



Platform

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Module Eleven

Leverage Affiliate Marketing

Training Video One

How to Identify Game-Changing
Affiliate Opportunities

Training Video Two

How to Set Yourself Apart as a
Super (Ethical) Affiliate

Training Video Three

How to Profitably Promote Affiliate
Products Across Your Platform



Leverage Affiliate Products to Better Serve Your Audience with Michael Hyatt & Pat Flynn



Masterclass

Affiliate Marketing is a great way for platform-builders to make a profit. But how do you do it without risking your reputation? Pat Flynn is an expert when it comes to Affiliate Marketing. He knows how to build trust, maintain transparency and leverage Affiliate Marketing so you can further your Platform Vision. In this Masterclass, he sits down with Michal Hyatt to share some his valuable insights.

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Training One: How to Identify Game-Changing Affiliate Opportunities



Deep Dive

As Pat Flynn said in this module's Masterclass, not every Affiliate Program is right for your platform. You need to stay true to your branding and serve your audience through the programs you choose. In this training video, we'll tell you exactly how to do that.

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Training One: How to Identify Game-Changing Affiliate Opportunities



Deep Dive



Affiliate Program: an arrangement in which one company (the product owner) offers another company or individual (the affiliate) compensation based on purchases referred by the affiliate.

How to select the affiliate programs that are right for your platform:

- What problem does your audience have, that could be solved with a tool? (Software, course, book, etc)
- What products are you hoping to create “one day” that exist elsewhere right now?
- What tools and other resources do you use every day?
- Is there any specific product or person you’ve learned a lot from, who has products for sale?
- What are other platform-builders in your industry currently promoting?

The Three Cardinal Rules of Affiliate Marketing:

1. Don't promote anything you don't use
2. Don't promote anything you don't love
3. Don't promote anything you are not willing to stand behind



Training One: How to Identify Game-Changing Affiliate Opportunities



Deep Dive

How to create a partnership:

1. Research existing affiliate programs
2. Make contact, introduce yourself
3. Ask for best practices & recommendations
4. Create affiliate account & affiliate link
5. Use Bitly or YOURLS to clean up the link

Important questions you should ask:

1. What's the base commission? (typically 10% - 50% per sale)
2. Any compensation for leads? (usually < \$1 each)
3. What's the typical payout schedule? (sometimes 30 - 90 days)
4. Time-specific vs. evergreen offers (Teachable does both)



Evergreen Offers: non-time sensitive offers that are ongoing throughout the year



Training Two: How to Set Yourself Apart as a Super (Ethical) Affiliate



Deep Dive

There are practical ways you can safeguard your reputation while ethically marketing products to your audience. We recommend a tried-and-true method to Affiliate Marketing developed by Pat Flynn to help guide you along the way.

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Training Two: How to Set Yourself Apart as a Super (Ethical) Affiliate



Deep Dive

Pat Flynn's D.O.I.N.G. Method to Affiliate Marketing:

1. **D**emo - Show off the product
2. **O**ffer - Answer questions, act as support
3. **I**nterview - Feature people behind the company, show off the soul
4. **N**ever - Recommend more than one solution
5. **G**et - the product in front of people

Other helpful tips:

1. Treat affiliate products as you would your own
2. Always be up front about affiliate relationships
3. Focus on less, but better



Training Three: How to Profitably Promote Affiliate Products Across Your Platform



Deep Dive

There are two different ways you can do Affiliate Marketing. We'll lay out the basics of each approach in this training video. We'll also give you some tips on where and how you can promote your affiliate partnerships.

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Training Three: How to Profitably Promote Affiliate Products Across Your Platform



Deep Dive



Evergreen Promotions - non-time sensitive promotions that are ongoing campaigns throughout the year

Smart practices for evergreen Affiliate Marketing:

1. Create a Resources / Tools page
2. Link to affiliate resources as you use them
3. Build product recommendations into your best training
4. Link to affiliate products in your extended welcome sequence
5. Create blog posts related to the tool itself



JV Launch Promotions: (also known as focused promotions) Joint Venture Launches are time-sensitive and require collaboration during the launch

Smart practices for JV Launches:

1. Amplify the problem before the promotion
2. Solve the problem with the tool
3. Focus on a limited-time offer
4. Offer extra support or coaching from you
5. Refer back to the D.O.I.N.G. method



Module Eleven Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while start diving into affiliate marketing.

Pat Flynn's Website



Pat Flynn's Smart Passive Income Blog



Pat Flynn's Resources Page



Platform University's Resources Page



Smart Passive Income Podcast: An Insider Look at My Most Successful Long-Term Campaigns



How To Make Passive Income Online (3 Business Models) by Pat Flynn



Bitly



Yourls





Before you move on . . .

Way to go! Here's your Module Eleven checklist:

- Determine which products or services you already use and can recommend to your audience
- Discover new products or services that solve problems for your audience and test them out yourself
- Inquire about affiliate opportunities
- Ask important questions from Training One to be sure this affiliate program is right for you
- Create your affiliate links using Bitly or Yourls
- Employ Pat Flynn's D.O.I.N.G. method
- Add any relevant affiliate links to your extended welcome sequence
- Create a tools page and feature your affiliate links there
- Create blog posts to promote your affiliate products
- Link to your affiliate products as you use them
- Explore Evergreen as well as JV Launch opportunities