

AFFILIATE LAUNCHES

MADE SIMPLE with Matt McWilliams

How to Succeed at Affiliate Marketing with a Small Email List

Is it possible to succeed at affiliate marketing with a small email list? You bet it is! Today, I share an awesome case study with John Meese who made \$5,359 in affiliate commissions in just one month with a list of only 1,302 subscribers.

If you haven't noticed, I am a big believer in affiliate marketing as an income builder. From 2014 to 2015, I made more than \$100,000 in just in affiliate commissions. My list was never more than 2,000 people.

During that time, I often finished in the top 10 on affiliate launch leaderboards. I even won the first Self-Publishing School affiliate launch. With the right strategy, you can do amazing things with a small list.

3 Mindset Shifts to Succeed with a Small List

Success begins in your mind. To truly succeed with a smaller list, you need to make these three mindset shifts first.

1. Stop Comparing Yourself to Others

If you constantly compare yourself to those with bigger lists and think success isn't possible, it won't be.

In the first affiliate launch I ever promoted (Michael Hyatt's 5 Days to Your Best Year Ever), I made \$586. I didn't even sniff the leaderboard. But I also only had about 500 people on my list. That first promotion showed me what was possible.

Fast forward one year and I made more than \$14,000 and finished in 5th place, ahead of some big names in the industry. The following year I made almost \$20,000 and finished 4th.

These successes started by removing comparisons and focusing on what *I* could do to succeed.

2. Nurture Your List

When you have a huge list, you can succeed without a lot of effort or planning. The reality is that when you have 300,000 people on your list, it doesn't take much to generate 100+ sales.

But with a smaller list, you need to be more strategic. You need to nurture your list.

You do this by treating an affiliate promotion like your own launch. That means:

- Blogging about the upcoming topic in advance. Plant those early seeds.
- Warming up your list before the launch.
- Building an early interest list.

[callout]RELATED POST: [7 Ways to Warm Up Your List Before an Affiliate Promotion](#)[/callout]

3. Do Your Own Thing

I am huge believer in modeling and copying. In fact, I love this quote from Pablo Picasso:



I am such a fan of modeling (I mean, stealing) that I highly suggest you check out [Ramit Sethi's launch of his course Zero to Launch](#) and steal his best sales funnel. He's offering it FREE here.

But...modeling and stealing has its downsides.

When you have a small list, be very careful what you copy from those with larger lists. Your small list is more intimate. Use that to your advantage.

Most of all, do your own thing. Do what works for *your* audience, not what you saw some other internet marketer doing.

[shareable]Do what works for your audience, not what you saw some other internet marketer doing.[/shareable]

How John Meese Succeeds with a Small List

In April of 2016, John Meese had 1,302 email subscribers. And yet, he made \$5,359 in affiliate commissions.

I recorded an in-depth video interview with him, which you can get here for free. In it, we discuss how he did it. How he finished high up on the leaderboards of two launches and brought in more than the average American makes in a month. Just from affiliate commissions and with a small list.

If you want the digest version, below I share my three biggest takeaways from John's interview. But I highly suggest watching the entire video here.

1. Remember Your Audience Follows YOU

One thing you must remember in an affiliate promotion is that your audience follows *you*, not the person you are promoting.

They signed up for your list. They want content from you. They know, like, and trust you.

John did something I've never seen done before. He created his own three-part video series promoting Ray Edwards' launch.

His Copywriting 101 series was hugely popular with his audience and allowed him to still be the star of the show.

It takes a little (OK, a lot) of extra effort but this is how you succeed even with a small list.

2. Focus on Depth Over Breadth

Most people focus on growing their list which is important. But they fail to go deep with the people already on their list.

John succeeded by focusing on those who were most interested in the topics he was promoting and was "aggressive" in his marketing with them. He did not blast his entire list more than a few times, but those who expressed interest in the topic (by clicking or opting in) got a lot more emails.

This is exactly what we teach.

[callout]John used ConvertKit to track his subscribers' activity. This fall, we're doing a webinar with them to discuss email marketing and how YOU can promote them as an affiliate like John has.

There are limited seats available so **click here to register early** for this awesome webinar.[/callout]

3. Nothing Beats Hustle

The #1 reason why John succeeded was hustle. He simply went above and beyond the norm.

Creating your own video series, segmenting your list, and getting personal with your audience takes time.

Hustle is one of the big reasons I've succeeded in the past with a small list. I made sure to answer every email someone sent, even Tweet, and I even hosted live chats with potential customers for affiliate offers.

These things take a lot of time and effort, but they are worth it.

Watch John's Entire Interview

If you really want to learn all of John's secrets to succeeding at affiliate promotions with a small list, watch the entire video here.

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What is your biggest takeaway from John? What is your biggest tip for succeeding at affiliate promos with a small list?