

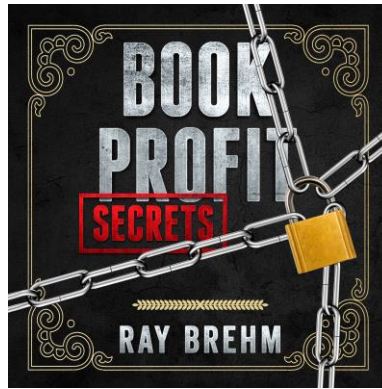
Book Profit Secrets Episode: 011

Affiliate Strategies with Matt McWilliams

Host: Ray Brehm

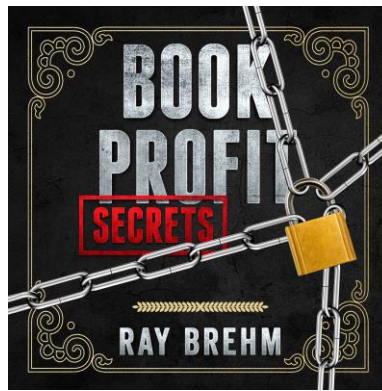
Ray Brehm: Ray Brehm here, welcome to the podcast that will help you increase the income and influence of your book beyond royalties. Book Profit Secrets with Ray Brehm starts now. Hey everybody, Ray Brehm, welcome back to a very old man, no, just kidding. Matt, Matt McWilliams is back. If you didn't see the other episode, Matt has been fortunate enough to spend a decade plus doing all the work with all kinds of great people. And Ray Edwards, Brian Tracy, Lewis Howes, many more. He helps all in business owners and brands from small or large leverage the power of partners to grow their businesses. So welcome back, Matt. And the reason we're here is we were talking after his last session and we're like, we got to talk about this, too. So we are going to talk about another great chair that Matt has for us. So let's welcome Matt.

Matt McWilliams: Yeah, that's right. Things I want to share with people is how to get affiliate partners for their for their book launch is something we help when you ask me to share my story. Last time, the part that I kind of left out was the middle part, which was how I got into helping entrepreneurs. You know, I'd worked with I had my own companies. I'd worked with big companies, you know, Adidas and Shutterfly companies like that. But I got this call one day for a guy named Jeff Goins. Many of you have probably heard of Jeff and he said he had interviewed me for his book *The Art of Work*, where I talked about how I kind of got into my business and found what I love to do with my life. And he was like, he he calls me up. This is about 10 weeks before his book launch for *Art of Work*. And he says, Can you help me with my book launch? Can you can you help me get affiliates? And they said, well, you know, that I can. That's what the whole interview for your book was about was how that's what I do for a living. And so about two weeks later, we talk and he says, I need to tell the publisher how many books I'm going to sell, like a best estimate. What what what do I tell them? I said, tell them fifteen thousand. And he's like, Dude, I can't tell them that. You know, like, Jeff was pretty successful, but his last book sold like three thousand copies, which again is amazing, don't get me wrong. But it is still three thousand copies. You don't go from three thousand to fifteen is like I can't tell them. I was like, well then I'm not going to work with you, you know, tell them fifteen thousand and I need you thinking that we're going to sell fifteen thousand books. Like if you don't go into this with the attitude of we're going to sell fifteen thousand books and we're going to move heaven and earth to make it happen, I can't do this. He finally I got them. I convinced them. And sure enough, between then and the date his book launched, we sold twenty two thousand books and that was what kind of got me into the space. So we helped Lewis

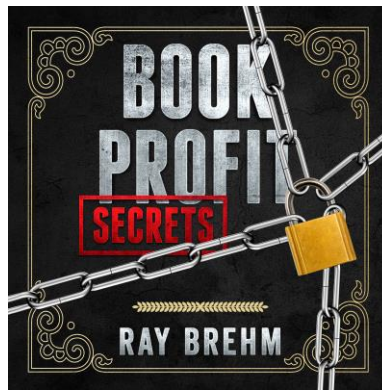


Howes. I mean, Jeff was number one on all the big lists, not New York Times. I think he was like top four or five on The New York Times. His next book, *Real Artists Don't Starve*, was number one on everything and Amazon and The Wall Street Journal and all that. Lewis houses number two on New York Times, number one on Wall Street. You know, number one in Amazon. Brian Tracy was, gosh, we sold hundreds of thousands of copies of that book. I mean, it was ridiculous. Peter Voogd you know, I mean, all of these guys have been super successful and they all did it with affiliates. I mean, again, you know, something I said in the last you know, the last book or the last book? The last interview that we did. Let's be honest, you're probably not going to be J.K. Rowling. And that's that's not to diminish you. There's not. So you're a bad writer. It has nothing to do with that. But there's a reason why they are called best sellers, not best written or best understood or most impactful books. They are best selling books. And if you look at these guys, if you ever look if you're study the Wall Street Journal bestseller list, I like to look at that one. You'll see somebody on there and go like our I will at least be like I know how many people are in his audience. How in the heck? Wait a minute. I already know how in the heck he had affiliates mailing for him. He had people promoting to their audiences that sold one hundred books, five hundred books, a thousand books, and he had hundreds of them doing it. And in fact, with Jeff, we had. His affiliates sold eighteen thousand books. Prelaunch since then they've sold more, but eighteen thousand books prelaunch. Not a single affiliate sold more than 400 books. You can do the math on that, like if you just say if every affiliate sold four hundred and divide eighteen thousand by four hundred, that's something like 40 people making sales. It was actually literally over two hundred affiliates making a sale. Most of the affiliates sold 20 to 40 books. We had this army of people. So the cool thing about that is not only do you make a lot of sales with a lot of money, which allows you to have a lot of impact and all that fun stuff, but there is a period of time. There's a period of about 10 days where it felt like you couldn't open your email, open your Facebook feed, listen to a podcast, watch YouTube and not see Jeff Goins. That was one of the coolest things about every email was about Jeff Goins. Every podcast episode was an interview with Jeff Goins. Every YouTube video was an interview with Jeff Goins in every Facebook post was about Jeff and so short term it helped us sell twenty two thousand books long term. It really put him in a position to be an industry authority, which was kind of cool. And so I want to share seven tips today, seven strategies. I want to start with the basics. First, there's some kind of some nitty gritty basics that you've got to get down to in terms of how do you find affiliates. But again, I just want to point out, especially in the nonfiction world, in the self-improvement business, marketing, you name it all in the nonfiction, like self-help, how to world. You've got to have affiliates. You have to be able to sell a ton of books and maybe you can be number five on the Wall Street Journal bestseller list without any affiliate or you'd be number one with them, like, I'll just put it that way. So it's a definite must have number one, look for affiliates, look for people who've promoted similar books and similar products like this is in my world. This is like affiliate Recruiting 101. You go to Google. So let's say you've got a book about give me a topic. Right. Give me a topic for a book fiction topic. We did not rehearse this. So whatever you say is going to be like off the wall for me here.

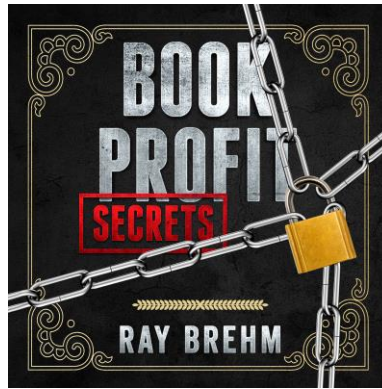
Ray: Well, I mean, this maybe this is too common, but like habits, habits,



Matt: Useful habits, books about habits. All right. I'm going to go to Google and type in books about habits. And I'm going to find of course, I see atomic habits in the power of habit. Two great books, by the way, seven habits of highly effective. Almost every single one of these books sick of it. Well, so I'm going to go here of the top ten list of I read seven of them. That's one. I still have bad habits. Crazy enough. So I'm going to go through and I'm going to look for a specific book. Let's take High-Performance Habits, High Performance Habits, and I'm going to type in high performance habits. I'm going to throw in the word affiliate. You don't normally have to do that, but I'm going to look up or review. That's what I'm going to do. I'm going to look up review and I'm going to look for every single person who's written a post that had a review of that book. The overwhelming majority of them, or affiliates, the overwhelming majority of at the very least, are using an Amazon affiliate link. I know that they have promoted another book on habits. And so I'm going to I'm going to go search for that. They're going to reach out to these people and ask if they would be interested in promoting my book and sharing my book with their audience. Can I send you a galley and have share? And would you like to do so as an affiliate? And we'll talk about how to actually get make sure that they make money because like you're thinking they're not going to make any money promoting the book itself. We'll talk about that later. But if you go to Matt McWilliams dot com forward slash first one hundred anyway, you spell that unless you spell in Latin, it probably don't use Roman numerals. So if you type in having mattmcwilliams dot com for its first what what is one hundred and I I c if you type in first C I should probably go create that link right now. It will not work, but if you type in first one zero zero, spell it out. One STI doesn't matter. I've got a free report there. How to find your first one hundred affiliates and I've got some copy in there, Ray where you can literally copy and paste it and kind of tweak it, but it walks you through how to take that person you found on Google and reach out to them in a way that took me like ten years to perfect this email, but in a way that actually gets them to respond with what you want them to respond with. Believe it or not, you do not want them to respond back with. Yes, it's not likely to happen. Some of them will say no. Most likely they will say the three magic words, which are tell me more. That's what you're looking for. Tell me more. You it's a very short email because the biggest mistake I see is people write a novel when they ask somebody to be an affiliate. When's the last time you read an email that was this long from somebody you didn't know about, something you didn't care about five minutes before you opened it? Never. Right. Like never, ever. What about this one? No, no, no, no, no. We wondered about this long. Just long enough ago. I can scan it and go, oh, maybe tell me more. It's the most common response we get to this email. And so basically you need to know what to say to them. That report shows you. But that's the number one thing, is like find people who promoted similar books and then go out and reach out to them. Find people who I've interviewed those authors, you know. Yeah. Are you going to get the people are you going to get the guy who has two million downloads an episode and interviewed Brendan Burchard? Probably not. But if you find somebody who wrote a habits book maybe five years ago that maybe since then it's taken off and you find the person who interviewed them, you might be able to get on their show. And you never know until you ask. And there's no harm in. So reach out to them, secondly, reach out to your friends. This is the low hanging fruit, right? People



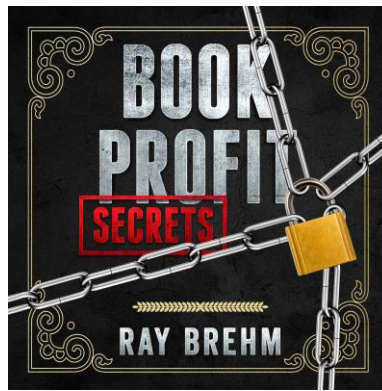
you already know, we all have friends. No matter what industry we're in, what platform we're in, we have people in our audience are our in our sphere. Right. That are our friends. That would be great affiliates for our our book. Ray, I know you mentioned some of the people that are on this summit. Who are they? A lot of them are your friends. There are people that, like you might not have, even in many cases, known what the heck they did for their platform until recently. But you've known them for two years and you don't have to be like childhood friends. They could be friends from mastermind's. They could be friends from Facebook groups. They could be Facebook friends. But make sure you reach out to those people. I know one of the best affiliate recruiting things you can do. It is most tedious, boring thing you can do. It's going to take you four hours, but it is absolutely worth it when you sell an extra ten thousand books. Is Facebook message click, send, click, send. Work like that is like I get depressed. I feel like I need to take Xanax. I don't, but I feel like I need to. The only way I can get through work like that is a lot of coffee and some really good country music. Just being like that is that's the only way I can get through that. I'm like, I've got to be dancing to this stuff. Like I've really got to be like focus on something else. But it works. It's just over and over again reaching out to friends. And then third, ask people on your list, create a book launch team, but give them an affiliate. Like ask people who are in your on your list. You reach out to them. You have them submit a form that basically says, like, give us links to your social media center, etc. and you kind of you want to pick the biggest ones, of course. But inevitably you're going to have people in your audience who have some sort of an audience, you know, might be three thousand Facebook followers, not a huge audience. Are they going to sell five hundred books by themselves? No, but they also are in your audience, which means they're fans of yours, which means that while they might not sell 500 books just because I sent one email, they'll send six emails, they'll post to Facebook five times, they'll do a podcast about you and then spend one hundred dollars in Facebook ads to drive traffic to it because they're a fan of yours. So fans do irrational things. I mean, you're a Browns fan and you guys are known for your entire life is based on rational things. Right? In Raiders fans, they were the spikes and they paint their face and we get depressed when they lose. And we we center our lives around our team sometimes and we stand out in the cold like that is like the definition of irrational. Right. Friends and fans do irrational things for people that they are fans of or that they love. And so, yeah, you want to you want to get your fans, people on your email list, people in your Facebook audience, you want to get them to be affiliates. So that's three ways to find affiliates. Like I said in the Free report, I list fifteen total ways. So there's twelve other ways that you can find affiliates. Those are going to be your best, though, especially for a book. You want to find people who promoted other books heavily, not just like a passing thing. Oh, they link to a book once. No, you want to look for people who specifically have promoted books. So in order to get the affiliates, though, what's the average book for these that will just say fifteen bucks, you know, fifteen bucks or so? I think I can do the math on that. If they link to Amazon, fifteen, six percent of fifteen is 90 cents. If I'm doing the math right on that and they're going to make 90 cents, I am not going to go out of my way to make 90 cents. So you've got to have a couple of things in place. Number one, you've got to you've got to sell the book on your own. You've got to have your own shopping cart where they can buy the book. You want to have a compelling offer like a free plus shipping or something like that on the front end. And then the fourth



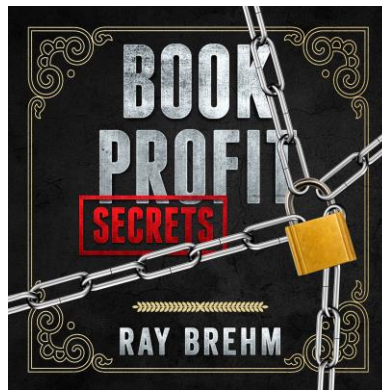
thing that you need to do here, really step number one in terms of the logistics, is you've got to have a back end offer. You've got to have a back end offer. And it can be as low as ninety seven ish. But typically we like to see him in at least one ninety seven so that affiliates can earn a commission. The 90 cents and I'm going to make on Amazon is nothing. I'd rather you do a free plus shipping and then up sell twenty percent of them into a one ninety seven product and I make half of that. So twenty percent of one hundred is twenty bucks. I make twenty bucks instead of 90 cents twenty bucks to get me excited, especially to help a friend or somebody. My family 90 cents doesn't even get me out of bed. I mean I sold five hundred books and I made four hundred and fifty dollars. That's a lot of effort for four hundred fifty bucks. But if I can make twenty bucks instead and those are real numbers by the way, if fifty percent commission on one hundred and ninety seven dollars product and typically if you do the funnel well you can sell right at about twenty percent into one hundred ninety seven dollars product. Those are real numbers. And so that's how affiliates get paid in a book launches that back end product. The other thing is I'll share that one later.

Matt: OK, so number two, there are two things you've got to do is you want to drive traffic to an opt in page. You don't want to drive it directly to a to a purchase the book page. Now, you're going to ostensibly you're going to ostensibly use that page as a sales page for the book, but you will. To make sure you're collecting leads, so the what I say by opt in pages, the first step in getting the book is into your name and email, maybe not even name. We haven't tested this specifically with books, but typically we've done this with other products. We found that we get about a 17 percent higher opt in rate with just asking for email. And so that's something maybe you could test and decide on your own, but you want to collect the lead so that you can follow up with them. That's that's the big thing. And then the second step of the form is they enter their payment information. And so that's just a logistical thing is make sure you're collecting a lead on the front end. Then you're able to follow up with them. And you can also send that list to your affiliates and say you don't need to email those people anymore. Remove them from your email.

Matt: The third thing you definitely want to do is you touched on this earlier. You want to make sure that everything converts. And so before you unleash your affiliates, you want to test things internal. I said one hundred ninety seven, but maybe one forty seven will convert hire enough. Let's say one forty seven converts, 50 percent, more than one ninety seven. Well that's effectively one hundred dollars more per person. That hits that page than the one ninety seven version. You want to test ad copy and stuff, you know, and what the buttons say to, to do the up. So you want to test everything that you can before you really start having your affiliates drive a lot of traffic. And so typically what we'll do with our clients. Right. Is will promote. So we'll have that. We'll have the the book, the author to say the book writer. What does that person call again. The book person guy that wrote the book, you know, man. Anyway, we'll have the author promote do like a soft promo to a segment of his audience about eight weeks out before, say, the preorder deadline or whatever deadline there is. So he'll do a soft launch about eight weeks out. This might even just be like a Facebook post or might be to a couple of thousand



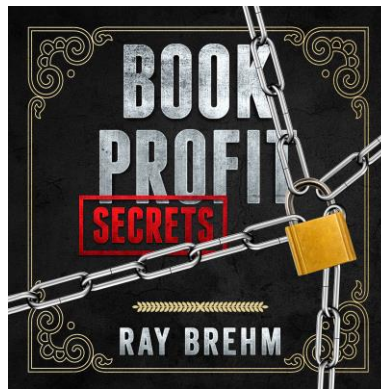
people on his list. And they'll go through the funnel and we'll see where there's breakdowns or people who maybe people in Europe could, in order for some reason, did the PayPal link not work for people who tried to do the second up, sell all that stuff? Right. Was the messaging off on the first up so that they just we kept hearing from people. They didn't understand what the page said, you know, OK, what are they supposed to click the button or are they supposed to play? What were they like? There's all these things that we'll hear. So we really monitor like we use heat maps and things like that. We have live chat so they can tell us, like, yeah, I tried to order this. It didn't work. I tried to do this, blah, blah, blah. OK, well, let's work through those issues. So it only happened for maybe a thousand people. It wasn't a huge deal then will unleash it to the rest of our list. Once we kind of work through those kinks. We've tested a few things we might be split testing, ad copy and stuff like that. And then typically we'll get one to five medium sized affiliates to mail a few days before everybody else. This is now people who aren't in our ecosystem. They're not fans. These are fresh people hitting the page. How are they going to experience the website? Where are they going to have problems? Where are they not going to understand? Are they going to convert as well as we want them to? And we'll split test stuff and we'll we'll try all kinds of things and we'll test it out and we'll see what's working, what's not working. And by now, maybe we make a few more tweaks. By now we have a pretty dialed in and maybe there's like one or two more split test. We need to run things like that, but we'll continue to run those. For the most part, the suckers dialed in because we haven't had an open the floodgates. So now it's going to convert. It's going to convert into books and it's going to convert into the up cells, which means that affiliates are going to make a ton of money, which is ultimately what we like. We love I love when I have to write since fifty thousand fifty thousand PayPal deposits to affiliates like that is one of my favorite things in the whole wide world to do is, you know, it means I may also make fifty thousand dollars. And so we want to make sure these things are down. The thing is, you need to pay a solid commission. So on a book launch, you cannot pay less than 50 percent. When you do the launch, you have to think about what is your goal? If your goal, if your number one goal in the whole wide world, for whatever reason, is you really want to be a number one New York Times best seller, pay one hundred percent commission, I actually mean, you're going to lose money per book because you're going to pay the two point nine percent credit card processing fee. Maybe you have like a third up sell on the back end. That's a thousand dollars that you don't pay any commission on. And so you sell enough of those that it covers your expenses. Sure, you could do that. But if your goal is to be a number one New York Times best seller, you can't do that on your own and you need some sort of a catch. One hundred percent commission pay a 90 percent commission, pay an 80 percent commission, do something. Generally speaking, just don't go south of fifty, you know. And then the fourth thing is, this is huge. Make your cookies lifetime. And I don't mean like put enough preservatives on your cookies that they you know, they they stay shelf fresh for years. You know, it's just not Chips Ahoy. I mean, the cookies that let's let's explain this to a non techie. When somebody clicks the affiliate link, it puts a cookie on their browser, which says, hey, Ray sent this Ray linked to this if there is a purchase. Give money to Ray. That's what the cookie is when you're doing a book launch, it is not the time to be cheap on cookie length. Like I see people out there running programs for courses and physical products, 30 days, 60 days,



90 days. That's great. I believe in a lifetime cookie, which means, you know, like if you ever buy anything through, like we offer a lifetime cookie to our affiliates because I just think it's the right way to do business. But I'm not going to argue with you if you have a 90 day cookie when you're doing a book launch, you have to make sure that the length of the cookie is at least in his lifetime because they are sending traffic to an offer they are making nothing on until the back in sales. Somebody might buy that book, see the offers and be like, I haven't even gotten the book yet. I don't know this dude. Who's this Ray Brehm guy? I'm not buying not giving him any. I gave him seven bucks already for this book. I'm waiting till I get the book, read it, digest it, think about it for three weeks, read it again, share it with somebody else, get the audio version. Listen to that. Then I might give him one hundred ninety seven dollars or more. That's just the way people are. So when you offer a lifetime cookie, it's a great way to promote your affiliate program. Like you can say, hey, we have a lifetime cookie, like just sounds better than we have a 90 day cookie and it doesn't make you seem cheap. Plus just as a side benefit. The other thing we love about lifetime cookies, I've got people right now, we're doing this tomorrow or today. We're doing this today. I've got people right now that are not promoting our current launch. We have a thing going on right now called the List Launch Challenge. And we have affiliates who are not promoting that but are earning commissions today. As soon as I get off this interview, Ray, I'm sending emails to those people be like, dude, you made forty bucks today, dude. You made two hundred and sixty bucks that you didn't do a thing. Hey, you you want to you want to get in on it. How about you send one email like your audience clearly loves this. You just want to send money. I'll get a fifty percent. Yes. Rate on that thing is they earned stuff. I might sell something seven months from now and we get to send them an email saying, hey, I just made this is a little tip here. Well protip when you send people money through PayPal or whatever you send the money through, don't just let people send the email that says you've received a transaction for three hundred and seventy two dollars. It doesn't mean anything. Right. Send them a separate email and say, dude, I just sent you three hundred seventy two dollars. You're amazing. By the way, our next big promo is coming up. In five months, you will be a part of it. And so that's another benefit of the lifetime cookie. It's a marketing expense. That's why our new customers, as expensive as we all know, I would much rather pay an affiliate forty percent than pay Zuckerberg. I mean, Facebook, you know, fifty or sixty percent of a transaction. And I get to keep my affiliates forever.

Ray: Let's talk a little bit just from a putting the thinking cap on there, but not necessarily. Non techies are just even not experts. But the lifetime cookie is basically saying, hey, you send us somebody and if they don't buy now, but they buy five years from now, you're still getting the commission. Exactly. But is it's are we talking about a lifetime for all of your products or just the product? They're the affiliate.

Matt: It's a I do lifetime for all products with the exception of our high end mastermind in that. And they know that I'm upfront about that from the beginning. We don't we don't pay any commission on that whatsoever because we don't we don't accept referrals. And yeah, but I mean that otherwise they I might sell a seventeen dollar ebook six months from now and we're going to pay them a forty percent commission.

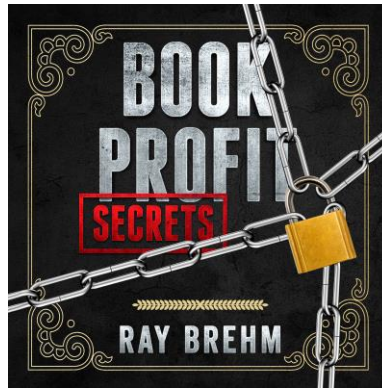


Ray: I might send you somebody, John Doe, no matter what that person buys for their lifetime. If you're doing the lifetime cookie they get

Matt: Provided one of three things. And this is and this is part of the game. We all know this an affiliate marketing provided they are using the same browser or they're on the same IP address or they use the same email address as they used on a previous opt in or the same email address that they used on a previous sale. That came, as we all know, we all know that there's cross browser stuff and they're using mobile now and computer stuff. Most people are going to ninety five percent game. We all know that we're not. I do a lot of affiliate marketing. I know that five percent of my referrals that I should have earned money on, I'm not going to get paid on. It's kind of a cost of doing business. You know, the provider of those things. It's a lifetime cookie because like I said, most people are going to make it a transaction pretty quickly, most of the people. So you're not really losing money by giving a lifetime cookie. And like I said, it has all those side benefits you get them to promote again, you get to remind them that they're earning money. But also, like I said, it's the right thing to do and it's a lot easier on the front end is I will get I will get five to ten percent more affiliate saying, you know, saying to them, I've got a lifetime cookie. Then if I if they ask it was a cookie in like ninety days I only 90 days because I'm cheap and don't like you, it's just easier to do and sell the affiliate program quite frankly.

Ray: And why wouldn't you know it's if you say, hey, I got somebody for you, they're going to buy some stuff as long as you pay me 50 percent forever on stuff they buy, why wouldn't I take that part of counting money, the thinking of the expense? Side of 50 percent of all 50 cents on a dollar that you haven't even earned yet, you know, that can get the message to your head, but it makes perfect sense to me the lifetime.

Matt: You know, I know I know the math for us to acquire a one thousand dollar customer cost us five hundred and sixty dollars in ads. Totally worth it, don't get me wrong. But to acquire that same customer through an affiliate cost me three hundred ninety eight dollars and 80 cents. So, I mean, if I want to acquire that new customer. Yeah. That affiliate didn't quote unquote earn it, but they referred the customer to me to get that same lead. I'd have to go spend almost I'd have to spend over half of what I'm going to make five or sixty dollars. I mean, I don't you know, it's one of those things like when you explain it to people like that, the lifetime cookie makes a lot of sense. You know, instead of looking at it as well, they haven't even promoted me in two years. Well, whose fault is that? It's actually yours for not getting them to promote again. And so use that as an opportunity. You know, like I said, send him an email, sent him a text and be like, dude, I am sending you money right now. Thank you so much. Like you've been promoted in two years. Let your audience still loves me. Let's get let's get you back to promoting what can we do. And like I said, 50 to 70 percent of the time, I will get them to promote just because I gave them money. There's no better time to get somebody to promote again than when you just gave them money. And so, again, it's a marketing expense. Instead, we go out and we're like, I got to

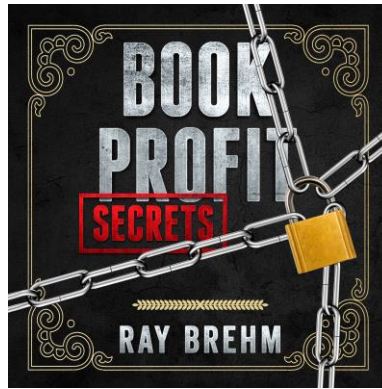


find a better Facebook ad and I got to get it to cost fifty bucks less. And it's like we're still spending more money than you would. Very rarely have I ever known anybody in any industry to spend less to acquire customer through paid advertising through an affiliate. It's I've seen it happen. I can think of some examples very specific and it was fractionally lower. But even then, it's like, yeah, you know, let's say you only have to pay three hundred dollars to acquire a thousand a customer on Facebook. Hypothetically, probably not going to happen, but let's just say it does. But then you work with an affiliate and you only make six hundred and fifty thousand, but you have more people like would you rather have a smaller percentage of a much larger pie or a bigger percentage of a much smaller pie? I mean, you know, chicken or the egg type thing. So it people think it's like, oh, I have only two affiliates, I can only do Facebook, I can only do LinkedIn. It's like it's both and, you know, it's all it's all of the above, like not against paid advertising. I'm just telling you, nine times out of ten it's cheaper to do affiliates. The other beautiful thing is when you're first starting out, like look at a book launch, for example, you just you don't have money. Most people who are launching a book are getting ready to shell out a crap ton of money. You've got to go run Facebook ads. Guess what Facebook says. Give me money. Now, affiliates say I'll promote for a month and then you can pay me in another month or so. And only

Ray: if you make money yourself,

Matt: Right? Exactly. So let's say launch day is April 1st and they will promote for the whole month of March and you pay them on May 1st. From a cash flow perspective, I know this because that's how we got into doing it. Working with affiliates was we didn't have any money. We spent all of our money on banner ads back in 2004. Don't laugh, OK? We spent already arbitrages. We had no money. We had to cash flow this or we couldn't operate our business and I'll never forget we had this affiliate who started who sent us about one cent just made us about one hundred dollars a day. Now at the end of the month in this industry, at that time, we were going to pay him basically 70 cents on the dollar. So we were going to pay him two hundred or sorry, twenty one hundred of the three thousand. But then we had another affiliate and it sounds like juggling credit cards because it was it was hard at first. But believe it or not, if it wasn't for that, we never would have made it past that thirty days. And so we were able to, like, float some money, use like pull some money from this to pay for that and then make money from that other affiliate. And then next thing you know, we had all the money to be able to pay for everything. And we grew to an eighteen million dollar a year company, twelve point six dollars million of which was from our affiliate program. We wonder where in the heck did that other five point six million dollars come from? Well, the other five point six dollars million that we brought in was from other sources that we were able to pay for because we had the cash flow from affiliates for that year to keep us actually in freaking business. And so, yeah, it's it's great from a cash flow perspective, having affiliates

Ray: And I think there's a mind. So this whole topic, there's the mindset shift because everybody comes in. I got to do an Amazon launch all this. And believe me, I've tried I've tried to do a viral and some other things connect so that people are actually purchasing books from Amazon, yet doing other things. But

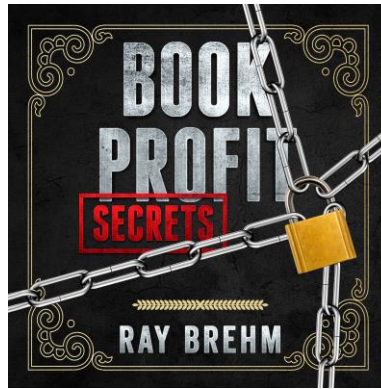


mindset shift here is look, this is book profit school. You know, don't worry what we want to launch just from your platform so you can provide the most ability for you, yourself and your affiliates earn income from from the work you're doing. So that's just a shift. I want to point out everybody know that this is this is good stuff because it's now you're saying, look, if we launch it from your site, there's a lot more we can do. We can sell a lot more books. Exactly. And and do that let's. Yeah. So we have the strategies. The top three strategies were look for people who have promoted similar books, reach out to friends and then reach out to your fans. And then we talked about the four things to really help solidify these affiliates. And that's having a back end offer, getting the opt-in. That's key. And I've seen multiple ways to do that, but. Let's get the email before we do anything else, make sure everything converts are using your list, you're going to do some tests are going to get. Most affiliates, I assume, are going to say, what's the conversion rate? What's the testing?

Matt: Because it's a math game. I mean, it really is. It's ultimately the metric that matters. Any time you're promoting something is EPC earnings per click. I know what I need to make. I'm going to send you a thousand clicks. I need to make at least seventeen hundred and fifty dollars to make it worth my time. I'm going to make less than that. I'll do it for a really good friend. That's about it, because I can only send a finite number of clicks in a given month and we have a budget and my budget says I need to make this much money. And so it's all a math game. Know, it really is. And so if I'm going to send clicks for less than a dollar seventy five a click, that's going to make sure that's going to mean I've got to make more from somebody else. And that's not necessarily fair to them because they might not be able to make me more. So yeah, it really does. Back into a math game

Ray: And make your cookies lifetime was another one. Yep, definitely. So let's end with this. I could see we get to the earnings per click and budget and all that, and people are going to be like, well I don't know, but what's the first thing they should do to get started? You know, if they want if if they say, yeah, this concept makes sense, but it just seems really complicated, what will be the best way they could start or try something or first step?

Matt: A first step is go download the report McWilliams dot com forward slash first one hundred. Look through the ways to find affiliate programs like there's stuff in there that are only specific to certain people. I'll just I'll share one of them like know civic groups. If you're in a civic group, that's a great place to possibly get some affiliate. That doesn't work if you're not in a civic group, you know, nonprofits, for example. And so we've got all the copy in there. So it makes it really easy to start reaching out. And then when I would do is hopefully you're not 30 days from book launch. You're, you know, six months. I'd spend the time now and I'd reach out and I would just start getting that starter list. It's if you spend 30 minutes a day, 30 minutes a day, five days a week, not four hours a day, and then don't do it for two and a half weeks. Now, just plug away 30 minutes a day like yet while you're writing the book, while you're finishing the book, while you're doing all that just 30 minutes a day, sending Facebook messages, sending email, sending text, whatever it is, smoke signals, Western Union, lumpy mail, as we like to call



it in the business, something that stands out, sending copies of the book. If you spend 30 minutes a day every day for four months, you'll get a lot of affiliates. You know, when we did Jeff Goins, I mean, we had like you said, we had 200 affiliates who sold the book, you know, two hundred thirty or forty. I think actually we had tons of affiliates that we got and it was hard work. But he had a goal to be you know, he had a goal to be on the list. So that was his goal at the time. And he made it and it was all because of affiliates. So the first action is just start reaching out to people, you know, look for people who promoted similar books, look for, you know, reach out to your friends. Like, let them know today, like now stop watching. Get off and go reach out to them and be like, hey, I've got a book coming out in October. Will you be on my launch team, you know, and then and let them know about the I'm going to don't even tell them you need to tell them like what it's going to be right now, like we're going to have some upsets and we're going to you know, here's what we're going to do and we're going to pay you commission on that. Again, the exact language is a lot better and you can copy and paste it from from the free report. So go grab that.

Ray: It's funny you mention it because it's also on your toolbox. And I downloaded it after the last session. We did. I went down download it. That's awesome. Yeah. And then you bring it up out here. I'm like, I'm a genius. I've already figured that part out. Huh. All right. And then. Well, you just said where people can reach you, Matt McWilliams first one hundred is best place. And of course, your site, they can poke around there if they want to get more training, more information on this. And look, the the theme of book profit school, we've seen this emerging that it the most powerful thing you can do is partnerships. And of course, why wouldn't you pay your friend or your future friend money instead of some stranger? Mark Zuckerberg. Right. And of course, we can do both at profitably. We would. We should and we will. But this is a great way to grow it. And and once you get the track record, you know, then it makes it all that much easier and you get one under your belt and you've recruited somebody and then you've made them a little bit of money and you've got to start somewhere. Right. So.

Matt: Exactly. So go grab that report, guys. Matt McWilliams Dotcom forward slash first one hundred.

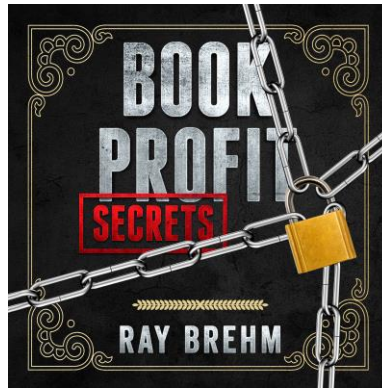
Ray: Awesome, awesome, awesome. I met until the next session. We do together we will say goodbye, but we had to get him back on for this. This was incredible. Thanks again, Matt and everybody. We will talk to you later on. Hey forgot to hit the record button

Matt: It doesn't work the second time

Ray: Didn't even flinch. This that's totally not how you

Matt: You sort of got me the first time. I was like, yeah, we are.

Ray: This time. You're like, I'm trying.



Matt: I wondered if you would do it. I was like, I wonder if he's

Ray: I was going to go off. And I'm like, you know what I got to do it. It's almost like the trademark close now, you know, good evening and good night and good morning or whatever. Yeah. All right. Thanks, everybody. We will see you on the next session. And thanks again, Matt. We'll talk to you soon. Yeah. Hey everybody, thanks for joining me on this episode of Book Profit Secrets. You know, Abraham Lincoln once said if he had six hours to chop down a tree, he would spend the first four sharpening his ax. That's what this podcast is meant to you. That's also what we do on our site, our companion site, Ray dot FM. So check us out there and sharpen your ax, increase your influence, income and audience and we'll see you next time.