

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

Should I Focus on Affiliate Promotions or My Own Products?

It can be hard to choose what to focus on: Your own products or affiliate promotions. But what if it didn't have to be either/or but it was both/and?



Asheritah Ciuciu from One Thing Alone recently reached to me and said this:

I'm still trying to figure out where affiliates fit in. Obviously, I don't want to detract from our own work and momentum, but some side income would be nice as well.

He identifies that it is a fine balancing act. If you have a limited amount of time to devote to building your business, how should you spend it?

Well, I believe that affiliate promotions can play a critical role in your business.

Here's a quick video in which I address Asheritah's concerns:

GET THE CHECKLIST I MENTION IN THE VIDEO

3 Key Takeaways

1. Mindset Shift

Shift your mindset from affiliate promotions being a distraction to it being a part of your business.

Think of it like you owned a brick and mortar store selling handmade chairs. Wouldn't it make sense to also sell cushions? And perhaps side tables. Maybe even coasters.

Consider Cracker Barrel. No one goes there to shop but often people leave with some knick-knack or something. It's not a distraction but a critical part of their business.

2. Plan Your Promotions

Find stuff you are enthusiastic about and plan to support it.

Come up with a strategic promotion plan. You can download an example here (the exact one we used for a recent promotion).

My Awesome Promo Plan for Copywriting Academy!



Plan for:	You!
What is the price?	\$997 or a 4-pay of \$297 (PLUS a last day 12-pay @ \$97, Tax Day)
Commission structure?	40% base + commission bumps based on performance + AWESOME prizes galore!

Hook for my audience:

TBD

DOWNLOAD MY SAMPLE AFFILIATE PROMOTION PLAN

Key Dates	Send Plan	Download Plan (TBD)
Tuesday, March 29, 2016		
Wednesday, March 30, 2016	Double check links and queue up first email (CAN MAIL TO PLC #1)	
Thursday, March 31, 2016	Mail PLC #2 to Entire List	
Friday, April 01, 2016	Mail PLC #3 to Entire List	
Saturday, April 02, 2016	NO MAILING UNLESS YOU HAVE NOT MAILED YET	
Sunday, April 03, 2016		
Monday, April 04, 2016	Mail PLC #3 (VIDEO) to Entire List	Mail PLC #3 to Entire List
Tuesday, April 05, 2016	(Optional) Email UNOPENS PLC #3	
Wednesday, April 06, 2016	Mail PLC #4 (EBOOK) to Entire List	Mail PLC #4 to Entire List
Thursday, April 07, 2016	(Optional) Email UNOPENS PLC #2	
Friday, April 08, 2016	Mail PLC #5 (VIDEO) to Entire List	Mail PLC #5 to Entire List
Saturday, April 09, 2016	(Optional) Email UNOPENS PLC #3	
Sunday, April 10, 2016	Mail to Entire List for Webinars tomorrow	Mail Entire List for Webinars tomorrow

3. Focus on Relationships

Develop two-way relationships. Find people you can support who will support you back.

Now that \$3000 commission you make with Person A becomes \$10,000 in revenue that they will send. It's not all about the commissions. The long-term relationships are what really matters.

Do you find it difficult to choose between affiliate promotions and your own products?