

**HOW TO 10X YOUR
SALES WITHOUT
SPENDING ALL DAY
ON SOCIAL MEDIA
OR EXPENSIVE PAID
ADS!**



WELCOME TO THIS EXCLUSIVE AFFILIATE MANAGEMENT TRAINING

I know it's tempting to take this workbook and go through it immediately.

But you will get WAY more out of it when you take notes during the live lesson.

We've found time and time again that those who attend LIVE get the most out of the lesson.

So...

- Get your workbook ready
- Add it to your calendar
- Set aside the time to focus and learn
- Invest in yourself and your platform.

There's a TON of detail I want to share with you that couldn't make it into this document (and some blanks you need to fill).

So to get the full context (and the CONFIDENTIAL briefing), make sure to catch the Live Lesson.

Let's get started!

LIES & SECRETS

You will learn _____ you need an affiliate program.

You will learn _____ to build one from scratch and grow it and use it to explode your sales.

4 HUGE ADVANTAGES OF AFFILIATE PROGRAMS

1 - Make money _____ you spend it.

2 - No _____ at Targeting

3 - _____ Prospects

4 - _____ = More Success

TODAY'S GOAL

By the end of our time here today, I want to convince you of two things:

1 - An affiliate program is _____ to grow your sales.

2 - The _____ to start, build, and grow an affiliate program is to model others.

THE 3 LIES ABOUT AFFILIATE PROGRAMS

LIE #1

LIE #1 - I don't need an _____.

This lie tells you that you can do everything you want in your business alone.

When you don't have an affiliate program, you put a very _____
_____ on your growth.

Wrapped up in this lie is another underlying belief - _____ niche won't support an affiliate program.

LIE #2

LIE #2 - You have to _____ and do lots of _____ to get affiliates.

There are three things we need to consider here.

- _____ to begin
- _____ to find them
- _____ to recruit (tactics)

Most entrepreneurs simply wait too long to start recruiting. So, **when should you begin recruiting?**

- 1 - Start at least _____ months out
- 2 - _____ after a launch or promo
- 3 - Always be _____

Now, **where do you find** for affiliates?

1 - Start with people who _____.

2 - Watch _____

3 - Forums and Groups

4 - Ask yourself this question: _____

5 - Partner with other _____

6 - _____

7 - _____

How do you recruit affiliates?

Most important thing: Build _____

"All things being equal, people want to do business with their friends. And when all things are NOT equal, people STILL want to do business with their friends." - Jeffrey Gitomer

Use _____ to reach out.

- Keep it Short & Sweet
- DESIRED RESPONSE: Tell me _____

Additional places to look for affiliates:

- _____

- _____

- _____

Ways to Use _____ as affiliates:

1 - As an _____

2 - As a _____

3 - To Non-_____

4 - _____ events

MY #1 Recruiting Trick...That Almost No One Uses...

Ask _____. They should be your number one source of new, quality affiliates.

LIE #3

LIE #3 - Most of your sales will come from _____.

Sub-lies in LIE #3:

You have to personally _____.

_____ are not worth the hassle.

Examples of Building an Affiliate Army

Michael Hyatt:

\$1.2 Million launch

The Top 3 accounted for only _____ of Sales and over 500+ affiliate

made at least _____.



Claire Diaz-Ortiz:

12,000 registrations

No affiliate had more than _____ registrations

More than _____ affiliates sent leads

Ray Edwards:

The _____ accounted for only 19% of Sales.

Jason & Cecilia Hilkey:

114,000 summit attendees

No affiliate sent more than _____

Most affiliates were _____

They did this by ignoring the _____



Chandler Bolt:

4X increase in launch size

_____ increase in number of affiliates

Jeff Goins:

_____ books sold

Multiple bestseller lists

Increased his book sales and revenue by _____

Stu McLaren:

_____ in sales

_____ affiliates with a sale

Options for Affiliate Management

1 - _____

2 - Hire an _____

3 - Hire an _____

Advantages of Running Your Own Affiliate Program

1 - _____

2 - 100% _____

3 - _____ with affiliates

Disadvantages of Running Your Own Affiliate Program

1 - _____

2 - Lack of _____

3 - Slow growth

Advantages of Hiring an In-House Affiliate Manager

1 - More _____

2 - 100% _____

3 - _____

Disadvantages of Hiring an In-House Affiliate Manager

1 - _____

2 - Limited _____ of affiliates

3 - Scalability

4 - Strategic _____

Advantages of Working with an Agency

- 1 - Lower Cost
- 2 - Working with a _____
- 3 - Large _____ of affiliates
- 4 - Quicker _____
- 5 - _____

Disadvantages of Working with an Agency

- 1 - Less _____
- 2 - _____ challenges
- 3 - _____ understanding
- 4 - Conflicting _____

What to Look for in An Affiliate Manager

- 1 - _____ Fit
- 2 - Understanding of your _____
- 3 - _____
- 4 - _____

Next Step

URL to check out:

You can run your own affiliate program in about _____ a day.

Building a successful affiliate program is less about _____ and _____ than it is about simply _____ and _____.



Why Affiliate Recruiting Email Templates Work

The best copywriters in the world use _____ for a reason:
They work.

The Key to Great Affiliate Recruiting

The key to great affiliate recruiting is _____! You should
_____ at least _____ times over the course of a year.

Secret Weapon: Affiliate Promo Plans

Giving your affiliates a simple promo plan has been proven to increase
affiliate sales by as much as _____.

Another URL to Check Out
