



Should You Build Your Business on Affiliate Marketing?

Should you build your business around affiliate marketing, one of the affiliate guy. But my answer today might surprise you.

Welcome to the affiliate guy podcast. If you want to grow your income, serve your tribe, and enjoy all the benefits of affiliate marketing and having your own affiliates, you're in the right place.

Thanks for joining me today. Hey, let's get started.

Hey, it's Matt and I'm back for my lengthy extended break from podcasting. Now there's a lot of things that led to the break and the biggest one was we had a huge promotion going on.

The other one is actually had some pretty big struggles with my voice. And we did this really lengthy, you may remember the list launch challenge, I'm sure many listeners were part of it. And I was doing these two, two and a half hour a day, you know, marathon teaching sessions. And it was just a struggle in my voice. I don't know what it is, but for some reason I was not blessed with the ability to talk for long periods of time without getting a really sore throat. And so I've tried everything like voice coaches, exercises, warm up exercises, all that. I had a couple of years ago, Michael Hyatt sent me an exercise that he does, then from Tony Robins voice coach. I was like, that's going to be the answer. Nope, that didn't, it didn't work.

And so this is a side note. One of the lessons I learned in doing those, and I did this more over the last few days of the challenge is I worked in breaks you know. I got this from Ray Edwards. You know, he was like, man, you gotta give her voice a rest, you've got to give your body and your mind a rest. You can't just teach for like two straight hours. You gotta have a little bit of a break. And so, you know, we worked in these breaks, we got some time where Mark would talk, Mark Sieverkropp crop was co hosting the challenge with me and he would do a little of the talking. We worked in some opportunities to play some videos that gave a little bit of a break, but we actually have time for people to do exercises not jumping jacks but for them to do, to kind of put into practice what we were teaching.

And we found, first of all, this was really beneficial to them. There was this one part where they were we had them write some viral headlines and we came back and I'm like two and a half minutes and I just played some

music and you know, came back and we were reading through, we didn't plan this. I had not really planned to read the headlines. We ended up taking like 10 minutes to just, I mean, they were amazing. So then I was like, wait a minute, what if we did this? And we took those headlines and we put them into a pdf and gave them to everyone. You know, who was on. It was really a cool moment to see that. And so it'd be great but it also gave my voice rest. There's just some practical advice. The other thing is Luden's now makes a watermelon throat drop and they're amazing. It's so if you need throat drops to kind of get you through something like that, the watermelon ones are a great choice.

So here's the thing. Today I wanted to talk about building your business around affiliate marketing. I'm the affiliate guy. I love affiliate marketing. I think it's an important way to start off in the online world. I think it's an important way to start monetizing. And I think it's an important way to learn how to sell. And some of the things that we'll talk about as we go along here, but I don't believe that it's you should build a business on affiliate marketing, you know, and that surprises a lot of people because I mean the affiliate guy, right? But I actually don't believe you should build your business on affiliate marketing. You know, in fact, as you progress in your business and our business has shifted into this and it's getting really close to being this, I believe that one third of your sales, one third of your revenue should be from you know, your own product.

One third of your revenue should be from affiliate marketing. And then the other third near, these percentages vary. Of course. That other third is from

things like mastermind groups, coaching, consulting, certifications, you know, things that aren't really courses or products, but they aren't, you know, affiliate marketing either. It's all the other stuff that you possibly have. And so that's the breakdown for us to break down for us went, you know, I'm trying to think, five years ago was roughly 70% clients, 25% affiliate marketing and 5% products. And then when I say clients, that's consulting clients, coaching clients, things like that. And then it began to shift, you know, three years ago it was probably 60% clients and 30% affiliate marketing and then 10% other products. You know, our own products. Two years ago, it was about 50, 35, 15, and then, probably about a year ago as we started really stopping to reducing our client load, it was about 40 to 50% affiliate marketing and then about 30% our own products and about 20% client stuff.

Today it's right at, it's almost in the wheelhouse. It's about 40% affiliate, about 40% our own stuff. And then about 20% all the other stuff, you know, our, our start mastermind, our services and all the stuff that we do, a coaching, consulting and things like that. So it's a pretty good even mix and we're trying to get that a little bit more balanced, but that's what it is right now. So where does affiliate marketing come in? Where does it, what role does it play? Well, it plays a few roles. Number one, it's a way to get started making money. You know, the realities when you first start out online and you don't have a product or service to offer, you don't even know what your audience is willing to buy. You get to test stuff as an affiliate. So it's a way to test stuff, to way to learn what the heck is your audience going to buy, which teaches you what kind of products you could create of your own.

The second thing is, like I mentioned earlier, it teaches you how to sell and it teaches you how to sell in a risk free way because you're not having to go create a product to sell. You know, I know I was talking earlier, we're redoing our no product, no problem. Course. I don't even have to come up with 90% of the content. Probably about 10% of the content is brand new, but 90% of it is the basics and it's the same content. We're just shooting it. It's just gonna be a lot better. And yet it's still going to take us about a hundred to 140 hours to put that together. The first version, which wasn't even, I mean, I love the course, it's getting great results, but it wasn't that pretty aesthetically pleasing. You know, we didn't have fancy lighting and just cheaply put together. We probably spent like \$10,000 on it, but it took us probably 250 to 350 hours to do all the work for that to brainstorm, to come up with everything, to outline the course, to shoot the course, to edit the videos. It was an astronomical amount of time. So even now we're looking at between a hundred 140 hours. That's a lot of time to put into a product if you don't even know if anybody's going to buy it. So you get to learn how to sell without the risk of having to create your own product.

You know, one of the things that we get out of that is you third, it kind of ties in, but you learn what works with your audience. And you know, just today we had a meeting and we came up with this idea for one of the things that we're promoting right now, and it's the shell of an email. And I said, what if we did this, this, and this, and wait a minute, this is an email that's going to, this is going to stick, this is going to be one we're gonna use in other stuff. Let's see how this one performs. I'm pretty sure this one will be something that we use in other stuff. And so the point there is that when you do these affiliate promotions, you learn what works for your audience.

Like if this performs well, then now we know great, we can use this model for other emails throughout the year.

It's really cool way. And then, you know, the fourth thing is it fills in the, you know, the reality is we have a handful of products, but there's a lot of stuff that my audience wants to learn and so we get to fill in the gap stuff that I'm never going to create a goal setting course. It's not my thing. I cannot create a goal setting course better than Michael Hyatts. So we promote Michaels. I cannot create a course on launching products better than Jeff Walkers. So we promote PLF. I cannot create a course better on closing sales. Then Kevin Harrington's course on, you know, Secrets Closing The Sale. I can't create something better than that. So we promote that. You want to learn how to do a membership site, will recommend Stu McLaren's tribe. I can't do something better. He is the world's leading expert on that subject.

And so I'm not going to create the product and you could ask me to do it. You could offer to pay me thousands of dollars. I'm not going to create it because he's the best. So I, I just refer it to him and we promote him as an affiliate. And so it allows us to fill in those gaps without having to create the product ourselves, which is a thing of beauty. So no, I do not believe that affiliate marketing should be the crux of your business. It should be a part of it. It's okay though, to be clear, when you start out and all you're doing is affiliate marketing, it's okay for it to be 100% of your business. Just set a goal to get it to not be set a goal to, you know, every year to reduce it by, you know, 10, 15, 20% add those other revenue streams in as well.

So it plays a vital role in your business, is a very important part of your business. Even as you scale. I know people who run, you know, 5 to \$10 million a year businesses and affiliate marketing is 15, 20, 25% of their business. It's still a large chunk. You know, if you're running a \$10 million business and it's two point \$5 million, that's a lot of money last time I checked at least. So it can still be a vital part of your business even down the road. So that's my thinking on that. Hope that helps you clarify some of yours and I'm not going to go a month between episodes. Again, I'm back voices. Good and I will see you in the next episode.

Thank you so much for listening today. Remember to check out all of our deep dives into affiliate marketing at theaffiliateguy.tv If you have a question, you can ask you to ask at theaffiliateguy.com who knows, might end up being featured on this podcast.

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