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Friends with Benefits Campaign

Welcome to the Friends with Benefits Campaign. Now, the Friends with Benefits Campaign is designed for affiliate, or sometimes people call it joint venture opportunities with those who serve your ideal client. The key to this offer is that you don't want to promote someone else's product or service if it competes with yours. That's kind of obvious, right? It's kind of a no brainer. But I wanted to point that out. So you want to align yourself with someone who has a product or service that compliments what you offer, but you don't currently have in your product or service line up. Affiliate marketing is based on revenue sharing. You can run this campaign even if you have no products or service of your own yet. If you're just starting out, this is a fabulous way to start to generate revenue, and the beautiful part about this particular campaign is most of the work is done for you.

I'll explain that a little bit in a moment. The premise behind this campaign is that you can promote someone else's product or service and earn income from it as an affiliate marketer. So, let me sum it up like this, affiliate marketing is the process of earning a commission by promoting other people's or company's products or services. If you find a product or service that you like, you can promote it to others and earn a piece of profit for doing so. It's like it'd be lovely if we could get a commission when we referred someone to a restaurant that we love, right? Or a movie that we like. Unfortunately, it doesn't work like that. But online, there are tons of people who are willing to pay you for your influence essentially. They're willing to pay you to say, "Hey, I love this product or service or you know, and I'll give you a percentage of the sale if you can promote it."

Like I say, it's a pretty sweet deal. If you remember the Cash on Command™ campaigns are designed for quick and easy additional revenue in your business. Normally the way that you usually do that is to put a high ticket offer in front of the warmest traffic that you have. Normally warm to hot traffic sources are like buyer's email subscribers, social media, communities that you may be involved in or have. I would also include groups, et cetera, that you were involved in, not just unnecessarily fans and followers, old leads, referrals. For this particular campaign, we're going to focus in on email subscribers, fans, followers, and even old leads. You could technically also put this in front of buyers, but you know, honestly, if you have a bunch of buyers and you probably want to be doing the resell campaign.

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This campaign usually works super well for those who have an email list or a social media following of some size. I would suggest even a connected social media community. If for example, you don't have a huge list, if it's not over 1K for example, but you do have that connected social media community that's very engaged then this campaign will most likely work for you. This campaign is for you if you have a mailing list or a following of like a thousand people or leads that have said no to a high-ticket offer. I want to say something though. This is very, very important. If you're going to run this campaign, you want to make sure that you've either tried or trust others who have tried the product or service that you're getting ready to put in front of your community. And you have to really feel that that product or service is going to be a benefit to your community as well.

If both of those things that are not true, then you should not become an affiliate partner. The risk is just way too high that you'll either run, a potentially strong relationship with the creator of a product or service some and maybe an influencer in your niche, or you'll lose the trust and credibility with your already existing community, which is like, that's like just a terrible thing. You know, if you recommend something and it's not a good product or service, then people, the backlash will come on you, just as well as the product or service. You've got to make sure that you love the product or service that you're getting ready to share with your community. If you know your Avatar, if you know your avatar and you have a niche, then the possibilities that you can recommend are literally endless.

Think about it from the standpoint of what types of products or services can help your community along their journey. What are some tools or resources, training that anyone who is doing what your teaching would need to have? Think of it from that perspective. Your traffic sources is going to be your list, your social media following, previous knows to high ticket offers, and your offer is going to be an affiliate offer. The highest ticket price possible would be best for this particular campaign. Then you're going to do an email launch to your list. You're going to share it out on social and of course, bring it up and or put it in front of previous leads. How do I do this? How do I do an affiliate launch? How do I put an affiliate offer in front of the traffic?

Let me put it this way. Came alongside my friend Sharlene Johnson and helped her market, her marketing impact academy. I've done this a number of times; I think four or five times I've marketed the Marketing Impact Academy. Every year she does something slightly different. The beautiful part of affiliate marketing is most of the time the marketer, the person who has the product or service that you are coming alongside and helping them market it, will have tons of resources for you. They'll have imagery already created. They will have email copy already created. They'll have a lot of assets, a lot of marketing assets that you'll be able to leverage to help them market their product or service. In this case with Sharlene, she does something like I say, different every year. This year she did a series of... I want to say two value-based trainings on the front before she opened the doors to the academy itself.

How I was able to come alongside and market this was step one, I tease the offer before I got ready to sell it. I posted it on social media, I shared it out in my newsletter. I even did a Facebook live interview with Sharlene to kind of set the stage for the fact that it was coming. Now, this wasn't days in advance. This was literally like a day or so before the value-based videos that I mentioned started so that people would be on the lookout for them. Essentially it was what we were trying to accomplish. Step two, I promoted it. I promoted the video series that she did. It was like, I think it was two videos, three possibly. The premise behind those videos is it builds out that know like and trust factor.

They're value-based videos that she does that's just got... they're chock full of great content. I was able to promote those to my community who might not know her as well. But through those videos where she's given just great value, they got to know her through those videos. They also realized she does have value-based knowledge. They started to know her, like her interest essentially, and I did three emails over the course of a variety of days. I think it was like three to five days span for these three emails promoting these video value-based videos that she did. Then once her sales page went live, I emailed my list, shared it out on social media and I did that at least three times. That would be step three. Now I will say real quick, when you come alongside when someone and you're helping them market their product or service, they may have their own structure.

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They may have a calendar that says, mail this on this day and two days later do this, that kind of thing. You'll have to decide what feels right to you. Obviously, from a marketing perspective, they're wanting you to push their stuff as much as possible. For me, I do a little bit less than what a Sharlene would recommend, but I still do plenty as well. Like I say, I emailed three times once her sales page went live and then right before she closed her cart I send out a formal email, which was the fourth step where I'm just like, you know, you're about to miss out here and you definitely want to jump into Sharlene's Marketing Impact Academy and that's a way I promoted or came alongside her and was able to promote her Marketing Impact Academy.

I have, like I said, I'm pretty sure I've done this I think this past-time, which was about three months ago, was my fourth time of marketing her course and the first time I marketed it I made over \$62,000 yes, I did \$62,000 of marketing her course. Her course is like 1997, and she has an affiliate payout of 50%. Every time that someone purchases from a recommendation that I made, in other words, they follow a link that was in one of my emails or that I posted on social media. Then that's what's called a referral, and she pays me a 50% commission on that purchase, which is how I made \$62,000 and then this last time she launched I made \$19,000. Now, there's a big disparity there, right? How did that make 62 the first time in 19 the next time?

Remember I've marketed her course four times now, so my community has seen it a variety of different times. Only the new people that are on my list probably are taking action because people that have been on my list for four years or so have already seen it, and if they wanted it, they took action on it. This is your homework. You need to determine if you have enough traffic to support this type of campaign. Again, I think that social media followers and fans, your list, old leads, those are all great traffic sources for you. Some people I've known to actually buy their traffic for great opportunities are great affiliate opportunities. I know of a gentleman that when Russell Brunson rolled down his book, this gentleman didn't have a huge social media community.

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He didn't have a list. He just paid for Facebook ads and made a Killing doing just that. He built his entire business basically by marketing someone else's, if that made sense. But he made so much cash that it gave him the launchpad to grow his business to where it is today, which is fabulous, fantastic idea. But, he did have to invest money on the front side to make sure he was able to do that. The key to this though is if you have an opportunity and you know that somebody has a great product or service, then it would make sense, in that case, to invest a little bit of money and maybe generate the revenue from it. Some people do only affiliate marketing. I will say that too, but I don't want to encourage this as your only revenue stream but I know I've kind of went a little sideways there on your homework, but I thought it was important to point that out.

The second thing you need to do is form an affiliate relationship with someone who has a great product or service. Then you want to tease it, you want to promote it. You know, if they have value-based content, you start there and then, of course, the next step would be promote it again, focusing in on the deadline, when is this going to expire? Then when it's all over, celebrate with some bubbly because you have generated revenue with basically little to no work.

You do have to send the emails; you do have to post on social media. You do have to show up like maybe to do a podcast interview or an interview of some sort. But the reality of it is you're selling basically just voicing an opinion around someone else's product or service and your community that you've worked hard to build their trust with is counting on you to tell them the truth of it and be truthful and saying, "Hey, this is a good product or service and you need to go buy it." Some will, and that's how you generate revenue from this campaign. I can't wait to see what you do with it.