

Section 7.3: Affiliates

Affiliates Overview

Person 1: "Hey, have you seen this video on affiliates yet? It's really exciting!"

Person 2: "No, I haven't. What's it about?"

Person 1: "It's an overview on affiliates. If you're watching this video, it means that you're pursuing the path of affiliates. Affiliates are a really powerful tool for growing your business."

Person 2: "That sounds interesting. Why are affiliates so powerful?"

Person 1: "Well, for one thing, they're extremely scalable. Instead of having to get a new client every single time, you can land one strategic partnership and they can bring you hundreds or even thousands of clients. And affiliates can bring you clients for decades to come."

Person 2: "Wow, that sounds amazing. How does that work?"

Person 1: "Basically, every new affiliate you land is an asset to your business. And if you nurture your relationships with them correctly, they can promote your business for years and years to come. It's kind of like building a stable base of followers. It's the same way people build a personal brand. You grow this big brand with followers that gets bigger and bigger and more stable over time."

Person 2: "I see. That does sound like a stable way of growing a business. Are there any other benefits to using affiliates?"

Person 1: "Yes, you also have 100% control over your margins. With advertising, you're competing against everyone else who's trying to get your audience's attention. But with affiliates, you can control your margins and profitability is guaranteed if they promote your business."

Person 2: "That's great. So it's a more cost-effective way of growing your business?"

Person 1: "Definitely. And it's a great way to get some momentum out the gate, especially when you're first trying to get past that 50k a month mark."

Person 1: "Do you know the difference between warm traffic and cold traffic?"

Person 2: "No, what's the difference?"

Person 1: "Warm traffic means people are more likely to buy from someone they already know or trust, rather than a complete stranger which is cold traffic. When you see an ad from someone you don't know on Facebook, you need to be in the right mindset to consider it."

Person 1: "If you have a headstart and already have a relationship with someone, it's a lot easier to get them to promote your product. When someone they trust recommends something, it's more likely they'll

check it out. Also, affiliates have a self-serving bias and will promote your product because they want to make more money for themselves."

Person 2: "But, how do you get them to promote your product if they don't believe in your vision or mission?"

Person 1: "You need to get them sold on your vision and mission, and make sure they feel comfortable promoting it. If they believe in what you're doing and trust you, it's easier to get them on board. Incentives are also aligned, as they'll make more money if they promote your product."

Person 2: "That makes sense. So, how powerful are affiliates for scaling a business?"

Person 1: "Affiliates are incredibly powerful for scaling a business. They're repeatable and scalable. If you can get one affiliate to promote your product, you can get five, and then ten, and so on. Many big online events you see are primarily promoted by affiliates, as they have huge audiences. You can even build multi-million dollar companies off of primarily affiliates."

Person 1: Let's say we make \$500,000 from this launch to our email list. If we run that same promotion six months later to the same email list, it'll probably do around similar numbers, right? That's a proven statistic.

Person 1: We've seen it time and time again in all sorts of businesses. We can promote the same thing to the same audience two separate times and have similar numbers. Only a small percentage of the market is ready to buy at any given time, so promoting it later will still have a similar effect.

Person 1: Most people get an affiliate to promote once and then move on to the next affiliate. But a good affiliate can promote for years and years to come. It's like a hand that can feed us for years and years if we nurture the relationship and it's mutually beneficial.

Person 1: And the great thing is, anyone with a list or an audience of our potential customers is a potential affiliate. We don't have to look for affiliates; we look for strategic partnerships in our industry or market of people who already have that following.

Person 1: And even if they've never promoted anything before, they're still a potential affiliate. We just need to walk them through a sales process to close them.

Person 1: Once they become an affiliate, they can bring us a stream of clients and leads coming our way that we can turn into high paying clients. We can be 100% in control of our margins, and we don't have to worry about ads not being profitable.

Person 1: Affiliates are such an amazing path to go down. Somebody already has our ideal audience, and all we need to do is present a mutually beneficial way of promoting it to their audience where it's a win for them and a win for us.

Person 1: We need to build out a little bit of stuff on the front end, such as tracking and making sure we're able to attribute leads to each affiliate and pay them out. But the effort is worth it, and it's not nearly as much effort as almost any other strategy out there.

How to win with affiliates

Person 1: "Hey, have you seen this video on how to win with affiliates? We break down what is called the affiliate equation and it's really interesting."

Person 2: "No, I haven't. What's the affiliate equation?"

Person 1: "Well, it's basically a system for treating affiliates like a machine so that you can win at a high level with them. Most people don't treat it like a system, they just reach out to a few people and promote their stuff, but if you take affiliates seriously and treat it like a professional, you can get really good results."

Person 2: "Okay, I'm interested. What's in the affiliate equation?"

Person 1: "The affiliate equation is made up of three variables. The first one is the number of affiliates you have. The more affiliates you have, the more traffic you can push. The second variable is the size of the average affiliate, which is determined by the size of their audience across all the platforms they have. The third variable is the frequency in which they promote you. How often are they promoting you?"

Person 2: "So the more affiliates I have, the bigger their audience, and the more often they promote me, the more traffic I can get?"

Person 1: "Exactly. And if you focus on each of these variables, you can optimize them to get really good results. For example, if you talk to 20 potential affiliates a day, you'll end up with more affiliates who can promote you more often, and if you focus on getting affiliates with bigger audiences, you'll have a much larger audience to promote to."

Person 2: "What percentage affiliate commission should I be willing to give them?"

Person 1: "It depends on how high converting the offer is and what the price point is. If it's a really high converting offer, and we offer a really high commission, then affiliates will be enticed to promote it, especially if it's a high ticket item."

Person 2: "So, if we offer them more than anyone else, then they'll promote us?"

Person 1: "Yes, that's right. Affiliates are like ads in the sense that the person willing to pay them the most wins. So, if we have the most enticing offer, we'll get more affiliates to promote what we're selling."

Person 2: "What about the size of the affiliates?"

Person 1: "It's only marginally harder to land big affiliates than small ones. And one big affiliate can be worth a hundred small affiliates. So, rather than getting five small affiliates a day, we can get one big fish a day, and it's worth much more."

Person 2: "What about frequency?"

Person 1: "The goal is to get affiliates to promote regularly so we can build a stable base of recurring traffic. We don't want to be starting over every single month. Once we make the first sale, which is getting

them to promote the first time, the second sale we have to make is getting them to promote on an ongoing basis."

Person 1: Have you ever considered adding your free lead magnet as a free bonus to someone else's products?

Person 2: Oh, like being included in their follow-up emails or even their fulfillment?

Person 1: Yeah, exactly. I know someone who built a \$70 million a year company just by adding his free call as a bonus for other people's clients.

Person 2: Wow, that's impressive. It really shows that you only need one thing to work, right?

Person 1: Exactly! So let's talk about the next steps. First, we need to choose your affiliate program type and commission structure. There are a couple of ways we can do this, and the commission structure is really important.

Person 1: The better the offer, the easier it is to get people to say yes. So, the second thing we'll do is build your affiliate assets like the funnel, commission tracking, and email swipe files.

Person 1: And then we'll start recruiting affiliates. We'll pursue this super aggressively and try to land as many affiliates as possible. Approaching affiliates with pure raw aggression is key. If you put in the volume, you'll see massive results.

Person 1: Don't not spend too much time thinking through the affiliate program. Make quick decisions, get it live, and figure out the rest as we go.

Person 2: Sounds good to me. Let's get that first affiliate pushing and then work on making the whole machine more efficient.

Choosing your campaign type & commission structure

Person 1: Hey, have you watched this video about affiliate programs campaign type and commission structure?

Person 2: No, I haven't. What is it about?

Person 1: It's about choosing the type of affiliate program and commission structure. By the end of it, you should have a clear decision on what program type and commission structure you'll use.

Person 2: That sounds interesting. What are the two types of affiliate programs?

Person 1: There are two types of affiliate programs: front-end and back-end programs. In front-end programs, affiliates promote a front-end funnel that sells something for a lower price, typically up to \$1,997, and they receive a percentage of the sale. On the other hand, in a back-end program, affiliates promote a free lead magnet funnel, where people opt-in for a free training or e-book. Affiliates get paid a percentage of your high ticket sales or retainer.

Person 2: I see. Which one is better?

Person 1: It depends on whether you have a proven converting front-end offer that you can add affiliate tracking to. If you don't have that, you should do the back-end program.

Person 2: Okay, got it. And what about commission structure?

Person 1: We use a first-tier and a second-tier commission structure to align incentives with affiliates. The first tier incentivizes affiliates to promote right after they make a sale, and the better the offer, the more they'll promote. The second tier incentivizes affiliates to recruit other affiliates and receive a commission from their sales.

Person 2: "So we have first tier commission and we have second tier commission in place so that we get them to promote more often, which increases frequency, right?"

Person 1: "Yes, that's right. And it also increases conversions. The better the first tier is, the more people are gonna tell their friends about it. And that gives you more second tier, it's like a flywheel."

Person 1: "So you gotta understand that there's first tier and second tier. You should have a first-year affiliate plan and a second-year affiliate plan no matter what you're doing."

Person 2: "Okay, got it. What's the recommended structure for commissions for a front end affiliate program?"

Person 1: "If you're doing a front end affiliate program, you should give away 90% commission first tier and 10% commission second tier. And don't worry, you're not giving up all your profit. You're breaking even to get leads for free. You get to keep 100% of the margin on your backend."

Person 2: "That's great. So what about the backend affiliate program?"

Person 1: "For the backend affiliate program, my recommended commission structure is anywhere between 10 to 50% commission on the first tier. The lower the percentage, the harder it is to get affiliates. But the higher the percentage goes up, the more enticing that offer is to an affiliate and the more likely they are to push."

Person 2: "I see. So, how do I decide on the commission percentage?"

Person 1: "It's up to you, really. You should pick a number that you're comfortable with and be decisive. Maybe start higher and bring it down later. But the more it feels like they're winning, the easier it is to get affiliates."

Building a funnel from scratch: Overview

Person 2: How do I build a funnel and increase my sales?

Person 1: "All right, the best way to increase your sales is building your funnel from scratch. This is for if you're either at a place where your ads aren't working at all, or you're not running ads, you need to build an opt-in page, right? You need something to drive traffic to.

Person 1: Or your ads are already working, you're crushing it, you got them super profitable, you scale them like crazy and you've solved all the constraints in your business. Or you have a team member who you put on this task and you're really just trying to get lead costs down. So you're gonna launch more funnels to try to optimize your lead costs down. So for those of you on either side of the party, it's the exact same process, right?"

Person 2: "Got it. So what's the process that you use to build this funnel?"

Person 1: "Well, we start with a macro higher level picture. We look at the overall funnel structure and how we're going to go about it. Then we get more tactical about what's the process of coming up with that like a headline, what's the best lead magnet on the front end, et cetera, et cetera, that we'll dive into."

Person 2: "Okay, so what's the structure of the funnel?"

Person 1: "It's super simple. We use an Optum page that collects name, email, and phone numbers. It's mandatory to have phone numbers and it drives to a tight form where we can see the lead quality. Then it goes to a thank you page or a sales page/sales video where we sell something else to recruit some front end ad spend. It's literally three steps, maybe more if you have a sales page and some upsells, but that's totally optional."

Person 2: "I see. So what's the purpose of the funnel?"

Person 1: "The only purpose is to get phone numbers. We're just trying to get people to opt into something. And it doesn't matter if it's paid traffic or you're doing organic traffic. You're generating content and you're driving to your free thing. Super simple opt-in page is all you need."

Person 2: "I understand. What about selling on the thank you page?"

Person 1: "Recouping ads spent makes sense, right? If I'm spending money on ads, then I can make some of it back before I even have my sales team call them. If you do do that, you want to make sure there's congruency. The offer needs to correlate exactly to what they just opted in for. This thank you page could be a webinar where you sell something for a thousand all the way up to \$3,000 to recruit some of the ad spend. Or you could do a low ticket offer and have some upsell. But this is just not a priority. If you need this to make your funnel profitable, there are much bigger problems."

Person 1: Have you ever been in a situation where you're obsessing over ads on Christmas day just to make sure they keep working?

Person 2: Yeah, I've been there before. It's tough to stay afloat with ads, especially before understanding all the processes we do now.

Person 1: Right. Well, we've found that all that really matters is the creative and the headline. If you have an opt-in page with a converting headline, any ad you write about will convert for the most part.

Person 2: I agree, the headline is crucial. It contributes to about 95% of success or failure. So, what's the first step?

Person 1: We're going to write the headline together and go over the principles of writing a good headline. Then we'll build the funnel around it, starting with an opt-in page with the headline we created.

Person 2: Sounds good. What kind of funnel should we use?

Person 1: It doesn't matter as long as we have the opt-in page with the headline. After that, we'll create an MVP fulfillment for the free lead magnet we promise in the headline.

Person 2: Okay, so we're going to create a five-minute training that's just okay and get it live to see if the opt-in rate is good.

Person 1: Yes, exactly. If the opt-in rate is good, we'll brainstorm and make the freebie really good. If not, we'll repeat the process until we cut the lead cost.

Person 2: Right, and testing is key. The more we test, the cheaper the cost will be.

Person 1: Absolutely, testing makes a massive difference. We can cut lead costs by 50% or even 100% if we keep testing. It's the most cliché marketing thing, but it's true.

Person 1: This is going to be a problem. So what do we do? We focused on just that one constraint. Didn't worry about the sales team, didn't worry about the set script, didn't worry about the pre-call video, didn't worry about anything. All we worried about was getting opt-in rehired. So what did we do?

Person 2: What did you do then?

Person 1: We launched eight new funnels the very next day. So me, Caleb, and someone else on our team named Thomas, built eight funnels. Building the funnels is not that complex, so we did it ourselves. We really just wrote eight different headlines that were completely different from what we were offering. And then we tested with a thousand dollars a day on each of them.

Person 2: That sounds like a lot of money. Do you have to spend that much when you're testing a campaign?

Person 1: No, you don't have to. We value speed more than anything else, and we know that one of them is going to work. So just because we've done it over and over again, we test with eight k a day. Guess what happened? Two out of the eight funnels completely failed. The cost was super expensive, just like the first campaign, not as bad as the first campaign, but super expensive.

Person 2: What happened with the other six funnels?

Person 1: Another two out of the eight worked kind of okay, they were decent. Three out of the eight crushed, and then there was one that, in particular, was crushing really, really well. It was like the right messaging that we wanted to get the right leads. So we scaled that one, the one with the best lead quality.

Person 2: So you didn't get it to work on the first try?

Person 1: No, we didn't. But a lot of times what happens is you get something to work okay, and you just keep going with that. That's okay if you get something working okay and it's profitable, then maybe it's not the constraint for a while, and you should just keep running it up until later.

Person 2: That makes sense. But how do you get the lead costs down?

Person 1: You can get lead costs down just by changing the angle, by changing the messaging. People all the time feel like, oh, if I change the messaging, it's not going to affect cost that much. But two different messages, two different headline angles of what the thing is, will dramatically affect the market differently.

Person 2: How do you test funnels quickly?

Person 1: When you're just trying to get opt-ins, it's really easy to test funnels because you can write a headline, create an MVP fulfillment for the headline, and it's more about the curiosity of the angle and what it is that you're promising than it is about the deliverable. You can test really, really quickly, like testing eight funnels in a day.

Person 1: Do you know about an old copywriting trick used by old school direct response copywriters?

Person 2: No, I don't. What is it?

Person 1: Instead of finding a product and writing a sales letter for it, they would pick a market and write a sales letter to that market, selling what they think they'd be most likely to buy. They would pitch it in a way that would be most likely to persuade them to buy from them. Then, once they wrote the sales letter, they would think about how to fulfill it and partner with someone who could do the fulfillment.

Person 2: That sounds like a backward approach. How is it better at converting?

Person 1: When you're picking something to sell, you're not picking it because you want to sell it, but because the market wants it. You're creating something custom for them that you know they would buy, and then you're figuring out how to create it. After you have created the ideal headline, you can find some way to fulfill it. It's a counterintuitive process, but if you do it and test it, you're eventually going to be right.

Person 2: I see. What's next after creating the headline?

Person 1: After creating the headline, we're going to build the funnel around it. The funnel is nothing special, guys. You copy the headline into the funnel and paste it into the funnel template, maybe tweak a couple of things. After that, we're going to build an MVP fulfillment for our lead magnet, which we'll talk about how to do.

Person 2: Sounds simple enough. What's the most important part of this process?

Person 1: The headline is the most important part of the process. Building a funnel is easy, but the headline is what gets people to click on the ad and opt-in for the lead magnet. We'll be spending most of our time on the headline.

Person 2: I see. And what about the funnel process?

Person 1: After they opt-in, there's a qualification page and then a thank you page. If you already have something to sell, you can sell it on the thank you page. It's not rocket science. All that matters is that you have an opt-in page that gets opt-ins that people click on.

Building your affiliate funnel

Person 1: Hey, did you check the video about building your affiliate funnel? It's pretty quick.

Person 2: Okay, what's it about?

Person 1: Well, you're one of two types of people: you're either doing a front end program or you're doing a back end program.

Person 2: What's the difference?

Person 1: If you're doing a front end program, you're giving away a really large percentage of whatever your front end offer is. You already have a webinar that works, and you're ready to go. You just need to add affiliate tracking onto it and start signing up affiliates.

Person 2: How do you sign up affiliates?

Person 1: You just add a mandatory phone number to the opt-in page of your funnel, so everybody who opts into your funnel, you're gonna add in a mandatory phone number opt-in so they can't skip the phone number. You collect those phone numbers so you can start calling them.

Person 2: Okay, what about the second type of person?

Person 1: If you have a back end program, you're just selling your high ticket offer. You create a simple opt-in page to a free lead magnet that they're gonna be promoting. So when an affiliate's like, "Hey, what am I promoting?" All they're promoting is a free lead magnet to their audience. You'll explain to the affiliate how the process works, and they'll get a percentage on all those sales.

Person 2: So what's the goal?

Person 1: The goal is to get as many opt-ins as possible. As long as we're being efficient with that lead flow, we can make as much money as possible from each individual lead. And if affiliates promote us and we're getting opt-ins, we'll be making money, guaranteed. The most important part is the messaging, not how fancy the funnel is.

Setting up affiliate tracking

Person 1: Have you ever used Red track.io for affiliate tracking?

Person 2: No, I haven't. What's so special about it?

Person 1: Well, they help you set up the tracking in a really hands-on way. They charge \$295 a month, but if you choose the team plan for \$249 a month, they will literally help you set up everything from the back end of your funnel to tracking opt-ins or book sales and even phone calls on your CRM.

Person 2: That sounds pretty useful. But what if I don't have someone technical on my team who knows how to set up these platforms?

Person 1: That's the great thing about Red Track. They offer a white-glove setup, which means they'll take care of everything for you. Plus, they have a 14-day free trial, so you can try it out before committing.

Person 2: Can I manage my affiliates on this platform too?

Person 1: Yes, you can. Red Track is a great place to manage your affiliates and get everything set up and well-rounded for yourself.

Person 2: And can I track people from an opt-in all the way to a sale on my CRM?

Person 1: Exactly! You can track everything from an opt-in to a book sale, course upsell, or any other upsells. And if that opt-in goes to your sales team and closes in your CRM, you can track all of that too, as long as your CRM has an open API like Go High level.

Person 2: That's really cool. So what's the price again?

Person 1: It's \$249 a month for the team plan, and that should be all you need. And if for any reason it doesn't work or doesn't track, they'll refund you the full amount anyways and give it back to you.

Person 2: That's a pretty good deal. I'll definitely check it out. Thanks for the recommendation!

Person 1: No problem! Look forward to having you guys utilize this platform and the rest of the course to get some affiliates going and get some of that free traffic running.

Setting Up Affiliate Tracking With GHL

Person 2: How do i set up affiliate tracking with GHL?

Person 1: So the Go High Level affiliate platform works really well if you're not only selling a product through go high level on their funnels but just have landing pages and websites in general on the funnels here and are using them

Person 2: Sounds interesting. Can you explain more about the affiliate platform and how it works?

Person 1: Sure. So if you're using go high level for a lot of your business needs, like we do, it's a well-rounded platform that includes a lot of features, including a simple affiliate program that we've made some personal modifications to work for two different types of tracking, whether that's just lead tracking for any Optin form or actually, you know, sending somebody to the website, capturing that lead, and then also purchasing as well.

Person 2: That sounds pretty useful. So how do we get started with setting up the affiliate platform?

Person 1: The first thing we'll need is when you go to marketing and you go to the affiliate manager it's gonna have three step prompts here. It's gonna ask you to connect your Stripe account, add affiliates, and then set up your first campaign.

Person 1: You can skip all that of course, but you will not be able to have a campaign go live unless you have a Stripe account connected, a funnel connected with a live domain and added an affiliate and added a product to that funnel as well, or just in general.

Person 2: Alright, so how do we add a product to the funnel?

Person 1: It's really easy. If you're familiar with Go Level, you already know how to do this. For example, even if you're just tracking like literally opt-ins, you're not even selling a product, you still need to add a product to the page and attach it. And again that's just so we can generate an affiliate link, track those leads properly and go from there.

Person 2: Okay, got it. So what's next?

Person 1: With that being the case here, we have this affiliate example product that's \$9,800. It's all just setting up there. Again, quick little product, and then if we go to marketing, we go to affiliate manager. I already added myself as an affiliate. All you have to do is click the add button, new affiliate name, you know, name, phone number, email all that good stuff. You don't have to add any of these.

Person 2: That's pretty straightforward. So how do we create a campaign?

Person 1: When it comes to creating a campaign, we're just gonna go here real quick and create this campaign. And then for sites as well, just so you guys are aware, we did this affiliate example opt, and it's just a quick little opt-in page. We'll see this page as I generate my affiliate link and send it to myself.

Person 2: Okay, got it. Can you walk me through how to generate the affiliate link?

Person 1: Sure. Go to campaigns. I'm gonna click add, and it's gonna do, you know, testing campaign. Okay? And then, sorry, actually this is a really important factor too, is add these dashes in there and I'm gonna show you why that's super important here going forward. They're just gonna use that one. As you can see, there is the link. It's gonna throw the affiliate ID right

Person 1: "So we pay him every 60 days. 30 is the average. And we can do a flat commission based on this or a percentage, like 10%. What do you think?"

Person 2: "I prefer the percentage. And what's the template we are going to use?"

Person 1: "I believe it's this one. Let me just double-check that here. Alright, so coming back to this, it was the correct template there. I just renamed it the affiliate welcome email here cuz that has certain parameters in it that I'm gonna show you here as well."

Person 2: "And how long does it take for me to receive the affiliate track link?"

Person 1: "As we create that campaign, then I'm going to actually receive an email to my air email with that affiliate track link. And I can show you that here in just a second."

Person 2: "Alright. And why did you put those dashes in there for the campaign?"

Person 1: "For tracking purposes, that has to be dashed like that, otherwise you get an email that looks like this, okay? And now you have testing contact filtering, right?"

Person 2: "I see. And what about the tracking of the affiliates?"

Person 1: "When it comes to campaigns, you'll see customers, leads, churn, and then revenue generated. As you go to this, let's just go to affiliates here and go here. You'll see customers cancel customers, leads, owed, paid. This is kind of like what you owe and you know, are to pay. And then this is the revenue they generated."

Person 1: "We're just gonna market as, yes. We do that for future filtering here. When we actually win an opportunity, we send a web hook to a tracking Google sheet, which I will also show you how to set up. So that way you're not trying to just filter out contacts in your smart list here of all these different things, right? So again, just trying to build a seamless process for you guys. So let's go here and do this really quick."

Person 2: "Okay, I'm following you. What's next?"

Person 1: "I think it's seeing and entering my name. And then we're just gonna do this really quick, just like that. And then, okay, and just hit submit. Okay? Now it's gonna bring us to this two-step order form. So let's go here and we're just gonna refresh this quick, okay?"

Person 2: "Okay, I see. What's the purpose of this form?"

Person 1: "This form will help us track our customers and their activity on our website. If they complete this form, it will register as a lead and we can track their activity from there. Now you'll see we have one lead, okay? Affiliates one, one lead. Okay? And then again, if you go to affiliates here, you'll see that we have generated one lead, okay?"

Person 2: "Got it. So how do we pay out our affiliates?"

Person 1: "We can track our affiliates and pay them out using this Google sheet script that I have set up. It's super simple and easy. The first thing we're gonna do is go to settings and I'll show you why. So when you're in this sheet number one, you're gonna get a link to this, just come up here, go file, make a copy, okay? It's app scripts file functionality also, okay, you want all of that, right? So make a copy. Then you just come in here and you have to give it about, you know, 30 seconds and the go high level will pop up right there. So just give it a second here and allow that to..."

Person 1: I decided to add that in addition for you guys there. So refresh that quick.

Person 2: Yeah, we can just go back here. Okay, Just a copy of that. Paste that there. Click save. Beautiful.

Person 1: Okay, so now what we need to do is we actually need to publish this. So we're just gonna go to extensions here.

Person 2: Okay.

Person 1: We're gonna go to app scripts. Again, you literally don't have to touch a thing in here. It's all good to go. Ready to rock and roll, just have to hit deploy new deployment.

Person 2: Got it.

Person 1: And then it's gonna be to anyone. I always recommend adding a description here. You know, just first, first deployment, you know, again, just whatever version it is, variation, whatever that may be, just click deploy here.

Person 2: Okay.

Person 1: And then what that's gonna do is that's going to give you a link, right? You're gonna copy that and you're gonna throw that right here, okay?

Person 2: Got it.

Person 1: Hit save, save. And then what we can do, and so again, this is based on an opportunity one, right? So make sure it's on multiple, then we're gonna go back to this contact and we're just gonna add a quick opportunity here.

Person 2: Alright.

Person 1: I'm gonna close the calls, we're gonna do new schedule, we're gonna do one, and then we're gonna do it for 9,800. Okay? And then you can click add. And so what that's gonna do is that's good, then you're gonna kick the data to our spreadsheet right here.

Person 2: Okay.

Person 1: So that is, now again, we're gonna go ahead and troubleshoot this because it didn't pull through the source. Obviously that is the main factor here.

Person 2: Alright.

Person 1: So we're gonna go ahead and figure out why that was not pulled through on this. But again, I think you guys start to understand exactly the full reason of why this works and how you can track this all the way through and through just to make sure that the actual reason or the actual tracking is properly done.

Person 2: Okay.

Person 1: So, and then again, you can add the campaign name and we'll add, so we'll just add another custom field in here really quick. That'll actually help us with the tracking.

Person 2: Alright.

Person 1: And just be indefinite right there. So then we're gonna go to custom fields here again. So I'll just walk you guys through this here and just my thought process. And we're just gonna do affiliate, We'll just do, we're gonna just do affiliate bird name, something like that, right?

Person 2: Okay.

Person 1: Nothing crazy. And again, you guys can change this to whatever you want, doesn't matter to me. It's just so we can pull the data through accurately and then we're just gonna go here and then we're gonna go there again.

Person 2: Got it.

Person 1: Let's see here. Where's the contact source? My guess is that when I won the opportunity, it re-updated the contact source. So we'll just do, we'll do exactly what I did before. So, Because this is what it would be, it would be Dash, okay, just like that.

Write affiliate swipe emails

Person 1: "Hey, have you heard about email swipes before?"

Person 2: "No, what are they?"

Person 1: "They are pre-written emails for affiliates that they can use to promote our business. They just have to copy and paste the email, and that's it."

Person 2: "Oh, that sounds helpful. How do we create them?"

Person 1: "It's actually quite easy. All we have to do is make a few email templates that the affiliates can customize and send out to their lists. The goal of these emails is to get people to opt in for our free lead magnet."

Person 2: "Got it. So we're not trying to sell our high ticket offer in these emails?"

Person 1: "Exactly. We just want them to opt in for our free thing. That way, we can get their email address and build a relationship with them over time."

Person 2: "That makes sense. And what if affiliates feel like they're selling something to their list?"

Person 1: "We just have to tell them that these emails are all about delivering value. We're not asking them to sell anything. We're just giving their subscribers free value."

Person 2: "Okay, that sounds good. And how many email templates should we make?"

Person 1: "I think we should start with four, just to get some initial momentum with the affiliates. But we can always add more later on. The more options we give them, the more likely they are to keep promoting our business."

Person 2: "Great, that sounds like a plan. So what's the next step?"

Person 1: "The next step is to copy and paste these templates into a Google doc and customize them for our lead magnet/opt-in page. We should make sure to give our affiliates lots of subject line options too, so they can choose the one that works best for them."

Person 2: "Okay, got it. And how do we make these emails sound unique?"

Person 1: "We should try to make them our own. Don't just copy the templates word for word. The more unique they sound, the better. And remember, it's not that hard to sell a free thing. We just have to convince them to opt in for our lead magnet."

Create social media post templates

Person 1: Hey, have you heard of Canva before?

Person 2: No, I haven't. What is it?

Person 1: It's a really easy drag-and-drop software for designing anything, and I'm going to show you how to use it to create your entire swipe file for all of your affiliates. I'll walk you through it step by step.

Person 2: Okay, that sounds great. Do I need to have any knowledge of Adobe Illustrator or Photoshop to use it?

Person 1: Not at all. Canva has all the features built in, and it's just basically click, drag, drop, type, whatever you want to do. If you don't have an account, I would urge you to get the paid version. It has some more features that are going to be beneficial to you, but if you don't want to pay for it, go ahead and get a free account.

Person 2: Alright, I'll get the paid version. What do I do next?

Person 1: Great! Once you're signed in, on the left-hand side, you're going to see templates. Go to templates, then we'll go to social media. All of these are pre-built templates to the dimensions and sizing that you're going to need for all of the mediums.

Person 2: Got it. Which one should I start with?

Person 1: Let's start with a Facebook post. Once you're in there, there are 165,000+ pre-built templates to start with, or you can completely start from scratch if you want to design it more in-depth to how you want it. For this example, I'm going to use a pre-built template.

Person 2: Okay, that sounds good. What do I do next?

Person 1: Basically, if you just double-click in here, you can change this photo. You can move it around. If you want to get completely rid of it, go ahead and delete it.. You can size it to the size that you want, and then you can send it to the back. You can edit the lettering, my offer, promotion, join now, whatever it may be.

Person 2: I see. Can I add my logo in there as well?

Person 1: Yes, if you have your logo uploaded, you can go ahead and add it in. Inside of elements, they have different things like stickers. They have if you want an arrow to certain things, you can go to graphics, all sorts of different stuff that you're going to have in here which is why I said to you, get the pro version. You're going to have way more pieces you can actually use inside of here to spice up your actual swipe file.

Person 2: Okay, that makes sense. What do I do once I'm done designing it?

Person 1: Once you're done, you're going to click share and then you're going to go to brand template. Once you're there, create a new folder for affiliates. Click add the new folder, and then click publish. Then, you're going to go back up and click share again. Click download, and then whatever file type you want you can have jpeg, pdf, svg, gif, whatever you want to use. I'm just going to use a JPEG here. Click download, and now it's downloaded.

Person 2: And then what?

Person 1: Just keep repeating this process over and over until you have all of your entire swipe file built up. You can have it in one singular folder that you can share with all your affiliates, and everything that they're gonna need is there. So that's how you use Canva to build your entire swipe file for your affiliates.

The affiliate flywheel

Person 2: How do we go about finding the affiliates we need?

Person 1: All right, we're getting to the fun parts now. We're really about to start recruiting affiliates to actually start getting our first affiliate on board and then our second and so on and so forth. And really growing our solid base of affiliates and turning into a scalable traffic source.

Person 1: Well, we have a pool of potential affiliates. This is anyone who has an audience, no matter where that audience is, that's your ideal market. So this is a pool of potential affiliates. This is all the people in your market who already have an audience of the people that you're trying to go after.

Person 2: That sounds like a lot of people. How do we approach them?

Person 1: The same way it's a higher conversion rate over the phone when we're selling a \$10,000 offer. There's a higher conversion rate over the phone with affiliates when getting them to promote, than sending them an email and being like "Hey, so here's my promotion thing, you wanna promote it to your list", you're gonna close way more affiliates on promoting over the phone. And so if we close at a higher percentage over the phone than we do through email, for example, what we wanna do is we wanna be on as many phone calls with potential affiliates as possible.

Person 2: Okay, I see. And what do we do on these calls?

Person 1: On the call, we get a soft agreement on them promoting. Meaning they don't agree to a specific date, but you get them open to the idea of promoting. And on that same call, what you do is you get them to introduce you to more potential affiliates. You tell them about the first tier and you also tell them about your second tier program. And you say, "Hey, by the way, on top of that first tier program we also have a second tier program where anyone else who has an audience in this space, if they promote, what's gonna happen is we'll give you x percentage of any sales that they make to their audience." And you basically get them to make more intros and you're gonna get on those calls with those people and you're gonna get soft agreements from them and so on.

Person 2: "So what's the plan with these affiliates? How do we get them to promote for us?"

Person 1: "Well, first we get them to agree to a soft promotion, and then we do all the groundwork. Once we have everything set up, we send it to them and then get on a call with them."

Person 2: "Okay, and what happens on that call?"

Person 1: "We get them to agree to a specific date for the promotion. Sometimes affiliates say they'll promote but never actually do it, so we have to push them across the finish line."

Person 2: "Makes sense. And what about after the promotion?"

Person 1: "After the promotion, we follow up with them to make sure they keep promoting. Then we get them to agree to the next promotion and keep repeating the process over and over again. This is how we increase the frequency of promotions."

Person 2: "And how do we get them to promote more frequently?"

Person 1: "We also get them to introduce us to more affiliates, and then we repeat the same process with them. We call this a flywheel. By doing this, we're not only getting them to promote more frequently, but we're also getting them to refer more people to us."

Person 2: "That sounds like a lot of work. Is it worth it?"

Person 1: "Definitely. Once we have a base of affiliates, we have a traffic source that is just unstoppable. It's a traffic source that stands the test of time and can't be easily disrupted. It just takes a bit more legwork in the beginning."

Person 1: Take this very seriously. Pursue this like your life depends on it. This flywheel should be printed everywhere the same way you guys have machine mindset printed everywhere. Hopefully by now you have an affiliate flywheel printed everywhere and this is gonna be like, you know, your bread and butter, like you're gonna make this your lifestyle, right? This is what you do."

Person 2: "Okay, I understand. So we need to focus on building a strong network of affiliates to help promote our product. That makes sense. But how do we get started?"

Person 1: "Well, you'll get to a place where you're in a really, really good spot where you have a lot of affiliates who are promoting very, very regularly and you're not struggling with traffic, right? Traffic will be the least of your problems. I promise you that if you are focused on this right here, and again, this is why

affiliates are scalable, right? This is why if you build a team to help you do this eventually, you can really push as much revenue as you want to from affiliates."

Person 2: "That sounds great. But how do we recruit so many affiliates like the companies that have built nine-figure companies off of affiliates?"

Person 1: "I know people who've done 60 million launches and I'm like, how'd you recruit so many affiliates? And they're like, we didn't really put a lot of effort into it. I'm like, well then how'd you get 'em? Like we had a really good second-tier affiliate program, so everyone was, you know, incentivized to tell everyone they knew. The better these incentives are, the easier it is to push people through this flywheel. So I hope you guys really can understand why this is so valuable."

Person 2: "Got it. So it's all about aligning our incentives and creating a strong affiliate program that incentivizes people to promote our product. And if we do it right, we can make tens of millions of dollars."

Person 1: "Exactly. This right here, literally this one concept can make you tens of millions of dollars if you take it seriously. Like this concept right here off a one affiliate, you can make hundreds of thousands of dollars off a one affiliate. If you're just starting out. Getting your first client can be really, really easy. If you're already at eight figures and you're trying to add more traffic source, this is an easy way that you guys could literally double your company if you deploy enough time, energy, and resources into implementing this at the highest level possible."

Person 2: "Wow, that's amazing. So we just need to take this affiliate flywheel seriously and implement it at the highest level possible."

Person 1: "Exactly. So that said, this is the affiliate flywheel. Take this simple idea and take it seriously. And I promise you guys, as we move into actually outbounding and getting ahold of these affiliates, you will get massive results."

Finding potential affiliates overview

Person 2: How do I find potential affiliates?

Person 1: All right, let's talk about finding potential affiliates, like where to actually find them, what you're looking for, and everything in between. Because that first step in that affiliate flywheel is that pool of potential affiliates, right? We wanna find a massive pool of potential affiliates, and we wanna be able to reach out to them and get them on a call. So before we get them on a call, we need to figure out who they are, where they are, and how we can actually get a hold of them.

Person 2: That makes sense. So, who are we looking for?

Person 1: You wanna find people who already have the audience you want to get in front of. Anybody who has the audience you wanna get in front of, whether it's on an email list or social media or wherever, they are a perfect potential affiliate.

Person 2: Okay, got it. What are some potential affiliates we should be looking for?

Person 1: Business owners who've built their list/customer base in the same space as you, competitors, people who serve a similar market, influencers, community owners, and websites that get tons of traffic.

Person 2: That's a good list. How do we actually get ahold of these potential affiliates?

Person 1: Well, we'll talk more about that later, but for now, remember that landing one big affiliate will get us better results than a ton of little tiny baby affiliates. So, we want to reach out to people all the way at the top and work our way down rather than starting at the bottom and working our way up. The bigger our credibility gets, the more people will want to be a part of it.

Setting up your affiliate CRM

Person 2: How do I set up my affiliate CRM?

Person 1: So I'm gonna go ahead and kinda walk you through how to kind of set up your own affiliate CRM tracking system, reminders, things like that. Just how to utilize go high level to create a high-touch OneTouch system.. So just using a brand new sub-account, go to opportunities and create a new pipeline.

Person 2: Okay, sounds good. What should we name the pipeline?

Person 1: We're just gonna name the pipeline affiliate applicants and then we're gonna do new applicants. And then we'll do scheduled call. And then we can agree to push. We can just do three stages right now. Literally just wicked simple and super easy here. So we're gonna click save there and then we can go back here and you'll see those show up right there.

Person 2: Alright, what's next?

Person 1: The second thing we're gonna go ahead and do is we're gonna go down to settings and we're gonna go to custom fields and we're gonna add a couple things. So there are these folders here, and we're gonna go to contact we're gonna add at least two fields here, okay? The first one being the affiliate link, and then we're gonna add another field that's gonna be a dropdown, and this one is gonna be the affiliate status.

Person 2: What should we name the dropdown options?

Person 1: We'll do a new applicant, scheduled call, agreed to push curve, we'll do like currently pushing. Okay?

Person 2: Got it. What's next?

Person 1: The secondary thing we're gonna go ahead and do is we're going to create a form for the applicants to fill out, right? So if you go to sites, and then you get a form builder, we're just gonna create a new form.

Person 2: What questions should we include in the form?

Person 1: You can just add full name, phone, email, maybe website if you'd like to see if they have a website. Sometimes you can add company. Make sure to make the necessary fields required and the

others optional. If you wanna add any other questions, we'll just add a custom field. For example: how big is your email list? Okay? Once we have that, all we're gonna do is just click save.

Person 2: What's next?

Person 1: Oh, we're gonna add it to a group. We're just gonna add that to general info not a huge deal. And then we'll boom pop that one right there. And then allows them to, we can just do placeholder, like 10,000, right? And then you click save form and we're gonna, oh, we're gonna copy that link and I'm just gonna throw that right there for future use.

Person 2: Okay, what else do we need to do?

Person 1: "So the interval means they can book every 30 minutes, right? So they can book at 2:00 PM 2 33, 3 34, 4 30. You get the point, Okay?"

Person 2: "Yes, that's correct. What about the duration? Do you have any preferences?"

Person 1: "Well, I'm always a fan of making it to where they can't book at the end of the month, right? The whole purpose of affiliates is to get them pushing sooner than later. So I'll put the date range five days out. That way they have to book within those five days or they have to wait. And that way you're only getting serious applicants in the door."

Person 2: "That makes sense. What about the minimum duration?"

Person 1: "It depends. If you want somebody to book same day, you could do like two hours, one hour, whatever. If you don't want them to book same day and do next day I always recommend 12 hours. If you do one day, it will block off that whole next day for you. So like Wednesday, if we did one day today, all next day of a Thursday, and potentially even Friday will be completely blocked off."

Person 1: "Let's just select your office hours, 8:00 AM to 5:00 PM, set that up and go from there. We'll save and continue.

Person 2: What about the custom form?

Person 1: "We'll receive the regular form there, no big deal. It'll do data matchup based on email, phone number. We'll allow Google to send that. And then we'll sign contact, so respective team members when an appointment is booked."

Person 2: "Okay, and then we can just leave that there too. So, what's next?"

Person 1: "We're gonna go ahead and copy the permanent link and then we're gonna go back to automations here and we're gonna add that to this text message. And we'll just do 'book here,' add that link. Save. Good to go. Awesome."

Person 2: "Okay, I see. And what's that number you're putting in there?"

Person 1: "Oh, that's just a random phone number. It doesn't really matter for this purpose. I'm just showing you guys an example. Again, it doesn't need to be anything complex. Just simplify it to where you can keep track of people, send them reminders, which we'll build here in a second. And also get

people to move through that process to become an affiliate sooner rather than later. That way they can get to pushing your stuff."

Person 2: "Great, so what's the next step?"

Person 1: "We can come in here, you can book a call. In addition to that, real quick, before that, we can come in here and just create a new workflow too. And also, sorry, we'll do recipe appointment confirmation plus reminder and then hit create new workflow. And so this is just gonna be triggered by that appointment in calendar."

Person 1: So again, just a nice well-rounded set up for you to have a high touch system but automated with OneTouch for you.

Person 2: What do you mean by a high touch system?

Person 1: I mean a system where we can keep in touch with the clients and affiliates regularly, without requiring too much effort on our part. And with OneTouch, the process can be automated, so we don't have to do much.

Person 2: That sounds good. Can you explain how it works?

Person 1: Sure. Realistically, you didn't do anything. All you did was send them the form link, they filled out the form, we added the opportunity, put them in the correct stage, we updated their affiliate status, then we sent them a text, saying, Hey, please book your scheduled call.

Person 2: And after they scheduled a call, what happened?

Person 1: We automatically updated their opportunity and affiliate status, got them on the counter, put them in report and reminders again, all automatically just by sending them that form and going that route.

Person 2: I see. What else can we do with this system?

Person 1: If you want to manually add a contact, you can hit 'add contact,' and go through Adam, no issue there. The last thing I want to show you here really quick, just to keep this simple, is workflows. We can create a workflow, and if the contact changed and the affiliate status has changed to 'agreed to push,' we can set up a wait for two days and then send a text to check in and see if they had an opportunity to push their affiliate link to their audience.

Person 2: That's a good way to remind them to push our product. What about the affiliate link?

Person 1: We can send their affiliate link in the text using a custom field in the contact section. So when they become an affiliate and they're signed up, we can put this link in their profile in Go High Level. That way, when we send out these reminders or emails, we can give them their affiliate link to them and say, "Hey, if you somehow lost it, forgot it, don't have it, need it on the fly. Here it is."

Person 2: That's convenient. And what if we want to give them incentives?

Person 1: We can remind them of the incentives in the text or email, and keep following up with them to push our product. That's the whole goal of bringing on affiliates.

Person 2: I see. This is a simple and easy process for a high-touch system. Thanks for showing me this.

Person 1: You're welcome. It's totally worth it just to kind of follow along in this video and see how you can really just set yourself up with a simple system. You don't have to follow this exact system, but this should show you how easy it is to set yourself up with a system that's gonna work for you, not against you.

How to get them on the phone

Person 2: "How do I get potential affiliates on the phone?"

Person 1: "First, we find a potential affiliate and message them on social media using a cold message template. We then scrape their contact info using Apollo.io to get their phone number."

Person 2: "What's a cold message template?"

Person 1: "It's a message that includes specific context about them and talks about a new project we're working on. We mention big names we're bringing on as affiliates and how they could be involved."

Person 2: "And then we call them?"

Person 1: "Yes, we call them and try to have a conversation. If they don't pick up, we text them and send an email with a similar message. The goal is to get them on the phone."

Person 2: "Got it. This sounds like a lot of work. How can I make it easier?"

Person 1: "Eventually, you can build a team to do this for us. But for now, you have to do it yourself to master the process and prove that it works."

Person 1: "Have you heard of Apollo? It's a great tool we've been using to get in touch with important people."

Person 2: "No, I haven't. What's it about?"

Person 1: "Well, it's been a massive new mover for us in terms of getting people on the phone and getting contacts. Let me walk you through how to use it. So first, you go ahead and download Apollo from apollo.io and sign up for free. You'll get some free credits that you can use. Then, I recommend getting a lower level pay plan so that you can get the personal cell phone numbers of the people you want to get in contact with. That's really the bread and butter of the strategy."

Person 2: "Okay, got it. So, how do you use it exactly?"

Person 1: "Well, once you have Apollo, you can install the Chrome extension. Just search for 'Apollo Chrome extension' and install it. Then, when you go on LinkedIn, it should pop up in the sidebar. You can enable it so that it shows up everywhere."

Person 2: "And then what?"

Person 1: "Then, you basically find the person you want to get in touch with on LinkedIn. Let's say, for example, the CEO of Verizon. You pop their profile link into the Apollo extension and press 'save contact' and then 'request a mobile number'. About 60-70% of the time, you'll get a personal cell phone number, but sometimes it may not pull up. If that's the case, you can still email them using Apollo."

Person 2: "Wow, that's really cool. Does it work for anyone on LinkedIn?"

Person 1: "Yeah, even if they're a small presence on LinkedIn, Apollo can find most people's phone numbers. And a lot of times, they'll also pull their personal email, which is great to hit them in because they check it more often than their business email."

Person 2: "Thanks for showing me this. I'm definitely going to give it a try."

Using LinkedIn to find affiliates & message affiliates

Person 2: "Can I use LinkedIn to find potential affiliates?"

Person 1: "Well, first off, LinkedIn is a great platform for finding potential affiliates because the net you can cast is much broader. So, I urge you to start with LinkedIn as your outbound strategy to find potential affiliates."

Person 2: "Okay, that sounds good. But what if I can't find the audience I'm looking for?"

Person 1: "If you can't seem to get a hang of it, you can try using Facebook groups and other strategies we've talked about to find your affiliate pathway. But I strongly suggest using LinkedIn to be your first point when searching for potential affiliates."

Person 2: "Alright, got it. So, how do I find my target audience on LinkedIn?"

Person 1: "Well, there are three questions you need to ask yourself. First, who is your target audience? Second, where are they receiving their content and who are they getting it from? And third, who has a list of potential clients that they are actively communicating with?"

Person 2: "Okay, but can you give me an example of how this works?"

Person 1: "Sure. Let's say you own a coaching consulting company called 'Scale Your Roofing Business with Landon.' Your target audience is roofing contractors. Now, you need to ask yourself, where are the roofing contractors spending their time, money, and energy outside of their work? In this case, the answer is roofing product suppliers. So, you can align yourself with these suppliers and potentially partner with them to have them pushing your product as well."

Person 2: "That makes sense. So, how do I find these suppliers on LinkedIn?"

Person 1: "Well, if you have Sales Navigator, you can search for 'Roofing Supply Company' and narrow down your search by job title and seniority level to find high-level executives who can make decisions on

partnering with you. If you don't have Sales Navigator, you can still search for 'Roofing Supply Companies' in the search bar and look for second and third level connections."

Person 2: "Okay, got it. Thanks for explaining that to me."

Your First Call With Potential Affiliates

Person 2: "How do I conduct my first call with a potential affiliate?"

Person 1: "Well, the first call with potential affiliates is crucial in starting the flywheel churning, getting them to promote us and refer us to other affiliates.

Person 1: "Firstly, we need to build rapport in the beginning by sharing why we serve the market we serve, what our mission is, and how we're trying to help people. This is really important to make it easier to close deals, rather than purely financially driven. Secondly, we tell them about the commission structure and get them to agree that they would be at least open to the idea of promoting us. Lastly, we get them to make intros for a second tier."

Person 2: "What's the script for the first call?"

Person 1: "The affiliate first call script goes something like this. Firstly, you give them a call and ask them about themselves for three to five minutes. Then, you tell them about your mission and why you believe it's important. You pour your heart out and explain what got you into it and why you believe helping them is such an impactful and important thing. Lastly, you tell them about our \$10,000 offer to help women get x, y, z result and our \$3,000 commission per sale. We're looking for more affiliate partners like you. Got it?"

Person 2: "Yes, got it. Thanks for sharing the script."

Person 1: "No problem. Remember, the first call is just a soft agreement, and we'll button it down and get them to agree to dates later on. This is the only purpose of this first call. If we accomplish all of these things, the call is a win and they become very valuable to our company."

2nd call with potential affiliates (locking in the promotion)

Person 2: "How do I conduct my second call with a potential affiliate?"

Person 1: All right, now we're talking about your second call with potential affiliates. These are the people who already made a soft agreement to promote, right? Now we need to get them to agree to specific dates.

Person 2: How do we do that?

Person 1: We use the reciprocity and consistency bias to get them to agree to those specific dates. We already did all the hard work for them in setting up their account, and they'll feel a little guilty if they don't promote the free thing to their audience.

Person 2: That's a good point. But how do we get them to agree to a specific date?

Person 1: We need to make it less emotionally painful for them to agree to a hard date than to back out completely and make it look like they were lying. Once they agree to promote, we're going to follow up to make sure they can't back out.

Person 2: Got it. And what about getting them to refer more affiliates on the call?

Person 1: That's the second thing we're going to do. We're always recruiting new affiliates, so we want to encourage them to refer more affiliates on the call.

Person 2: Makes sense. Do you have a script or framework for these calls?

Person 1: Yes, we do. These calls are usually super casual, but we have a good framework you can follow to execute all of the psychology we talked about. We start by opening up with "Hey name, got some good news," and then walk them through everything we've done for them. We present it as the best news ever and get them excited about it before we ask them to commit to specific dates.

Person 2: I see. And once we make them a whole bunch of money, they'll be more likely to promote again, right?

Person 1: Exactly. That's why it's so important to follow up and make sure they can't back out once they agree to promote. Once they see the results and how much money they've made, they'll be more likely to promote again in the future.

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Follow up to get them to actually promote

Person 2: How do I follow up on affiliates to ensure they will follow through?

Person 1: Wow, you guys are in an excellent spot now. You've got affiliates who have agreed to promote you, and they even agreed to a specific date of when to promote.

Person 1: That's the hardest part about affiliates, especially the first push. Just because someone agrees to promote doesn't mean they will. You have to be obsessed with following up to get affiliates to promote.

Person 2: How do we follow up without being too pushy?

Person 1: The best way to follow up is to set reminders in your CRM for each affiliate. Seven days out from the promotion, you reach out to them and confirm the date. If they don't respond, you follow up again and even give them a call.

Person 2: But won't that be annoying?

Person 1: Actually, the most successful affiliate managers are the most annoying ones. They are obsessive with messages and always top of mind. And that's the biggest thing. People aren't thinking about you nearly as much as you think they are.

Person 2: So what's the follow-up cadence we should use?

Person 1: Set reminders in your CRM for each affiliate. Seven days out, reach out to them and confirm the date. If they don't respond, follow up again and even give them a call. 48 hours out, do a double check-in and make sure they have everything they need.

Person 2: And how often should we follow up?

Person 1: You should be nurturing those relationships as much as possible. Just check in on them, have conversations with them, and build that relationship. They're like clients who can make you \$50,000 a month if they're good affiliates, so it's worth it to invest in those relationships.

Post promotion

Person 2: I already had an affiliate push. What's the next step?

Person 1: Well, that's really good news because that means you've already done the hardest part. That first push is the hardest when it comes to any affiliate.

Person 1: And after that, it gets a whole lot easier, especially if you made the money, right? If not, we're gonna talk about what to do in that case scenario.

Person 2: Okay, I'm interested in learning more about that.

Person 1: If you did make money, you're in a really good spot. And we're gonna talk about how to really keep that flywheel churning and going faster and faster to where we're getting more affiliates promoting more often.

Person 1: Here's our post-promotion goal. So after somebody promotes, here are the ideal three outcomes. Number one, you get them to become an evergreen affiliate. When I say evergreen affiliate, it means they start consistently pushing you. The second biggest priority is to get them to promote again, right? And the third is to get them to refer more affiliates.

Person 2: Got it. That makes sense.

Person 1: So, there are really two variances depending on what happens after the promotion. The first one, which is ideal, is you made them money as an affiliate, they promoted you, you made them money, and they're pumped about it, right?

Person 2: Right.

Person 1: You're going to call them and get them excited about how much money you just made them. Talk about it, and make them feel good. After they're at the peak of their excitement, ask them when will be the next time they'd be open to promoting again in the future? That way we can schedule that for you.

Person 2: Okay, got it.

Person 1: The second outcome is you don't make them money. So, we're gonna talk about how to nurture those relationships and really save those relationships to where that affiliate doesn't just drop off the face of the earth and become nobody to us.

Person 2: That makes sense. What's the plan in that case?

Person 1: Well, you need to follow up with them and nurture the relationship. See if there's anything you can do to help them be successful in promoting you. Find out if there are any issues that you can address.

Your Day-To-Day

Person 2: How do I keep the cycle going on a day to day basis? What do I do?

Person 1: "All right, we're gonna break down your day-to-day in playing the numbers game when it comes to affiliates. If you're doing affiliates and this is your main source of traffic, guess what?"

Person 2: "What?"

Person 1: "We take it very seriously. We treat it as if we're professionals, and this is gonna be our day-to-day triage list, how we approach the day and really the overall philosophy we take when it comes to affiliates in the process that we've already talked about. Do you understand the affiliate flywheel? You understand the process of pushing people through and following up, getting them to promote."

Person 2: "Yeah, I remember that."

Person 1: "You understand the process of asking for second tier affiliate referrals to get more and more affiliates promoting. And the more we can get that flywheel churning, it's gonna pick up momentum. And once it picks up momentum, there's no slowing it down. And you're gonna be in a really, really good spot and your business is gonna be able to scale more than you ever thought possible. And that's before you even get paid ads to work, right?"

Person 2: "Yeah, I see your point."

Person 1: "Paid ads are how we get to that eight-figure mark really easily. But with affiliates, there's no reason you can't scale to multiple seven figures. Heck, you can even scale to eight figures with that as well. So let's dive in with that. Set your daily triage list, right? Number one, top of the triage list. The first thing you're gonna prioritize is moving existing affiliates along in your pipeline as much as possible, right?"

Person 2: "Okay, got it."

Person 1: "So the follow-up process of following up with every single body, every single person, anyone who's already promoted, calling them, doing the post promotion process, right? Hopping on those second calls where we're getting them to commit to hard deadlines, all of that stuff. Anyone who's already in your pipeline that you've already had conversations with, who's already agreed to promote, you just need to get them to keep promoting or to follow through on promoting, that is your number one triage. That is the first priority. You're gonna move all those people along as much as you can, the very first thing in the day."

Person 2: "Okay, I see."

Person 1: "And the reason why is because a bird in the hand is worth more than two in the bush, right? Someone who's already agreed is a much hotter lead than someone who's never heard of you before. So our first priority is to move those deals along the furthest we possibly can. So when we've done everything we can to move all the people who've already agreed to promote, then we move on to getting new affiliates."

Person 2: "That makes sense."

Person 1: "But first things first, we obsess on this process in doing it like a professional, right? We follow up as much as we can. We move them along in the pipeline as much as we can. We make sure we're doing everything in our power to get them to promote either the first time or for the 10th time. Doesn't matter which one. Our existing affiliates and people who agree to be affiliates are our number one priority. Cuz guess what? That's the asset that we currently have. We wanna nurture that asset and make sure that we're getting the most out of it we possibly can."

Person 2: "Got it, nurture the asset. What's next?"

Person 1: "So, I was talking to the marketing team today and they're looking for a couple of people to promote for them. They're not trying to build an army of affiliates."

Person 2: "And that's what we want. We need to have an army of affiliates."

Person 1: "Exactly! And in order to have an army, we have to reach out to a ton of affiliates before we even get someone on the phone."

Person 2: "I understand. So, how do we do that?"

Person 1: "We have to reach out to a bunch of affiliates and get someone on the phone, and get them to join the army. And then, we have to reach out to a bunch more affiliates and get one on the phone and get them to join the army."

Person 2: "Okay, so we have to keep reaching out to people until we get someone on the phone who's willing to join our army of affiliates."

Person 1: "Exactly! And if we keep doing this for a long enough period of time, we'll have a whole slew of troops who are out there promoting to their audiences. They'll be working for us, building their brands for us, and running ads for us."

Person 2: "Wow, that sounds amazing! So, how do we get started?"

Person 1: "We have to align incentives to where it's a win-win for both of us. You have to get a ton of people and talk to a ton of people before one agrees to push. And guess what? You have to get a ton of people to agree to promote before one actually does."

Person 2: "I see. So, we have to get better and better at this process over time."

Person 1: "Yes, exactly. And the more credibility we have and the more big affiliates we've had push, the easier it gets. But in the beginning, it's like pushing a car, getting that first affiliate. It's hard to get momentum. But once we get the second affiliate and the third, and those guys are promoting for us every single month, it gets easier and easier."

Person 2: "Got it. And how many affiliates do we need to have in order to succeed?"

Person 1: "If our goal is 20K a month, we need to aim for a hundred active affiliates. And if our goal is 200K a month, we need to aim for a thousand active affiliates."

Person 2: "That sounds like a lot of affiliates."

Person 1: "It is, but if we aim past the target, even if we fail, we end up so much further ahead of our original goal."

Person 2: "Okay, I'm ready to get started. Let's do this!"

Person 1: "Great, let's go!"

Automating & Scaling Affiliates

Person 1: Can I scale and automate affiliates? If yes, then how?

Person 1: Absolutely right. At the beginning you shouldn't focus on automating and scaling. You should focus on getting the process to work, getting proof of concept. Because once you have something that's repeatable, then we can scale it.

Person 1: But when you try to scale something before you figured it out, then you just have chaos. So focus on mastering the process, getting it to work for your business, figuring out the best way to find those affiliates, the best way to get ahold of those affiliates, to have those conversations for your specific offer and market.

Person 1: And to actually get them to follow up, actually follow up and get them to promote all the stuff that we've already talked about that you guys are gonna be obsessing on, on mastering, on making it your lifeblood, the lifeblood of the business.

Person 1: But if it's already working and you truly want to scale and automate, here's how:

Person 1: First things first, you already know the affiliate equation, right? The number of affiliates you have, times the size of the average affiliates, times the frequency. The amount of times they push equals the total avail volume of traffic they push, right? The total amount of affiliate traffic you get.

Person 1: Let me ask you guys this. If you have an equation that's two plus two equals four, how much harder is it to get that number to eight?

Person 1: All you gotta do is double the numbers, right? It's not that hard. It's the same math equation. You have a proven process, which is math that all you need to do is change the variables, right? Increase those variables so that you get a higher output.

Person 2: So, what do we need to do to increase the variables?

Person 1: Number one, if we're reaching out to affiliates ourselves and we're getting them to promote ourselves, and we're doing all the follow up, all the management, all that sort of stuff, we can't scale it simply because, you know, there's only so many hours in the day.

Person 1: The first step to scaling it is really automating it.

Person 1: So first thing is someone's gotta do it. So we hire someone to replace ourselves in the process of finding and following up with affiliates. So exactly what we're doing on the day-to-day, you're gonna hire somebody who can do the exact same thing.

Person 1: And we pay them a percentage of the sales they generate.

Person 1: We do the exact same thing with affiliates and we give them a percentage of the deals that they actually close. This incentivizes them to get all more affiliates, to get bigger affiliates and to get them to promote over and over and over again.

Person 2: How do we duplicate ourselves in that role where it is getting affiliates, following up with affiliates?

Person 1: We take someone under our wing, we show 'em the process, we walk 'em through each step they have. You have them go through the same training that you went through and you show them exactly the messaging that's working