



THE AFFILIATE GUY podcast



GOOD NEWS...
YOU DON'T
HAVE TO BE
THE BEST



To Succeed in Your Online Business

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Good News...You Don't Have to be the BEST

[PODCAST INTRO]

I've got good news for you. You don't have to be the best. You don't have to be the best to succeed in your online business. You just need to do this one thing really well.

Hey, hey. So we're continuing this series on those takeaways that I got from Blackberry farm, from my experience there, and again, we're going to come back to this was such a powerful session. I don't know if I mentioned this in a previous episode, but the session we did with Brian Lee, the general manager of Blackberry farm, and when we were going around the table on our last night together and sharing what our biggest takeaway was, all of us, me, Jeff Walker, Michael Hyatt and Amy Porterfield, all of the affiliates who had won their trip there all in some way quoted him or looked

back at something that he had said, that's how powerful that session was. To be able to get that group of people to all be quoting somebody was powerful. And what he said was that at blackberry farm, they don't have to be the best. And it encouraged us in our businesses, you don't have to be the best, you just have to be someone's favorite.

You just have to be someone's favorite. And I remember this weight being lifted off my shoulders. I was like, wait a minute. You're right. And I think about blackberry farm, arguably, they win the awards for like Best Food in America. So they might just have the best food in the entire United States, but even if they don't, they just have to be someone's favorite. Their food just has to be, it's my favorite. It just has to be someone's favorite, their environment, you know, here's the thing, they don't have an ocean they in the mountains. You want an ocean, you don't go there. If you want to be able, you know, if you want year round, 80 degree weather, like you might get in, say Phoenix, you don't go there. It was in the mid upper 50s, the entire time we were there. Those are the highs.

When we walked a breakfast, it was cold, but it was a big, because just like a really good, it felt good cold. I don't know how to describe it. It was just like, Ah..., you know, if you want those things, you don't go there. It's not the best weather. It's not necessarily the best environment, Although I love the environment because it's so peaceful and you can climb up to the top of one of the mountains there and you don't hear a sound except for birds. You'll hear the sound of traffic, you hear the stream and you hear the wind and you hear the birds.

That's all you hear for like an hour. Was that the best? No, but it's my favorite. I'm a big fan of that. The atmosphere there isn't the best. The cottages are kind of on the outside or kind of an old rustic feel now inside it's pure luxury with heated floors and you know, like 2000 thread count sheets and you know, every place on the inside looks like it was painted yesterday without smelling that way, you know, so it's nice, but on the, it's not the best on the outside, but it's my favorite. And I started thinking through all of these things, not the best, it's my favorite.

It just takes so much pressure off because let me pull up my notes here that I wrote. There was something I wrote, I want to make sure I kind of almost quote myself. Yeah, "Be someone's favorite marketer, be their favorite teacher. I don't have to be the best and you don't have to be the best, but can you be their favorite? Can you be the funniest? Can you be, you know, can you make them laugh? Can you make them feel a certain way?" As we talked about. I always think back when I think of this, I keep thinking of this question and the question is, who's your favorite comedian? Or actually, let me rephrase that a different way. Who's the best comedian? We ask a hundred people, you're going to get probably 80 different answers. Is it the person who sold the most? Arguably no, to succeed you don't have to be the most commercially successful comedian.

What if the most commercially successful comedian doesn't enjoy his job? That might be true. I don't know. What if he wishes that he'd done it a little bit differently, made a little bit less money but enjoyed it more? Well, who's the best comedian? Well, I think of Brian Regan, you know, or Jim Gaffigan maybe, but there are people who don't get their humor and they think the

best is Dave Chappelle or Jerry Seinfeld or Jay Leno or Jimmy Fallon or Ellen Degenerate. The list goes on and on of people who could be the best comedian, but it doesn't even matter because to you as an individual, you have a favorite, you have a favorite and so I say, oh my gosh, Brian Regan's hilarious. And you say, I don't get as jokes or is either one of us wrong? No.

So be someone's favorite. And how you do that, you know, the Blackberry farm model is they go out of their way to be an individual's favorite by doing the little things. One of the reasons they're my favorite is because they learned what we drink and they had it in the fridge the whole time. Once they learned they had it stocked. One of the reasons they're my favorite is because I value coming back after going to dinner at the barn, which is their fancier restaurant, you have to wear a sport coat and stuff. So, I've worn a sport coat four times in the past three weeks, which is really unique for me. Once for a visitation, once for a funeral and then twice at the barn, at blackberry farm. But it's, you know, I think it's like 0.9 miles from our cottage.

So we drove our golf cart, you know, down there and it was chilly. You're driving back at like 10 o'clock at night. So I value walking into that room and having a fire going. So, one of the things that makes them, my favorite is that I can tell them earlier in the day I want that fire one, I want it to be a little bit past its peak when we get back at about 10 o'clock and that the room will be warm and we get to hear the fire crackling is we go to sleep. That's something I value and when I'm there I value that more than what channels they have or how admittedly their TV not very nice. In fact, they

hide it behind the doors and we watch TV for a grand total of like 45 minutes the whole time we were there.

I don't value that. You don't value how nice of a TV they have or what channels they get. So that's not going to make them my favorite like some of the other things would. So how can you be someone's favorite is the key. How can you be their favorite marketer? How can you be their favorite teacher? How can you be their favorite? Fill in the blank, right? And think about what is your audience's experience. So let's go to content. What is their experience with your content, you know we talked a couple of episodes ago about how do you make them feel, well, what's their experience with your content and it should be an experience. We don't think of things like that. Most of us, I didn't prior to this, it was more of a how can I rank in SEO? How can I get them to click? How can I get them to do this? And I wasn't thinking what's their experience with this piece of content? Are they reading it? Are they watching it? Are they listening to it and going, Huh, that's interesting information. Or they actually interacting with it is it is, again, going back to what we talked about, is it creating an emotional experience in them?

How can I be someone's favorite with this piece of content? Here's the thing. If you're an audio file and you care about the fact that I've mentioned that I don't record my podcasts episodes on a podcast mic anymore. I don't record them in the studio. I used to have everything had to be perfect before and I kind of had my bullet points and I stuck to my script and I talked into the microphone. I stood still, I talked into a microphone that had a pop filter and um, you know, all this stuff and if there was any background

noise whatsoever, we had to get that silent and I had two of these huge curtains, not curtains, blankets, you know, like the, the sound reduction blankets on either side of me and I literally was standing to where it's six inches. On the other side was this, was this, this blanket. So it would muffle the sound and that was my setup and that's what they recommend. That's what the experts recommend. And if you want to be the best podcast, you have to have that setup.

Well, I'm recording this episode on an iPhone, the only thing I've got is a windscreen that I put over just to filter out some of the background noise to take off a little bit of those hard "T's" and "P's", which it probably didn't even take off just then because I exaggerated it so much. And if I am outside, because I'll record a lot of podcasts while I'm walking or at a gas station, you know, or while I'm on a hike. In that case, you hear a lot of background noise even with the windscreen and it is what it is.

That's it. That's all I've got is that wind screen covering up the microphone. So I don't have the best podcasts. I can't because the audio is not perfect. And so if you're an audio snob and there's nothing wrong with being an audio snob, you might be turned off by my podcast. Okay. But I can be someone's favorite. Hopefully I'm your favorite because I'm in my element when I'm at a mic and I'm standing still and I'm worried too much about sound quality. I'm not in my element. I'm not on my game when I'm doing this. I'm on my game. This is how I'm, obvious I feel like I'm having a conversation with you and hopefully it feels that way to you and I'm just having a conversation with you. So speaking of that, I would love your

feedback. There's a couple ways to, you can leave feedback, let people, let others know I'm your favorite.

I just realized my stomach's growling because I haven't eaten yet. And so maybe the mic picked that up. I'm like, oh, that's, that's actually noticeable. I'm hope. I don't know. We can edit that out in post production probably. But even then, we're not really doing anything other than just removing 90% of background noise. So you might hear me walking, I don't know. Anyway, leave a rating and review. That helps us to get visible to more people. It helps more people find us in this message and again, in our mission to help people succeed with their online businesses to help 100,000 people make their first dollar online. That's our big mission as a company. And then secondly, you know, when you do that, oh, I will make sure to mention you on the show. So I'm going to start doing that as well. Coming up.

That just helps us get seen by more people. So leave a rating review. That's one way you can communicate with us. Also go to asktheaffiliateguy.com and ask your questions. That's going to be a lot of our, of our content. It always has been and it always will be. A lot of our content is just Q and A. You ask a question I answered it on the podcast. We prefer if you leave a voicemail through SpeakPipe, but if you want to write in, that's cool too. We just, we kind of give preferential treatment to the ones that we record their stuff. We've got some awesome episodes coming up with that. So asktheaffiliateguy.com you can communicate with us there. Connect with us on social media. Just go to Mattmcwilliams.com and Click on the social media icons. That's another great place to ask us

questions. Come to our Facebook lives and engage with us there. So, we want to be your favorite, but if we're not your favorite, that's okay too. And we're not going to, we're not going to try to be the best, we're just going to try to be some group of people - your favorite. And you should do the same in your business.

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