

Affiliate Programs

How To Get Affiliates

- It's about the numbers
- Is the product a fit for their audience?
- Networking Groups
 - FB
 - Skype Groups
- Recruit Super Affiliates
- Look at other winners from JV contests
- Other partners can be media buyers
 - Ad Agencies
 - Eyeballs Inc contact Andrew new@eyeballdivision.com
 - Newsletter Distributors
 - Agora
 - Glenn Beck

Metrics

- Commission/Clicks = EPC → EPC (earnings per click)
- Sales/Attendees = EPA → EPA (earnings per attendee)
- Revenue/Impressions X 1000 = ECPM → ECPM (earning per 1,000 impressions)
- LTV (lifetime value)
- Affiliates EPC, EPA, ECPM #'s

How To Manage Affiliates

- Assign aff's with manager
 - Aff's have direct access to manager
 - Phone or Skype
 - Email
 - Social
 - Affiliate manager emails and calls JV
- Payment is their BIGGEST concern → How will you pay
 - PayPal Mass Payment \$1
 - Check
 - Bank Deposit
- Tax Info / TOS → <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
 - Legal terms of service for affiliates
- Suppression Lists
- Private JV Webpage
 - Launch calendar (if launch)
 - At least 15 days notice... preferably 30-60 days notice
 - Funnel Map
 - Product Overview
 - Testimonials from other Affiliates
 - Email Swipes
 - Sales Copy or WHO is writing the copy
 - JV Contest?
 - If done right works incredible
 - If prizes are lame don't do it
- Motivating Affiliates
 - Good metrics and prompt payment are KEY
 - Give affiliates a "behind the scene" email
 - This is where contests are amazing
 - Personal videos for JV's only

Payments

- What percentage to payout?
 - If FE is low pay higher %
 - Normal is 50%
 - If Coaching or BE pay lower %
 - Are you paying \$ on recurring?
- You MUST have Tax info to pay
 - Send Immediate Payment of \$500-\$1k* (a lot of sales)
- When
 - If launch and you know/trust affiliate pay a small percentage upfront and lump on payment date
 - If normal affiliate payment 30 days or refund period
- Tracking System
 - Infusionsoft
 - Office Auto Pilot
 - 1Shopping Cart
 - Other
- Cookies
 - First
 - Last
 - Lifetime