well, first of all, it's going to be more difficult to make money, but even if you did, if that product or company doesn't take care of or fulfill the expectations of what you promised this thing would do, well, then you're going to be in big trouble. Yes, they're going to be upset at that product and that product owner, but they're going to be upset at you and you're going to lose that trust, which means every recommendation you make in the future, whether it be another person's product or your own, it's going to be less likely that they're going to follow through.

But here's the thing: If you promote a product and you create a partnership, and it's a great product and they get results from it, your audience gets results from it, well, then it's a win for everybody. It's a win for you because you just helped somebody in your audience, they're going to support you and all of the recommendations that you potentially make in the future, and of course the partnership that you have with the product owner is going to become much stronger.

As a result of becoming the number one affiliate for a lot of products, I've gotten to become really great friends with a lot of A-listers who, yes, maybe they would have paid attention to me otherwise, but I'm getting them results, and you know what? If somebody is helping you get results, if somebody is out there working for you, helping you make a lot of money, well, you can be sure that you're going to want to reward them and be friends with them and pay them back in some way shape or form. That's what this episode is about.

I want you to just think about what that product might be, and of course you might not even know this yet—this is just information for you to use when this opportunity comes your way. Now, I will say that there are also opportunities for you to go to the product owners of the products that you are already recommending, more along the lines of what we talked about last week, more on a long-term basis. It's just a tool that you are always recommending or something that you use all the time that you recommend to your audience. Maybe you set up an affiliate program for that. That's cool, but every once in a while, you might want to reach out and say, "Hey . . ." I was going to say, "Hey, tool." "Hey, person who owns this tool," or software, or course, "what do you think about doing a special JV launch for something that you own that my people can get behind for a short period of time? I will put more time and attention into promoting it during a short period of time, and we can continue this relationship moving forward after this launch, but let's do something special and make a big deal and make a big event out of this."

Now, in order for things to work, there has to be some sort of reason to get in now. There's some scarcity involved, and it might be a limited time deal. It could be a "join now for a trial period that isn't available any other times." I've done this before, even with ConvertKit. ConvertKit is an email service provider. It's actually the tool that I talked about last week, and it's one of my favorite tools. I'm an advisor for the company, I'm an affiliate for the company, and so last week we talked about how to inject the affiliate links into different places on your brand and in your website, how to naturally share it without being sleazy, and how to do it where everybody's

a win. But there are times when ConvertKit has come because they're doing a special promotion, and I say, "Hey, we're going to let you promote ConvertKit using a special deal that isn't normally available," and it's not normally a discount price, but it's more like a, "Hey, we're going to have your audience be able to get access to a free trial," and so then that becomes the call to action.

What's cool about the free trial offer, and this isn't something that all products could offer, but what was neat about this one was that I could bring a whole mess of people into the ecosystem because it was a free thing. Now, of course, what happens when they go get that free thing? Well, they're going to get a promoted ConvertKit down the road, and I'm always making sure people know that that's going to happen, but free access to a tool for a short time period—that's a great way to give people exposure. And because it's not always available—it's not something that people are going to get all the time—that has been a very, very successful campaign.

There have been other times where other people who I know who have courses, their courses are normally closed, but, hey, their courses are opening up again. "Hey, Pat, do you want to be a JV partner on this launch?" Sometimes I'll say yes because I support this person. I do this every year for Michael Hyatt's Best Year Ever course, which I am going to be an affiliate for again because it's the best course I've ever taken online. It's been the most life-changing course I've ever taken. I recommend that definitely for other people too. Like I said, I am an affiliate for that course happily because I know it's going to be win for everybody. So look out for more information about that in December, but that course closes because it's one that helps people start their new year, so it's not really open in March when the new year has already passed, but because it's open and it's open for a very short time period, I can get people in, and that's the scarcity. "Hey, this thing is going to close." Other times it's just simply, "Hey, there's a discount available for you."

Now, sometimes I am the sole JV partner, meaning I am the only one that has access to that promotion for that time, and that is really great because that's something that I can also mention: "Hey, you

can't get this deal anywhere else. You can only get this through me right now." That becomes some incentive for people to join me or to get access to this thing.

Other times, and you may have seen this on the other side—not as a JV but just as a person who get emails from these people—sometimes it's a big promotion that many affiliates get on board, and this is often from people who have courses that are higher-end, and they are also ones that will reward a lot of money or prizes to the top affiliates, and it's one where you likely have seen the emails about the same product from different people. We're going to talk about that in a little bit in terms of what is in those emails, how many emails should you send, et cetera, how do you stand out from everybody else who's promoting that same thing at the same time, if that's the case. But I've been on the receiving end of those emails before, and sometimes it's great and it's amazing and I'm paying attention to the offers and the bonuses and all that stuff. Other times, I'm just like, "Oh, man, I'm getting emails about this thing from my 20 different people, and it's just bombarding me and I'm overwhelmed, and I do not want anything to do with this product."

I just wanted to share that with you because I want you to pay attention to it, if you are involved in a JV affiliate campaign that's going to run for a short period of time. If you are doing it with other people too, really, really make sure that you are comfortable with the fact that many people in your audience may . . . It's not always the case because sometimes your audience doesn't overlap with those of the people's audiences, but your promotion of that is going to be mixed up with other people's promotions of it, too. If you're comfortable with that, that's fine. If you hopefully use the strategies that I'm going to share with you on today's episode, that's even better, so why don't we just get into that now?

Hopefully, now you understand what qualifies for this kind of thing, and there's many different ways to do it, there's many different offers, but the thing is, there's something that goes away at some point. That's really what makes this work. So what I would do is actually start planning things out. You may have built a relationship

with some of these other product owners, and they may have given you information about something ahead of time: “Hey, on September 22, that’s when we’re going to run this campaign.” And you learn about this in March, in which case you have some time to figure this out. Other times, you are creating these deals: “Hey, why don’t we do an exclusive JV partnership? I’m going to promote your product to my audience. Let’s come up with some sort of deal that we can give them that will only last for a short period of time?” Many companies will say yes to that because they know the power of having somebody who already owns the trust of new potential customers share that product with them, if that’s the case.

Either way, I would try to work to have four weeks, so one month essentially, to plan and execute on things and get things ready before launch week, or however many days it could be. Sometimes it’s one day only. Other times it’s two weeks and anywhere in between. So, first of all, understand from this product owner when the date is that this thing is going to launch, and try to work backwards four weeks and have at least that amount of time to get things into place and these things I’m going to share with you right now.

Four weeks out, here’s what you want to do. You want to start actually talking about that product. If it’s something that’s new, you don’t want to just say on the day of the launch and the promotion: “Hey, guys, I’ve been using this product. I know I never told you about it before, but here it is and now go buy it.” It’s not going to work like that. You need to seed what this thing is, how it works, what it can do, what it’s doing for you, who this person is, and four weeks out, you want to start talking about the product or the topic that this product helps you with and/or the people involved and the person behind the tool. Just start talking about it. This isn’t a very difficult thing to do. You are already most likely coming out with content on social media, on your blog, on your podcast. Just inject this topic and this tool perhaps, or the person on the other end who is owners of that tool, videos, just start mentioning it. Four weeks out, you just want to start planting seeds essentially. Of course, this is why you want to go four weeks out because it takes time for those seeds to germinate.

Three weeks out, here's what you want to do: You want to come up with some sort of bonus incentive and, two . . . I'll show you why in the launch week sort of strategy, so I'll give you four weeks out, three weeks, two weeks out, one week out. And then launch week, launch day one, launch day two, three, four, five, six, seven, and we'll just pretend it's a seven-day or a one-week promotional period for this hypothetical offer that we're going to be promoting. But four weeks out, I'm going to start talking about it and start mentioning it on blog posts, perhaps even begin conversing with the owner of that product on Twitter and just having people who are in my audience realize that this is a tool that I use or this is a person who I trust, et cetera.

Three weeks out, you're going to want to work on and create a bonus, and I'll talk about the different kinds of bonuses. I said two earlier. One, minimum. Two is great because, I'm just going to tell you, mid-launch week you're going to recommend people get this because there's a second bonus that's involved. It's going to be a nice surprise. People who already got it, they're going to be like, "Wow, this is amazing." People are on the fence, they're going to be able to get access to you, and that's what the second bonus is. I'm working backwards here. So mid-launch week, the plan would be to actually share an additional bonus to get people who are on the fence or the edge, and it's very simple. It could be something such as an office hour with you or a Q&A session. It could be done via Zoom. It could be done via Facebook Live in a private page or on your members group.

That's another thing that you could offer: You can offer access to a community. I've that done that before. I do that for Michael Hyatt's Best Year Ever course because it's such a great structured course that we can all go through it together, and because of that people are more likely to subscribe, and also, a lot of times, these people who promote these courses, they have groups of their own that often become very huge and overwhelming. "Hey, you know what? Another bonus I'm going to offer you is I'm going to give you access to a Best Year Ever exclusive Facebook group that is just the ones for people who go through my link, and that way we can have a

smaller, more intimate community, and I can be there to help coach you through that process too.” That’s another bonus you could add in addition to or in replacement of what the second bonus is that you’re offering mid-week.

The big bonus that you want to offer, though . . . and I use that word “big” because it’s very valuable, but it doesn’t have to be big as in huge, like a 40-page PDF. Don’t do that. Nobody wants to download a 40-page PDF, but what they would want to download is something like a checklist to help people through a particular process, or a quick start guide, or some sort of add-on, and there’s a couple ways you can go about doing this bonus, the add-on bonus. The add-on bonus could perhaps be something that, when they complete this task or whatever this tool might do for them, or when they begin to get access to it and begin to use it really well, if it’s a software or something. What is something else that would make sense for them to get?

Let’s say, for example, it’s a keyword research tool that I happen to be promoting. Ahrefs is one that I’ve been using recently, which is really cool. So maybe I’m using Ahrefs, and that’s the thing I’m promoting. Well, then, maybe the bonus is a guide on how to do on-page SEO, because the keyword research tool is . . . let’s find keywords that are going to make sense and how to research competition, et cetera. Well, then the bonus would be, “Okay, well, here’s something that’ll make sure that on your website, your keywords are optimized.” You see how they relate there? Like an add-on that makes sense, something that people would use after or during the use of that tool. An add-on would make sense.

I don’t want you to think too hard about this. I want you to have it make sense. If it makes sense for you to create this bonus, it makes sense for a person to actually want to get it. Try to come up with something that really fits into this. So, two bonuses: One that is more like an add-on or a quick-start guide, or a checklist, or something that helps people through the process of using that tool or after they use that tool, and then one bonus that’s more of a controlled form of access to you. Again, like a small Facebook

group, which of course is for you to create.

Does that go away? Yes. After the launch, after the certain amount of time that people might use that particular tool, then you sunset that Facebook and you let people know, “Hey, this is going to be available for the next two months as we go through this process together and after that, I will not be in here anymore.” You don’t even have to be in there very much. What’s nice about a Facebook community specifically as a bonus is people are going to be there to support each other. It’s going to be a great way for people to feel like they’re connected. A lot of times, people buy for the product, and they come for the content and they stay for the community. Just keep that in mind. Quick Q&A sessions on a Zoom webinar or a Q&A, those things work really well.

For higher-end products, you can go even baller—more baller than that. I know Amy Porterfield promotes B-School, which is Marie Forleo’s product, every single year, which is, I’ve heard, an amazing product. There’s been some people who I’ve interviewed on the show who graduated from Marie Forleo’s B-School and have just raved about it. Amy promotes it, and one thing she does, because it’s such a higher level course—I mean it’s thousands of dollars, I believe, to get access to it—she offers a bonus of, “Hey, let’s set up an event in San Diego just for the affiliates.” Now, of course, if you’re selling a \$29 product, then you’re only earning 15%, \$15. It’s not going to make sense for you to create an event, but if it’s thousands of dollars, you can potentially use some of that money you’re generating as an affiliate to put on an amazing event and have it be an amazing bonus that people will get to.

I actually am often invited to speak at her bonus events. I don’t know if she has a specific name for them, but it is a result of people who have bought through her link, which is super cool. Imagine that: having access to Amy Porterfield in person and meeting other people who are just like you in San Diego. That’s super-cool. If you’re going to get B-School, I recommend going through Amy’s link. I’m just saying. I’m just saying.

Okay, now let's go into week number two. Week number three was, you're preparing this thing and you come up with ideas for it, and like I said, there's two because you want to offer one mid-launch week, if possible. Okay, two weeks out, you're going to begin to write some emails, some blog posts, you're going to begin to create content around the promotion of this thing, really honing in on the fact that there's something that expires or there's something that's going away. That's really key there. But also what's really key is, similar to what we talked about last week, which is why I recommend episode 290, is as you are creating this content and promoting this thing, that you're doing in a legit way. It becomes obvious that the rewards that you get as a result of promoting it are just a byproduct of how well this thing can serve your audience. If it goes the other way around—"Hey, I'm promoting this because there's a lot of money here, and it also happens to help you"—no, you're not going to win, and there's a chance that you're going to lose that trust with your . . . Never go at it for the money first. Always go to serve your audience first, and so make sure that that's apparent in the content that you're coming up with two weeks out before the launch.

So you're writing these blog posts. Of course, you can write these things ahead of time if you have some time, or you can create these podcast episodes ahead of time. Just, again, make sure you apply what we talked about in episode 290 into the content that you're creating for this promotion. Just on a higher level, that's showing people the guts of this thing and really showing people what the experience is like using this. Showing proof that this thing can actually help a person or help a potential customer, showing how you have a relationship with that person. Potentially, an interview that you plan ahead of time that you have that then you feature during launch week. Those are some things you can do. Again, listen to episode 290. It's going to give you a great foundation for how to just do affiliate marketing the right way, the smart way.

Okay, in one week out, you're creating some of your social media assets, graphics and you are making sure that that affiliate link is something that is just to confirm that the affiliate link you have for

tracking purposes with a coupon code that you have, you want to reach out . . . Because I've done this before where I've done these promotions and the affiliate link had changed for whatever reason and it wasn't the right one, and so there was just a lot of hassle and a lot of unknowns.

I had promoted this product and I did very well, I thought, but then when I go into my tracking tool or when I get reports back, I'm like, "No, I think I did better than that. Here are all the emails from people who reached out to me for the bonus, for example," and there was just misalignment because we found out that the affiliate link had changed. Again, because there are so many people promoting this thing at the same time, the team member who represented this person, who is helping to configure all this JV stuff, their attention was divided amongst everybody, so there was no . . . Typically, if you're working one-on-one and you are the sole JV partner, I mean that team is likely going to just really make sure for you that you are promoting the right stuff, but because I was amongst many other people who were promoting that product, I just . . . Again, just make sure your affiliate link is the right one and that wherever you mention, it's going through there. You can even do tracking on your end to see how these things potentially convert, so within your emails, maybe it's a special Pretty Link, something that you can use to track, or something like that, that allows you to just understand if this is working or not.

What's nice about this is every audience is different. Again, you don't have to do all of these things, but with whatever strategy you use for the first time you go more all-in on one of these kinds of launches, tracking is important because then you can determine what works and what doesn't. If you do a blog post about this thing and you notice that nobody clicks on that link for that promotion, well, then you know not to do a blog post next time. You know to do email because that's what really worked, or you know to do a webinar. That's another thing that you can do too, and that's something that I would actually start planning out within the two weeks or one week period before. If you wanted to do a webinar, which does take a little bit more time, but it's also a great way for

people to see more information about this, to get more information and hear from you and your voice, and potentially even see testimonials or how this thing actually worked for you. Proof. That could work out really well, too. That's something that would also happen mid-week. You're getting a feel for what's happening during the launch week, but I'll give you the plan in just a minute.

So, we are one week out, creating social assets, either driving people to that particular product and mentioning that incentive, or to a webinar. I think once we get into the launch week, usually these seven days, you're going to see exactly how this is going to be all laid out. Now, I know we're going fast and we're probably skipping over some details here, and this is why later on this month I'm going to be talking about my affiliate marketing course called 1•2•3 Affiliate Marketing. If you want to check it out now and get on the waitlist, you can if go to 123AffiliateMarketing.com. That'll be the place where you can get on the waitlist. I also want to recommend the free download that I have for you called *Affiliate Marketing the Smart Way*. That's going to cover a lot of what we talked about last week, some of the more basic foundational affiliate marketing strategies you should use. Those links 123AffiliateMarketing.com. That's the name of my upcoming course, and then also AffiliateMarketingtheSmartWay.com. That's a free download you can get.

Of course, like I said, we're just going over the top level of what is happening here, and each of these things have a lot of components to them, like the emails have specific subject lines and the webinars about a certain topic. In a webinar, it's going to be . . . Some of you are probably like, "Well, give me the structure of the webinar." I would offer an hour and 15, an hour and 20 minutes of time—so an hour and a half, basically. 45 minutes of just talking about whatever it is that this topic is that you know your audience needs help with, without mention even really of this tool, just more helpful valuable strategies and information that you can give them to help them, and then you offer the product and talk about it and show people the insides of it. Use slides, use screen shares, share your screen as you go into that particular product if it is a digital course. If not, show

your video and show people how to use it if it's more like a physical thing. Then, of course, Q&A. You're going to be offering and mentioning your second bonus, which is access to you, and that's just a taste of access to you, is what that webinar is. The bonus is more of that and, again, you're helping people who are on the fence and really honing in on that final countdown of that offer.

Let me go through a launch week really quick for you. On day one, you're going to make this big announcement, and it's going to be an email that you send to your list and, again, we're not going into the details of segmentations of your list. I mean, if this is a product that you know is only for a specific group of your email list, hopefully you are using a tool like ConvertKit to be able to segment those people out. Let's just say, for example, you have a photography site, and you're doing a special deal where there's going to be a course on how to use your Canon DSLR camera, and you have people in your audience who you know are Sony users, or maybe they use Nikons instead. Well, you wouldn't send this promotion to them. You would remove or extract them, as you can on ConvertKit, from receiving this email. Again, that's another reason why I absolutely love using ConvertKit. If you haven't explored ConvertKit yet, it just makes it really easy for you to help you understand who's in your audience and begin to start segmenting and sending emails to certain people or making sure emails don't get to certain people. If you want to check out ConvertKit, like I said, I'm an affiliate, but if you go to SmartPassiveIncome.com/convertkit, you can go and check it out from there.

Let's keep going. Day one, you're sending emails out to those who should be receiving an email about this, you're putting social media images out there, and you are just sharing it. Perhaps it's the podcast episode that goes out. You want to try and pack that all in on one day because you're going to make a big splash, and even if people don't buy on that day, and most likely people will not . . . Some people will, which is why you make a big deal out of it, and you click that low hanging fruit, as they like to call it, but really this is about a launch. The one thing I've learned with my own launches and the launches of other people's products in such a fashion like

we're talking about today, is that most people are going to buy last-minute or on that last day, which is why the lead-in to the final day is really, really important. But you're making that announcement, you're making it known out there. Don't feel like you are behind if, for example, you are running within a contest with other affiliate partners, and you see that you don't have the most emails or you don't have the most sales on day one. Don't worry—those things will come later on because of what we're going to talk about now.

Day two, you might do, for example, a live stream, a 20-minute, 30-minute Q&A about this particular tool. Again, most people probably will not buy as a result of seeing you on the live stream. Some will. There are people out there who are experts with using live stream and Facebook Live, people like Chalene Johnson who really understand the “infomercial sequencing,” the infomercial sales funnel, if you will, and they just do it very well. Look for Chalene Johnson for inspiration if you're going to be doing a live stream, how to sell on live streams. But again, it's just another touch point, another way to show your face right in the middle of this promotion and to talk about this product in a real way, building even more trust because that's the nice thing about these live streams. It's raw. I would use that live stream to . . . Of course, some people are going to watch it later on too, in a replay, and it's just very simple to do. Again, you're making your life as easy as possible here, but on that live stream I would talk about this product and the problems that people are having that they can relate to related to this product and just your experience with it.

And then answer as many questions as you can. I think that's another thing that is really important that most people who do affiliate marketing don't do, I talked about this in the last session, and that is, you don't offer the ability for people to ask you questions. You just say, “Here's a product. That's it. Go, get it. Or, don't talk to me at all.” If you show that you are there to answer people's questions, and that you really back this product so much that you are willing to do that, then people are going to feel more secure and safer with that transaction. On day two, do a live stream. You can send another email out in that email. I would also share

a really detailed case study. You're hitting people initially based on the fears and the problems and the pains that they might be having. Day two, you're talking about a little bit more detail in terms of analytical, logistical reasons why one might get access to this particular tool.

Day three, sending another email out. You are going to be sending an email out every single day. Now, if you are using a tool like ConvertKit, you're also able to create some advanced strategies where, for example, you can say, "Hey, if you have this product already or you don't want to hear more about this product during this particular campaign, click here," and you can create a sub-list of people who have opted out of that particular promotion, because if you don't do that, a lot of times people might be like, "I don't hear about this promotion, I'm just going to unsubscribe," and they've unsubscribed completely from your list versus just saying, "Hey. I'm good. I don't need this thing right now. Thank you for giving me an option to not hear about this thing right now, but I want to stay on the list." So giving people an opt-out for the promotion is a very smart idea. That's another thing that ConvertKit makes it easy for you to do too by just having the ability to tag people as such, and then remove those people from receiving those emails that you send in the future.

Day three, again, more emails. I would do a testimonial email, some sort of case study—not just from you though. If you have people in your audience who you know have used this tool, it becomes a way for your audience to better relate to what this tool can do for them because they know that you are an affiliate, and hopefully you are being very honest and upfront about that. You need to do that, especially if you're in the US. You want to disclose all potential financial gain. You don't have to share how much you're making like I do, but you just have to share that there is compensation involved when you are promoting this thing. Make sure you follow the rules and regulations for that, but, day three, a testimonial in a very . . . You're hitting more motions at that point. Day one was low-hanging fruit, really the pains and problems, fears, what this solution can do for you. Day two email is more of a detailed case study using

analytics and logic to convince people, and if they're not convinced then, then day three is more of a story or a testimonial from people that are just like them.

Also, all along the way, you could be promoting this product. I've mixed it up. I've promoted the product only during this time, during the first three or four days, or I've promoted the webinar that I'm going to do, which typically happens on day five of seven if that is a seven-day promotion. If it's a two-week promotion, it might be webinar that happens on the seventh or eighth day leading into the final week, but using that three and four-day . . . those emails that come on day three and day four really promote the webinar for people who want to get more information about this product.

I would always say we're going to be talking about this product but also not just the product only, you're going to be offering a lot of value, a lot of information, like I talked about earlier, in terms of what content goes in that webinar because most people are going to be like, "Oh, you've already told me enough about this product. I don't need to go on a webinar to look at this product." You're going to collect registrants for a webinar, which you can do via one click through things like ConvertKit and Leadpages and such. You can do it so that people know they're going to get two things from you, and this is nothing to do with the product necessarily.

The first thing is they're going to get a small presentation about something, so the webinar should be about solving a particular pain point. Or, it just so happens that a great and easy way to solve that particular pain point is actually to use this product, but in this webinar, the smart thing to do . . . This is . . . The ones that I've done in the past that have done very well are the ones that really show people how to solve that problem for free without using a tool because you're showing people what might be involved to help them through a particular pain or problem, and then also for those who want the fast solution or who want to do it more quickly or more efficiently, well, here's a tool that I have for you. I've done this related to keyword research. I did a whole webinar related to keyword research and how to do it for free using Google keyword

research tool, and back then there were a few other tools that you can use for free too, but then I said, “Oh, well, here is a thing called Market Samurai. Now I recommend . . . “ Well, for a while I recommended then Longtail Pro, which a lot of you know about, and then I involved with a tool called Ahrefs, which is even more advanced, which I love now.

Anyway, this isn’t about keyword research. This is about the fact that I’ve promoted those higher-end tools in a webinar that showed people how to do something for free where the tool or the solution was just, “Hey, here’s how you can do it much faster.” If you’re promoting a course, you might want to share with people how to do whatever it is that that course does, but why it’s smart to invest in a course to do those things for you much faster, to help you learn the right way to do it without having to search around on your own. Again, you’re sharing the benefits of this along the way—not just the features but the benefits, too.

The webinar would then happen on day five, and you’re collecting registrants for that. Those are the people who you know are hot on your lead list, meaning you probably have a list of people who make sense that this promotion is for on your list already, but the people who register for the webinar—whether they show up or not—they’re going to be the ones that you want to be a little bit more aggressive with. You might want to send additional emails to them on top of the emails that you’re sending to everybody else. Then, on day six, you’re going to be sharing the replay. By the way, that add-on bonus, you mention that in the webinar. If you aren’t doing a webinar, you reserve day five to add in this additional bonus, which is the access to you, so this Facebook group or the Q&A sessions that you’re going to do.

When I’ve promoted David Siteman Garland’s Create Awesome Online courses, we offer multiple chances for the people who go through my link to come to me and get coaching to help them through their course creation. I’ve done two at times and sometimes three, and that always gets people really excited and does get people off the fence because people don’t want just get

the information—they want a coach to help them along the way at certain times. And because it's during a specific time, during a specific day, then it's controlled so I know when that's going to happen. It's not like they just get full access to me all the time.

For that one, I didn't do a Facebook group. Other times, I just do a Facebook group by itself, and other times I do a Facebook group along with office hours, and now that Facebook allows you to, within groups, do live streams, it's really nice because then I use Zoom, and I just stream to Facebook from there. Zoom has that capability. This is Zoom, Z-O-O-M.us. They have the capability to stream directly to Facebook, and then it just makes it easy right there, and I don't have to worry about recording it because Facebook does, and then there's just a replay right there. And because it's not super formal and they didn't pay to get access to the group, that was just a bonus, it doesn't have to be so high-end in terms of how it all mechanically works. The Facebook group and the live streams, they work very well for if you wanted to add on a Q&A-type session.

That's day six is offering an email saying, "Hey, if you don't have time to webinar, here's a replay. Here's all the things we covered. Here's that extra bonus, and again, remember, tomorrow's the final day that you can get product at this price because it closes down," or with this bonus.

On the last day, you've built up all this buzz and excitement for it. You've shared not just a bonus that comes with the product that is there to begin with, but the one that recently came on, which is more access to you. On day seven, you want to email twice. I have tried three emails, and to me it seems a little bit aggressive. You could do three emails to the people specifically who had watched the webinar or at least registered for it, and then of course to the others, two is good, and I would do an email 16 to 24 hours before it closes, probably more along the 16-hour line just so people don't check their emails as soon as you send it sometimes. So giving them time to see it. "Oh, it's the last day." Then, being a little bit more aggressive. By a little bit more aggressive, I mean just in the

language you use that this thing is closing and that this might not be available again in the future, that you're going to be working closely with those groups of students in that Facebook group, if you choose to add that.

As a reminder, just make sure that with all these bonuses, you believe that it is worth your time to do that. I think the commission that you get and the value of the product is going to have a lot to do with it, and I think that you're going to have a fun time experimenting with all this. I'm giving you everything. If you could just have a magic wand and produce all of these things at the same time, it could be done, but there's a lot here, as you know. You're probably taking notes and you're probably a little bit confused, which is why I'm just excited that this episode and the transcript is going to be there available for you so that you can have this blueprint for you. Also, on the show notes page, we'll lay out a quick little blueprint for you—just the timeline of everything again just so you can get it, so make sure you go visit the blogs SmartPassiveIncome.com/session291.

Finishing up on day seven, the two emails that you send out . . . and being very . . . I think some people say, "Oh, you should add an additional hour as a buffer for people who couldn't make it in," and I have mixed feelings about that. I would actually prefer—and this is what we do—we have a very specific cutoff time, where after that time, I'm sorry you didn't make it. No, you can't get access to this anymore. I do this with my online courses. There's a specific deadline. Once that timer reaches zero, you no longer have access to the course anymore until it's reopened later, if it is, and it may be at a different price point. Those are the kinds of things you can use to help people who are on the fence purchase.

The last thing I want to share is I went to a conference earlier this year, and we had a really interesting discussion about these tactics to help people buy your course, these tactics that you would use such as scarcity and offering bonuses and other things, and somebody had brought up the fact that, well, isn't this a little manipulative? We are manipulating people to buy and spend money

on us and our products. In this case, with affiliate marketing, we are manipulating people in a way such that they would be comfortable with purchasing another person's product based on our trust. Hopefully, like I said, you're promoting products that you know are going to help people, which is just obvious common sense nowadays, but still, people don't do that.

Let's talk about manipulation really quick before we finish off. My take is if you have something that you know will be helpful to people, or if you are involved with a partner or a product that you can recommend that you know is going to be helpful for people, this manipulation isn't a bad thing. They are strategies to help a person understand that this is actually something that can help them because most people, we don't know what is helpful, we don't see what the solution is, and often times we need other people to show us the way. Now, that power comes with a lot of responsibility, and this is the thing I always tell my students, the people who I coach. You have a lot of power here with the trust that you've earned. We've worked on building that audience. We've worked on building that email list. Now you're at a point where you can recommend anything. Choose wisely what it is you do recommend, but put effort into making sure you get that in front of people.

If you have to put these tactics into play that are not bad, they're not negative tactics. They are tactics that are there so you can better help people. Obviously, there are tactics out there that are bad and, again, common sense plays a role there. I'm not even going to mention them because I don't want to give you any ideas, but I've seen it on both sides. I've seen it in affiliate promotions where I'm promoting a product and I see another affiliate promoting a product in a way that I'm just like, "How could you sleep at night by saying those things or doing those things?" I've been on the receiving end of emails during an affiliate promotion to potentially buy something with my own money, where I feel like I'm being manipulated in a very, very wrong way—in a way where it's obvious that this person doesn't have my best interest in mind. I think that's the biggest thing here: You need to have your audience's best interest in mind when you select the product, when you promote the product, and when

you use these strategies.

If you know that you are doing this because you're helping and serving others, then go for it. You need to do this. In a way, this is your responsibility as you, as the leader, as the authority who knows how to better help people than they know how to help themselves. You go out there, you help them out, and hopefully with this blueprint, everybody can be a winner, and I want you to be a winner, too.

Make sure you sign up for the wait list if you are interested in affiliate marketing, 123AffiliateMarketing.com is where to go, and a lot more strategies and blueprints and layouts like what we talked about today. Also, make sure you download your free guide, which is at [Affiliate Marketing the Smart Way](http://AffiliateMarketingtheSmartWay.com). It's probably the easiest way to consume what we talked about last week, although I would still recommend listening to episode 290. All the links to everything you mentioned, you can get at SmartPassiveIncome.com/session291. Go there, check that out, SmartPassiveIncome.com/session291.

I just want to thank you so much for your time and attention today. If you haven't subscribed to the show yet, please do. We are coming into the end of the year, and we have some amazing things coming and already planned for 2018, and I know you have some amazing things you want to accomplish then too, so make sure you stick around. Subscribe. Leave a rating and review. Also, if you just want to leave a comment on the blog and let me know what you thought of this episode . . . I'm trying to offer a mix of both content that is useful for those who are starting out, which is a majority of my audience, but also some of the more advanced strategies that those who are starting out can hopefully get inspired by and even pull from when they start their business, maybe one or two pieces from information like this, and those who are starting out who have followed me for a while, who are growing with me, who are scaling up. Hopefully this is something you can use and utilize, and I'd love to know what you think. If you want more content that's a little bit more detailed and a little bit more tutorial-style like this, let me know. We definitely have a lot more coming up.

I also have some information to share with you in the upcoming weeks about my other show AskPat, AskPat.com, and that is a show that is approaching episode 1,000, and there's going to be something crazy that happens after episode 1,000. You'll hear more about that later.

All right guys, before I let you go, I mentioned this tool that I just discovered a couple weeks ago, and a lot of people have been sending me emails about how just thankful they are for this recommendation for this tool. They've gotten access to the free trial and it's been amazing. It's called Ahrefs. A-H R-E-F-S.com, and it's an SEO tool. It's literally, like, the only SEO tool that you need, both for keyword research, competitor research, backlink checkers.

I get emails almost every day with "Hey, you've gained this many backlinks. You've lost these backlinks," which is really great, because I can go back in there into those reports and be like, "Wait, why did I lose those?" Because backlinks, obviously, are very important for search engine optimization.

A content research tool, so you can help yourself discover the best content in your niche, kind of like a BuzzSumo-type thing. A rank tracker to monitor your ranking progress. You can do site audits to find all the SEO issues on your website. That's coming out soon, and so check that out. It's amazing. It was recommended to me by two of my favorite SEO people, Brian Dean and Glen Allsopp, kind of around the same time, actually. Check this out. We're also offering, Tim and I . . . Tim over at Ahrefs, he wanted to offer a free, advanced-level, one-year subscription to Ahrefs, which is a \$3990 value for one lucky person who listens to this episode who goes to SmartPassiveIncome.com/session291, so SmartPassiveIncome.com/session291, and leaves an answer to the following question. So that's how you enter yourself into the drawing, and one month later, we'll select a winner, and I'll reach out to you via email if you've won, and I'll make an announcement on the show notes post.

But here's the question that you need to answer for this prize, and that is, what is one big goal that you have for 2018? One of my big



goals for 2018 is search engine optimization and really just honing in on that. I hired some people, and now this is a tool that's gonna keep me on top of my SEO game long term, Ahrefs. But what's one big goal that you have for your business in 2018? If you haven't even started yet, maybe it's just getting started. If you've started already, well, what's that next level? What's that big, bold thing that's gonna happen for you in your business next year in 2018? Leave that comment, that'll put you into the drawing for that really advanced-level Ahrefs subscription, worth nearly \$4000. SmartPassiveIncome.com/session291, and also, check out the tool. There's a free trial to go along with it. Ahrefs.com, that's A-H-R-E-F-S.com.

Thank you so much for listening, and I appreciate you. One more time, the link to check out the show notes, to leave a comment, to get the links, everything mentioned: SmartPassiveIncome.com/session291. Cheers. Take care. I'll see you next week when we actually start talking about the dark side of affiliate marketing. Dark side. All right, I'll see you then. Bye.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.



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