

**15 PLACES TO FIND TOP
AFFILIATE PARTNERS**

YOUR FIRST 100 AFFILIATES

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REVISED & UPDATED!



LET'S GET STARTED

Perhaps you've seen these mega-product launches. The ones doing \$500,000, \$1,000,000, or more in sales. It seems that everyone is promoting them.

That's what happens when you have affiliates. You have an army of people promoting you to THEIR lists. To the people they've built a relationship with.

I first "discovered" affiliates in 2004. When I mentioned the idea of other people promoting our business without paying first, we were enamored. After an hour of excitement, we soon realized we had no clue how to actually FIND the affiliates. Where were they? How did we get in touch with them? What would we say?

That is the question I've spent the past decade-plus answering...and the answer to which I share with you today.

But first, why do you even need affiliates?



4 REASONS YOU NEED AFFILIATES

1. SCALABILITY

No matter how skilled you are at Facebook ads, SEO, or Social Media, there is a cap on how many sales you can make on your own.

You need affiliate partners to help you take the next step.

The right affiliate partners can help you explode your business. Our clients have literally experienced exponential growth using affiliate partners.

Imagine an army of loyal evangelists for your product or service all emailing their lists at the same time. Sounds like a dream scenario, right?

Well, that's exactly what you get with affiliates.



4 REASONS YOU NEED AFFILIATES

2. WARM PROSPECTS

No other form of advertising brings in warm prospects quite like affiliates.

Your affiliates act as a third party referral and when they say nice things about you BEFORE sending them to your site, the prospects are already warmed up.

That's why no form of advertising converts into leads and sales as highly as affiliate traffic does.



4 REASONS YOU NEED AFFILIATES

3. NO GUESSING AT TARGETING

One of the best parts of affiliate marketing is that you don't have to guess at who to target your marketing to. Your affiliates do it for you!

Often, especially in today's era of hyper-targeted ads and the increased usage of demographic and even psychographic targeting, we can forget that there are a lot of people out there who don't fit the "typical" profile of a customer for our products or services. So, we don't target them. And we miss out on reaching new markets.

But, affiliates allow us to reach new markets and increase our customers without having to worry about profitability of the ads.



4 REASONS YOU

4. YOU MAKE MONEY BEFORE YOU SPEND IT

With affiliates, you only pay them once the transaction is complete (usually at least a few weeks later). This is great not only for cashflow, but it eliminates all of the risk associated with typical marketing.

When you run Facebook Ads, Zuckerberg takes your money BEFORE you even run the ads. There is no guarantee of profitability or even any return on your investment.

But with an affiliate program, there is a guaranteed return and guaranteed profitability.



SO...WHERE DO YOU FIND THESE AFFILIATES?

Read on and I'll share 15 places to find the top affiliates
(and how to recruit them to be a part of your program).



#1 YOUR FRIENDS

Start with the lowest hanging fruit:

Your friends. The people you know, like, and trust and who know, like, and trust you.

Here is a simple email to send to them asking them to be an affiliate. Notice the use of the word "support" rather than "promote" and that it is short and sweet.

[GREETING],

I'm launching my [NAME OF COURSE OR PRODUCT] next April and I was hoping you'd be able to support the launch as an affiliate partner.

Would you be interested? Let me know and I can send you some more information.



#2

FACEBOOK/LINKEDIN GROUPS

Affiliates tend to congregate with other affiliates in their niche.

And Facebook and LinkedIn groups are a great place to find them.

Here's how to find these forums:

1. Search for [your niche] on Facebook and LinkedIn
2. Join them
3. Get involved in the discussion. Yes, it IS that simple.

It's important that you become a part of the community, not just someone who always promotes your program. Be helpful, ask good questions, and offer your advice freely, then you have earned the right to make a request.



#3

MEMBERSHIP SITES

If you are a part of any membership sites (specifically paid) then you have earned the right to ask other members to support you.

Like online forums, it's important to establish yourself first. Cultivate a reputation as someone who is helpful and a part of the community, then make your ask.

When you do post to the group, it's best (as always) to keep the request short and send them to a page with more information.



#4

LIVE EVENTS

Live events are probably the costliest way to recruit affiliates, but often the most effective.

There is no better way than one-on-one, in-person to convince someone to support you. Virtual events are almost as good, but not quite as effective as actually being in the real presence of someone.

As you'll notice throughout this ebook, the key at live events is to focus on building the relationship first, then ask them to support. Get to know them. Ask about their life and their business. Learn how you can support them first.

If you do not feel the relationship is solid, don't make the ask in-person. Focus 100% on them and followup with a handwritten note and ask later.



#5 LEADERBOARDS

This has been the number one source of new, quality affiliates for us.

We watch every launch we can. And we observe who is promoting what and reach out to them to ask them to promote our products and services.

Here is a simple email you can use:

[GREETING],

Congrats on finishing 7th place in Fred's launch. You killed it!

No rush, but I was wondering if I could chat with you for a few minutes about our launch coming up next June? I think it'd be awesome for your audience.

Thanks!



#6 FACEBOOK ADS

The great thing about Facebook ads is that you can hyper-target them.

Target people who are following the top online marketers or people in your niche.

Make sure to send them to a page that has as much information as possible about your product and your program. And don't require them to fill out a lengthy application at this point. Simply send them to a lead form where you can collect their name, email, and phone number, then followup with them.



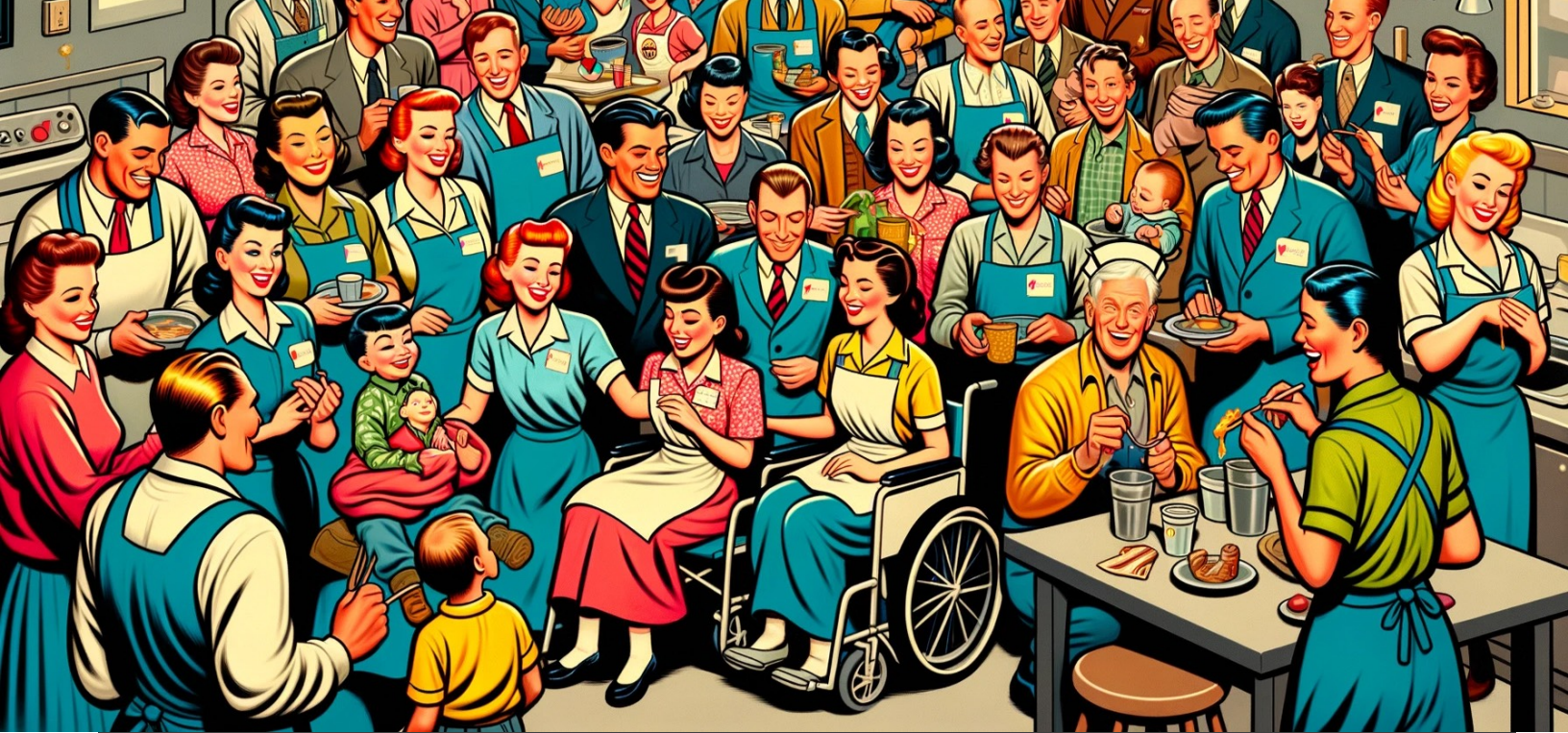
#7

LINKEDIN ADS

Similar to Facebook ads, LinkedIn ads are great for targeting people who are in affiliate marketing related groups or who work in your niche.

You'll find LinkedIn ads to be more expensive than Facebook (3-10 times as much) but also much more targeted and profitable long-term.

PRO TIP: Target individual groups as much as possible and mention the group name in your ads. If you can afford it, offer a special enhanced commission for members of that group. Even a 5% increase is enough to raise interest.



#8

NON-PROFITS/PTAs

Shutterfly, a past client, used to partner with numerous non-profits to promote their cards, calendars, and other print items.

The non-profit was able to say to their audience, "Buy your holiday cards through our Shutterfly link and we earn money." We offered them an enhanced commission. It was a win-win.

Much like the non-profits, schools and PTA groups are able to recommend products or services to their list of parents using affiliate links. The school or PTA earns a commission, which is, in the minds of the buyers, the same as a donation.

Think of the groups you are already a part of or that might be a good fit for your product or service and reach out to them today. Make it a win-win and it will be very profitable for you.



#9

TRADE GROUPS

If you sell a product or service that is ideal for a specific group, reach out to the trade groups and ask them to recommend you.

Often, they will recommend multiple products, but once you develop a relationship, offer to host a free training just for their audience or offer a free video series to them.

It requires a little legwork, but many trade groups have tens of thousands or even hundreds of thousands of eager buyers.



#10 MASTERMINDS

Definitely reach out to members of any mastermind groups you are a part of, but that is not what I am referring to here.

Find mastermind groups and offer to train them on how to make money promoting your product.

Keep the training as generic as possible so that it provides value, but also make sure to pitch your program and the benefits to them and their audience.



#11 REFERRALS

Once you get started, your number one source of new affiliates will be current affiliates.

The key here is to ASK them and make sure they get a 2nd tier commission (typically 10-20% of the normal commission).

If you want a sample email that is proven to work to get referrals, just text me the words "referral" at 260-217-4619. You'll get a fancy schmancy automated reply with a sample email you can use to get more referrals.

Just make sure you offer them a good second tier commission (typically about 10-20% of what the referred affiliate makes).



#12

YOUR AUDIENCE

Your audience has personal experience with you. They know, like, and trust you and know your style.

In other words, they are perfect affiliates.

The key is...you must train them. Most people in your audience are not affiliate experts, but you can get hundreds or thousands of them to promote you.

They need a little hand-holding but it is well worth it.

Host a webinar or a live event and show them how to make money sharing your product or service with their friends or audience.



#13 CUSTOMERS

What better source of promotional partners than your customers?

For some reason though, almost no one we talk to thinks of asking their customers to promote them. I have no idea why this is, but it's a great source of affiliates.

- They have an intimate knowledge of your product.
- They have a personal success story with your product.
- They know, like, and trust you and will defend you to others.

You couldn't ask for better promoters!

PRO TIP: If you use a system such as InfusionSoft that runs your affiliate program and CRM on the same platform, automatically sign your customers up as affiliates. Then set up an autoresponder campaign to invite them to promote X number of days later (60-180 depending on the length of the course).



#14

COMPETITORS

The old saying goes: "Keep your friends close and your enemies closer."

But your competitors are not only your competitors and they definitely aren't your enemies, if you have a healthy mindset. They can be your best promotional partners. Here are four ways to use competitors as affiliates:

1. As an upsell. If you offer a low-priced product that isn't in-depth, offer a higher-priced, detailed version as an upsell.
2. As a downsell. If you offer a course on book publishing, for example, that sells for \$997, offer a book marketing course from a competitor as a downsell for \$197.
3. To non-buyers. If someone is on your list for a long time (as in my example above) but has not bought your expensive course or product, find something cheaper to offer them.
4. To a niche within a niche. Offer your customers complementary courses as they go through the main course.



#15 GOOGLE

It's the world's largest search engine.

And it's also our second biggest source of affiliates (behind referrals).

Right now as I type this, we have virtual assistants using the power of Google to find top affiliates.

Here's how:

1. Search for competitors.
2. Find who is promoting them.
3. Find their contact information.
4. Reach out to them.

It's a cold ask, but effective over time. For more on this method that leads to explosive growth, check out our course, Find Affiliates Now at findaffiliatesnow.com



#16

AMAZON RABBIT TRAIL

The Amazon Rabbit Trail is how I got more than 500 affiliates to promote my book launch of *Turn Your Passions Into Profits*, which became a USA TODAY bestseller and has sold more than 11,000 books to date. It's also how we've helped our clients sell more than 330,000 books and hit multiple bestseller lists.

But it works for more than just books. In fact, it's one of the fastest, easiest ways to get a LOT of affiliates in a very short time. For an overview of the Amazon Rabbit Trail, [click here](#) to view a video walking you through the process step-by-step.



BONUS: LET ME RECRUIT FOR YOU

One of the easiest ways to get affiliates is work with a JV broker or to feature your affiliate program or launch on a site like mine.

Throughout the year, we are always looking for top affiliate programs to feature to my list.

If you are interested in featuring your program, just [click here](#).

[FEATURE YOUR PROGRAM](#)



THE 'ASK' FORMULA

The majority of the population has a hard time asking for things, even from those whom they've helped. For some, the idea of it is downright terrifying.

But if you are going to succeed in launching a product or service, you'll have to get over your fears and learn how to ASK.

There are three things you must do in order to make an effective ask. When I follow this basic formula, it almost always works. When I don't follow all three, my "pitch" is rarely successful.

Here are the three parts of the ASK Formula:



THE 'ASK' FORMULA

A - Assume a Positive Response

Your success with any request starts in your mind.

No, this isn't pseudo-psychology. This is real world stuff. Think about asking someone out on a date. If you go into it with the mindset that the other person will say "no," you've pretty much determined the outcome already.

Your lack of confidence shows. It shows up in posture, in your voice, in your facial expressions, and in the language you use. Your confidence level even shows up in email.

Go into an ask assuming a positive response. Tell yourself why a person **WILL** say yes, not the possible reasons they will say no. This does not guarantee success. But going into it with the wrong mindset **DOES** guarantee failure.



THE 'ASK' FORMULA

S - Show Them the Benefit

Anytime you approach someone about promoting your product, you must show the benefit to the other person. The benefit to you is implied (you sell more stuff). But what is the benefit to them? It could be any or all of the following as starters:

- Providing their audience with valuable content.
- Opportunity to connect with other affiliates.
- Filling a hole in your product offerings.
- A chance to join other big names as a mastermind as a prize.
- Revenue in the form of commissions (without having to create a product).

The possible benefits are endless and specific to each person. Take the time to think of the specific benefits that your target partner will get from being a part of your launch.



THE 'ASK' FORMULA

K - Know Their Audience and Their Needs

The last letter might be the most important. In order to make an effective ask for a potential partner, you must know their audience (demographic and psychographic).

You should be able to clearly and accurately describe:

- Who their audience is
- What their problems are
- How your product addresses those problems
- Why they should buy from you

When you address their audience's needs, you make it clear that your promotion is serving their audience. It's a no-brainer.



'STEAL' MY BEST RECRUITING EMAILS

I included some proven recruiting emails in this free report, but there isn't room for all of them.

If you'd like to get ALL of my best recruiting emails, [click here](#).

I'll share ONLY the proven winners.

We've sent more than 1,000,000 recruiting emails over the past decade-plus and these are the best performing emails.

[GET MY AFFILIATE RECRUITING SWIPE FILES](#)

THE AFFILIATE CODE

THE **CLASSIFIED** PLAYBOOK
AFFILIATE MANAGERS
DON'T WANT YOU TO KNOW ABOUT

UNLOCKED

How I Built a **\$12.6 Million**
a Year Affiliate Program
in Only Two Years Without Any
Connections or Credentials

Thou shalt NOT hire
a JV/Affiliate
Manager

Thou shalt scale
your affiliate
program **FASTER** than
you think you
should

Thou shalt not be
required to know A-
list partners - or
even know all of
your affiliates

If you liked this free resource and want to take your training and your affiliate program to the next level, check out my 5-hour masterclass, The Affiliate Code UNLOCKED!

In this masterclass, we share everything you need to know to run a 7-figure affiliate launch.

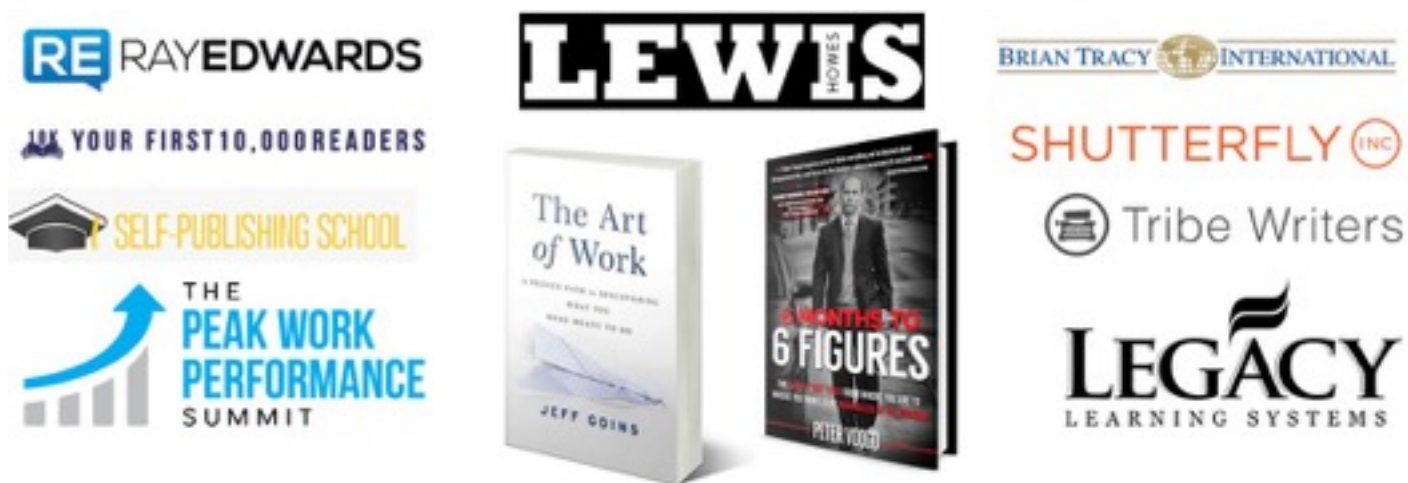
I literally share our entire framework we use to run massive affiliate launches for clients such as Michael Hyatt, Rich Schefren, Shutterfly, Adidas, Jeff Goins, Lewis Howes, Nick Stephenson, Brian Tracy, Ray Edwards, and more!





ABOUT MATT

Hey, I'm Matt. By a quick way of introduction, I've been fortunate enough to spend the past decade-plus (yes, that makes me old) working with some of the most amazing people. Here's a brief list of companies and amazing entrepreneurs I've worked with:



In my years as an affiliate/JV manager, consultant, and online entrepreneur, I've experimented, failed, and sometimes succeeded.

But enough about me... I want to know about you and help you. If you want to learn my proven formula for starting, growing, and sustaining a successful affiliate program, make sure to follow me on YouTube and Facebook. Also, when you follow me, make sure to let me know how I can help YOU.

Your **AFFILIATE LAUNCH COACH**



If you're ready to take your affiliate program to the next level, there's no better way to do so than through our coaching program, Your Affiliate Launch Coach.

Led by four-time Affiliate Manager of the Year, Matt McWilliams, YALC will help you to start or grow your affiliate program without having to spend hundreds of thousands of dollars on an affiliate manager (who won't do as good of a job as you anyway).

Apply for a complementary 20-minute coaching call now to review your current program, get clarity on what's holding you back and your next steps, and get a 60-day action plan to take your affiliate program to the next level.

Apply now at YourAffiliateLaunchCoach.com