



4. **Take advantage of the bonus content.** Most of the books below have bonus content mentioned throughout the book. It might include additional case studies, video tutorials, or swipe files. These are often some of the best content.
5. **Use it as a reference.** Continue to use the book and the bonus content as a reference. Organize your notes using Evernote or something else so you can easily refer back to them when you need them.

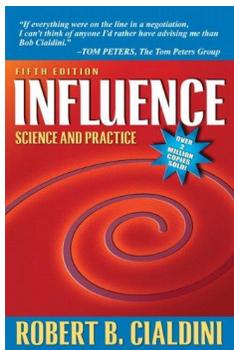
You'll notice as you go through the list below that these aren't "affiliate marketing" books (except one). That's because most affiliate marketing books are outdated by the time they are published. They tend to focus on "get rich quick" schemes and not the *principles* that lead to affiliate marketing success.

The books I list below are online marketing books and foundational books for your business. I've listed them in order from what I call "foundational books" to more "tactical books."

I'm also giving away my top five listed below, so keep reading to learn more about each book, grab a copy of each for yourself, and then enter to win the top five for a friend.

## My 10 Favorite Online Marketing Books

### 10. *Influence* by Robert Cialdini



This book is by far the most foundational of them all. There are very few practical takeaways from this book, but I re-read it every few years to remind me of the principles of persuasion and influence.

The book is full of timeless psychology studies that will get your wheels turning. Every time I read this book, I have at least three new business-changing ideas of my own.

When you read *Influence* (or any of Cialdini's books) and *then* read one of the other pure marketing books below, it will all make sense. Plus, you'll see just how much the other authors are pulling from Cialdini's research.

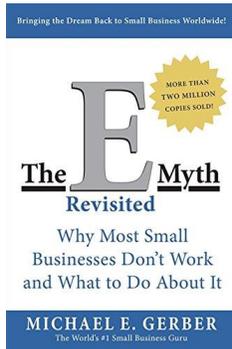
### EPIC QUOTE:

[shareable cite="ROBERT CIALDINI, INFLUENCE" text="People are more motivated by the thought of losing something than by gaining something of equal value."]People seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value.[/shareable]

Get *Influence* here.

## 9. *The E-Myth Revisited* by Michael Gerber

This is not a marketing book. At all.



So why did I list it?

Because far too many people come to me seeking that one tip or strategy that will make them an overnight success. And that's not what they actually need.

I want affiliate marketers and online business owners to think bigger. And Michael Gerber's book will help you do just that.

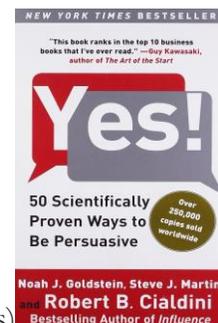
This book is all about building a small business that grows and lasts. Whether affiliate sales are a small percentage of your revenue or 100%, you need to read this book to learn how to set up your business the right way.

### **BIGGEST TAKEAWAY:**

Make a chart of all the tasks and "departments" in your business on day one. At first, you will be the only one responsible for each task. Begin to hire for the tasks and departments that you are least skilled or enjoy the least.

Get *The E-Myth* here.

## 8. *YES* by Robert Cialdini, Noah Goldstein, and Steve Martin



Yes, another Cialdini book. (In fact, I recommend all of his books)

This book took me nearly a year to read the first time. I broke my rule of reading through it because of the way it is laid out.

Each chapter focuses on a single idea to help you be more persuasive. And by a quick count of the dog-eared pages, 34 of the 50 chapters were relevant to me.

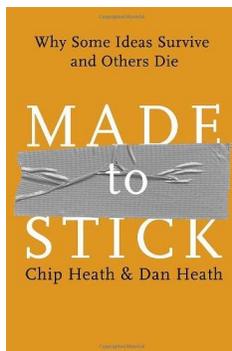
I'd plan on reading one chapter each week and spending some time thinking about how each idea can shape or reshape your business.

**KEY CHAPTER:** Chapter 33 which points out that People respond better when you point out a piece of supporting information that is uniquely known by you AND that you point out it is uniquely known by you. People like exclusivity and having that “edge” in terms of info.

Get *YES* here.

## 7. *Made to Stick* by Chip and Dan Heath

This was the first book I ever read about virality. And it was written before the explosion of social media (2007).



The Heath brothers clearly lay out why some ideas (even those that are not true) go viral and survive for generations while others simply die.

They show you what makes ideas "sticky." And those sticky ideas are what make your business grow.

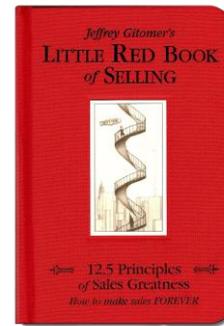
This was the book that taught me the power of story and BLUF (Bottom Line Up Front). Those two lessons alone transformed my company's marketing in 2009. And the lessons are still relevant today (perhaps even more so).

### **KILLER QUOTE:**

[shareable cite="CHIP & DAN HEATH"]The most basic way to get someone's attention is this: Break a pattern.[/shareable]

Get *Made to Stick* here.

## 6. *The Little Red Book of Selling* by Jeffrey Gitomer



This was the first book about selling that I ever read...way back in 2004.

This is all about *sales principles*, not tactics, though there are a few ideas in the book that have made me hundreds of thousands of dollars. Like the idea of leaving a partial voicemail and cutting yourself off halfway through (that one was easily worth millions to my second business).

Many of the ideas in the book may seem outdated or not relevant to online marketing, but this book is foundational to everything else listed below. It's a must-read for anyone who wants to learn the principles of selling.

### TATTOO THIS ON YOUR FOREHEAD QUOTE:

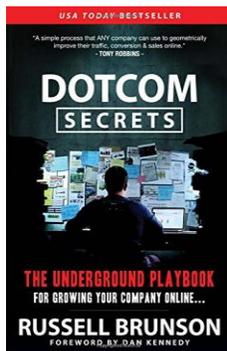
[shareable cite="JEFFREY GITOMER"]People don't like to be sold, but they love to buy![/shareable]

Get *The Little Red Book of Selling* [here](#).

Now...for my top five books for affiliate marketers, all of which you can **enter to win here**.

## 5. *DotCom Secrets* by Russell Brunson

I'm currently re-reading this book now to refresh myself before I read Russell's new book (more on that below).



There is a reason why he refers to this as a "playbook" because it is exactly that. It's a great combination of high-level strategy and nitty gritty strategy.

When you get the book, make sure to check out the bonuses as well. There are literally entire email sequences you can basically copy/paste (with some edits of course).

I personally filled more than 40 pages in Evernote that have transformed my business. It's that good.

## **BIGGEST TAKEAWAY:**

It is absolutely critical that you get clear on YOUR voice. If you are a leader, lead with authority. If you are a reluctant hero, don't forget to be reluctant and don't forget to be a hero. You need balance. Whatever your voice, get crystal clear on it.

Get *DotCom Secrets* here.

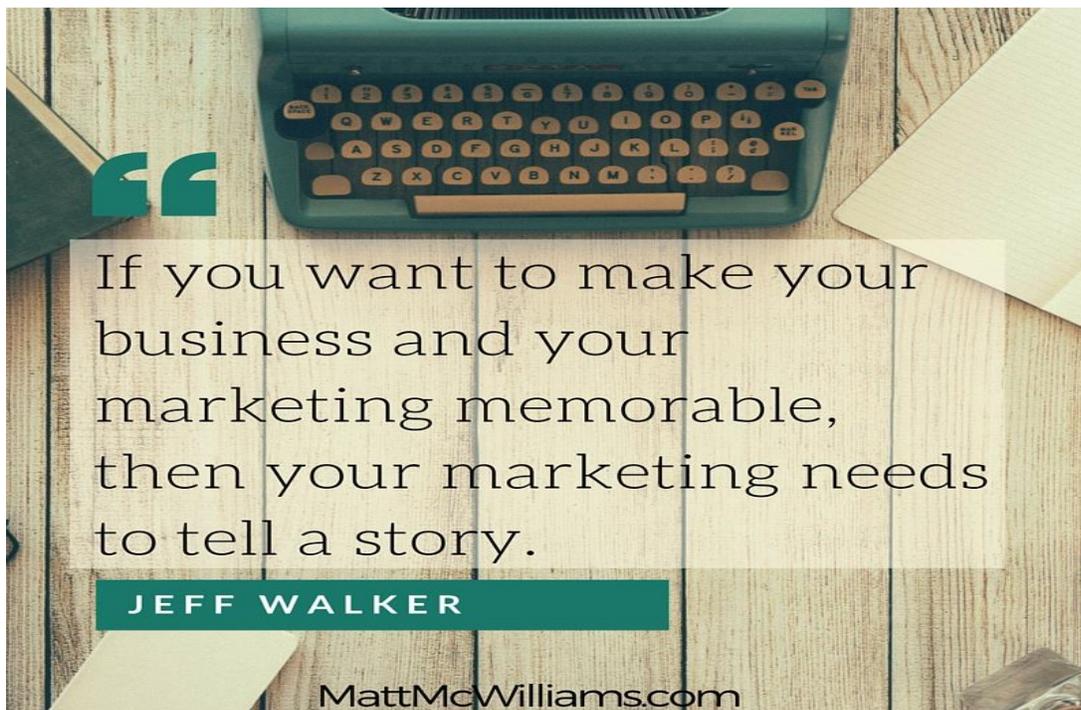
### **4. *Launch* by Jeff Walker**



I was pleasantly surprised at this book. While I think the world of Jeff Walker, who literally invented *Product Launch Formula*, I was expecting the book to be mostly an upsell to the course (which I DO highly recommend you check out).

Instead, I found that Jeff gives away a LOT of his best secrets in the book. I've heard from numerous people who've run \$10,000+ (even 6-figure) launches just from reading the book. That definitely sets it apart in the online marketing books category.

## **BEST QUOTE FROM THE BOOK:**



Get *Launch* here.

### 3. *ASK* by Ryan Levesque

The traditional online marketing strategy prior to ASK seemed to rely on intuition and basic common sense. For some, those two things resulted in millions of dollars in sales. For others, it led to failure.



What I love about ASK is that it clearly shows you how to know exactly what your audience *wants to buy*.

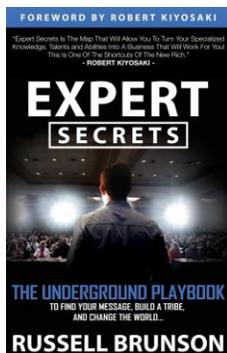
When you use the ASK method along with affiliate marketing, you learn so much about your tribe. ASK shows you how to survey them and promoting affiliate offers that fit their survey results proves to you what they'll actually purchase.

#### **BIGGEST TAKEAWAY:**

This book is still revolutionizing how my business operates, but the biggest takeaway I've got so far is to make sure to ask open-ended questions. Let them write responses in their own words and then use those exact words in your messaging. Very powerful!

Get *ASK* here.

### 2. *Expert Secrets* by Russell Brunson



This book literally just came out and I ordered two copies. One for me and one to give away.

I'm less than 50 pages in and already it is blowing my mind.

I have yet to put anything I've learned into practice yet, but my team and I are definitely going to be rewriting our scripts as a result of this book.

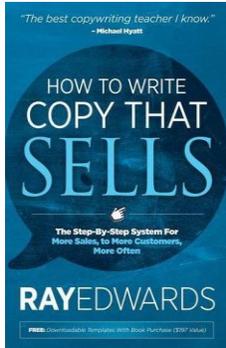
## **BIGGEST TAKEAWAY (SO FAR):**

The importance of taking a stand and not being afraid to be polarizing. Russell goes in-depth about creating an "US vs. THEM" mentality. You take a stand, share how you are different, explain what you are fighting for or against, and define WHO your tribe is.

Like him or not, Donald Trump did this incredibly well in the 2016 presidential election...and well, it worked.

Get *Experts Secrets* here (FREE as of this posting...you only pay shipping)

### **1. *How to Write Copy that Sells* by Ray Edwards**



Ray Edwards is the reason I can even type this post coherently. He has literally taught me almost everything I know about copywriting.

And copywriting is absolutely the #1 thing you have to learn if you are going to make money online.

His strategies and tips have helped me to sell my own products better and sell affiliate offers better. When I first attended one of his webinars years ago, I more than doubled my click through rate on my emails.

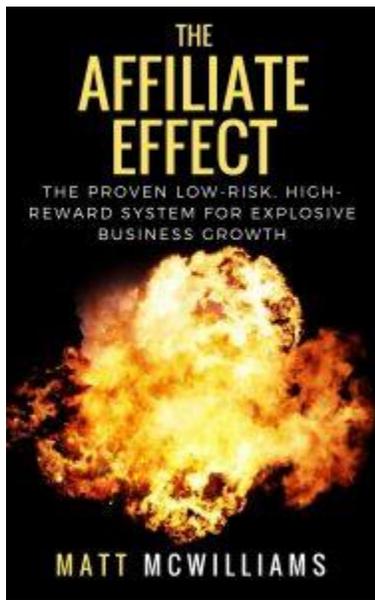
That was the difference between giving up on my dream and pursuing it with everything I've got.

FULL DISCLOSURE: Ray is a client, but that does not affect my rating of his book. It does, however, warrant that I highly recommend his launches to you ([sign-up here](#)).

### **SPECIAL OFFER:**

Buy Ray's book here and I email me your receipt (matt [at] mattmcwilliams.com) and I'll send you my free training on affiliate copywriting.

Get *How to Write Copy That Sells* here.



**BONUS BOOK: My book - *The Affiliate Effect***

No, you can't buy this book yet, but I figured I'd put my proverbial feet to the fire on this one.

I'm currently about halfway done with the manuscript and after a recent lunch with Kary Oberbrunner, we came up with a killer name together (and by "we" I mean "he").

The title of the book is *The Affiliate Effect: The Proven Low-Risk, High-Reward System for Explosive Business Growth*.

In it, I share all of my best information on how to start and grow your own affiliate program. As the subtitle says, it's a proven system that has virtually no risk and all the reward.

If you want to get on the Early Bird notification list for the book, just [click here to sign-up](#).

Now that I've announced it, I have a lot of incentive to finish this sucker!

### **Win My 5 Favorite Marketing Books**

As I've mentioned throughout, you can WIN my five favorite marketing books.

That's right...I am literally giving away copies of *Expert Secrets*, *Launch*, *Ask*, *DotCom Secrets*, and *How to Write Copy That Sells* (a \$71.32 value).

[button href="http://www.mattmcwilliams.com/5books" primary="true" centered="true" newwindow="true"]ENTER TO WIN MY TOP 5 MARKETING BOOKS[/button]

[reminder]What is your favorite marketing book?[/reminder]