

# AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

## Top 10 Podcasts Affiliate Marketers Should be Listening To

Like many online marketers, I am an avid listener of podcasts. Today, I'm sharing my top 10 podcasts for affiliate marketers. This list is all about helping you be a better affiliate or run your own affiliate program. I also share a big announcement, so read on.



The following is not a comprehensive list of all the podcasts that I personally listen to. Nor is it a comprehensive list of *every* single podcast that an affiliate marketer should listen to.

But, I do feel like this represents the top 10...the crème de la crème of podcasts for affiliate marketers.

### 1. *Affiliate Buzz* with James Martell

I am starting off this list with a podcast that is all about affiliate marketing. The *Affiliate Buzz* podcast is one that I've listened to for years and I've been fortunate enough to be on twice:

A Day In The Life Of An Award-Winning Affiliate Manager

Matt McWilliams: Creating Your Own Product (An Inspiring Success Story)

James is a veteran of affiliate marketing and online marketing in general. His podcast is all about news, tools, and tricks of the trade for affiliate marketers.

Here are some of my favorite episodes of *Affiliate Buzz* that I'm not on:

SUPER BootCamp Member Dan Maynard Talks About His “Piano Site” And How He’s Gained And Maintained Top Rankings At Google For Nearly 1,000 Targeted Keywords

Outsourcing Essentials for Affiliates; The Secrets to Hiring a Virtual Assistant on a Shoe String Budget

## **2. *Success Talks***

Now, this one has nothing to do with affiliate marketing, but it's all about mindset.

This is the "think bigger" podcast. It will help you to think bigger in your business and your life.

It's all about...success.

It's run by the folks at Success Magazine and has featured some of the most preeminent guests in the world.

This is the podcast that I listen to when I need a mental boost.

Here are some my favorite episodes of *Success Talks*:

Dave Ramsey on Life’s Lessons Hard Earned

Shawn Achor and Michelle Gielan on Cultivating Long-Term Joy

Peter Diamandis on Creating Abundance

## **3. *Smart Passive Income* with Pat Flynn**

I had the pleasure recently of hanging out with Pat at Blackberry Farm in East Tennessee at Michael Hyatt's affiliate retreat.

At dinner on our last night, my wife, Tara said it best when she told Pat: "You are in real life just like you are on your podcast and I really appreciate that."

I feel the same way. Pat is the real deal and this is definitely a podcast for anyone in marketing. Whether you are just getting started or you are a veteran of online marketing.

If you listen to some of his older episodes, especially, he covers a lot about affiliate marketing.

Here are some my favorite episodes of *Smart Passive Income*:

How to Become a Successful Affiliate Marketer

Live Streaming Video and the Data that Proves Its Worth with Michael Stelzner

Affiliate Marketing the SMART Way—How to Stop Hoping and Start Earning

#### **4. *Online Marketing Made Easy* with Amy Porterfield**

This is a podcast that I've listened to for a couple of years.

She doesn't talk a lot about affiliate marketing (though she did here and it was awesome).

Her show is all about what the title suggests. It's online marketing made easy. It's marketing simplified and stress-free.

She takes some serious deep dives into some complex online marketing issues and really makes them easy to understand.

Here are some my favorite episodes of *Online Marketing Made Easy*:

7 Content Creation Ideas to Use When You're Feeling Uninspired

Affiliate Marketing Done Right with Rachel Luna (MUST LISTEN: Learn how Rachel made \$50,000+ with a list of only 5,000 people)

The Bonus Brainstorm: How to Create a Bonus Package for Your Next Course Offer (Applies to affiliate bonus packages, too)

#### **5. *Late Night Internet Marketing* with Mark Mason**

Mark is a new friend and quickly becoming one of my favorite people in the podcasting world.

Mark's podcast is all about internet marketing and building your online business for those of you doing it as a side hustle. It's geared more towards beginners and those who are doing this on less than 15 hours a week.

That said, I'm clearly full-time with my business and still listen and love it, as do many others I know in this world.

Here are some my favorite episodes of *Late Night Internet Marketing*:

Affiliate Marketing Overview

Defeating Imposter Syndrome – How To Become An Expert

Successful Affiliate Marketing Mindset

#### **6. *Marketing in Your Car* with Russell Brunson (Now, *Marketing Secrets*)**

This one is all about "funnel hacking." If you don't know Russell then you don't know internet marketing (haha, just kidding).

But seriously, Russell has been doing this for years for some of the top names in the world and has sold tens of millions of dollars worth of products. Simply put, the guy knows internet marketing.

So what does "funnel hacking" have to do with affiliate marketing? Well, if you understand how merchant funnels work, it helps you marketing their products better. It also helps you set up funnels that lead to affiliate offers.

This is one of those podcasts that I often "binge listen" to. I might not listen for a month and then listen to a month worth's of episodes. This allows me to see how all of his stuff connects.

When I do this, I fill up pages of notes from his podcast.

Here are some my favorite episodes of *Marketing in Your Car*:

Simple Affiliate Funnels

How to Sell Everything for Free. (This is a game changer if you implement what Russell talks about here)\

No More Being a Jack-of-all-Trades

## 7. *Building a Story Brand* with Don Miller

Five years ago, most people knew Don Miller as an author of introspective, biographical Christian books. But in the past half decade, he's completely transformed his brand and business.

Building a StoryBrand podcast is all about using *story* for your marketing. In each episode, Don shows you how to run your business on the principles of good storytelling.

Every episode is centered around the elements of a great story:



I've found that it probably takes you about 10-20 episodes to *really* start to get the framework and follow along. But it's worth waiting that long.

This podcast will flat out transform your marketing.

Here are some my favorite episodes of *Building a Story Brand*:

3 Powerful Takeaways Marketers Can Learn from a Master Storyteller

30 Proven Ways to Make Any Product More Valuable

7 Reasons Your Website Isn't Working

## **8. *10X Talks* with Dan Sullivan and Joe Polish**

This is another podcast, like *The Success Talks* podcast, that helps me to think bigger. It's all about 10X-ing your business...yes, growing your business ten times bigger than is now.

That might sound crazy, but their hypothesis (that I believe is true) is that it's easier to 10X your business than 2-3X. Why? Because to 10X you have to think about revolutionary concepts, not just tips, tricks, and tactics to grow a little.

This is important for online marketers, especially those building their businesses on affiliate offers, as it helps expand your mind. This podcast has helped spur at least a half dozen 6-figure ideas.

This is a hard one to pick a few favorites, but here are a few of my favorite episodes of *10X Talks*:

Mastering The Art of Delegation for Entrepreneurs

Unique Ability, Purpose and Motivation

How Top Entrepreneurs Think About Marketing And Their Organization

## **9. *ProBlogger* with Darren Rowse**

Picking the last podcast is hard and there a number of worthy contenders (see Ray Edwards Show, Ask Pat, Entrepreneur on Fire, and more). I went with Darren's show because I love the balance it offers of content creation and monetization, newbie tips and high-level strategy, how-tos and challenges.

Every single episode is packed with takeaways...and that is my kind of podcast. This is definitely not one you listen to just for entertainment. There are major actionable items in each episode (in fact, my only "problem" with the show is I end up with more ideas than I can execute on sometimes).

My advice is to make sure you listen to this one when you can easily record notes. And start to put them into action right away.

Here are a few of my favorite episodes of ProBlogger:

How to Make Money With the Amazon Affiliate Program (crazy, right?)

Profit Streams Revealed: How I Make Money Blogging

My Tips for Making Money As a Blogger Through Affiliate Marketing

## 10. The Affiliate Guy Daily with...ahem, Matt McWilliams

Um, really? I'm including my own podcast on this list?

Yes.

The Affiliate Guy Daily launches Tuesday, May 23 and I am pumped. As the name suggests, it will be a daily podcast with a single, short topic each day. One topic, one lesson, one takeaway, and one CTA - one thing you should do right away with the information I just shared.

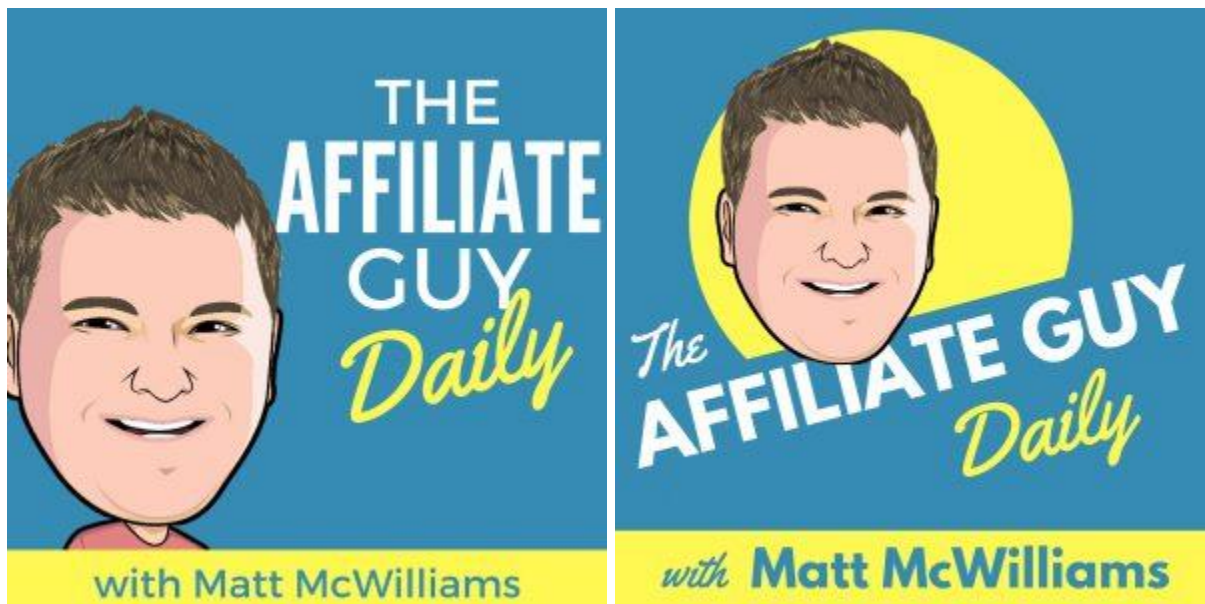
This podcast is NOT meant to be one you just listen to and don't take action. Every single day, I'm calling you to one take action.

We'll also cover affiliate marketing news, share clips of interviews, and have program announcements.

It will always be short, sweet, and action-oriented. 7 days a week. 365 days a year. That's what TAG Daily is all about.

And you can help me launch by helping select the artwork for the podcast.

Which of these logos do you like best?



Just click on either of the images above to vote.

Stay tuned for Tuesday, May 23 for launch day of The Affiliate Guy Daily.

[reminder]What is your favorite podcast?[/reminder]