

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

AFFILIATES

1- **Get clear on your Affiliate expectations.** If someone becomes your affiliate, they will promote your offer to their list (publicly or privately) and refer people to you. If these people become your clients (sign up for your offer), you will owe your affiliate a fee. Typically there are 2 areas to consider:

- Do you choose to payout a % or a flat fee?
- Do you choose to payout **only for the first purchase or for the lifetime** of this client every time they sign up with you?

Most people do this (but you are the Boss of your business and can do whatever you want!!):

- For a Consult of up to a \$1,000 – a 15% fee payout;
- For a larger Course with a start and end dates – a 30% payout;
- For a longer program offer – a set fee (usually for a program of about \$5,000 – a \$500 payout; program of \$10,000 – a \$1,000 pay out, etc.)

Usually the payout is one time only. If the client re-enrolls with you, there is no pay out again.

The multiple-payout is used not for the re-enrolling clients, but for the different offers if they are connected. (For example, if you have a 1:1 program that then transitions clients into an agency-support, mastermind, or a group set up, this might be seen as multiple-payout: once for the 1:1 program, once for the next level, and then if the client re-enrolls yearly in that agency-support – more payouts). Multiple-payout is rare in the coaching industry.

2- **Make a list of professional connections.**

Make a list of **at least 25 professional contacts** you've been in touch with – from your previous job, from networking or other events, from previous contracts (someone who you've hired to do a service for you that is non-competing with your own offer), from interview series/summits/events you've participated in, from social media groups you are in (upper level like Owners/Admins), LinkedIn or other professional networks you are a member of, etc. Do not just focus on the most recent ones, although they are a good start, but reach way back through your past professional connections, even years ago. If you left a good impression, most people are happy to hear from you.

- 3- **Reach out to these professional contacts.** Communicate clearly about what you now do and what you are looking for from them. Own your new business identity and broadcast confidently. **Personalize your message to each person**, so it feels considerate and integrous to them (not like a cheap mass email) – weave your real life into it, so it is a personal message with an invite (not a business-type email)
- 4- **Start reaching out!** You are not selling them anything, you are not even asking them to be your affiliates at this point, so don't be scared. This is just a friendly reminder of your existence with an invitation for further conversation. Remember, you are offering something of value that

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helps other people and if these people do not know you exist, you cannot help them. Don't overthink this – go email 25 possible affiliates!

- 5- **Follow up!** If you haven't heard anything after about a week, reach out again. People's email inboxes can be full, so a **friendly follow-up email** to bump the message backup to the top of someone's inbox can be super-helpful.

An example of the reach out semi-casual email:

"Hi, Susan! Hope you are healthy and doing well and the current crazy times haven't affected you much.

It's been a while since we last chatted. I can tell you that I had a lot of changes on my end – Jack and I bought that house I was telling you about! It took a year to renovate but now it is exactly as we want it and Mo-the-cat (remember him?!) just loves it!

It looks like things are going well with you on your latest project – I've been seeing your posts over social and it looks like you've expanded your practice, right? Super happy for you! I know you've been at the very early stages when we last chatted about it. Are you pleased with the progress so far?

I wanted to check with you because I have started a new Radical Empowerment coaching business. As you know, I've been doing various work in this direction for years – from empowering art projects to empowering body movement, to empowering mindset! I've finally put it all together and now I am coaching professional women who struggle with indecision, insecurity and image issues on how to step into their true power and finally own their true worth.

I know that many businesses have clients who they might be helping with something else (like you with your web design firm) and at the same time these clients have a need where I can provide value.

Was hoping to set up a quick chat with you over zoom to learn more about your business goals and to see how my expertise in this area might be able to help you, your colleagues, and your clients.

What do you think?

*I'd love to see how this can benefit your business (as well as mine :)
Let me know and I'll set it up.*

*Thanks for considering.
Talk soon, - Ellen."*

OFFICIAL OR LARGE SCALE AFFILIATE RELATIONSHIPS

For the high volume "official" affiliates you will need to have an established event first to prove via statistics that it is successful. They will need to see the back-end ROI to invest their effort in promoting it.

This is when you will be reaching out to people you do not know but want them to promote your event to their large audiences. Your services need to be complimentary, not competing and ideally supplementing what they are already offering.

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1- You want to have a separate Affiliate Portal on your site that only they can access.

First make an Affiliate Info page (*it is a landing page, no menu on top!*) to send them to (with emotionally-charged VIDEO and all relevant information for them to choose to work with you):

- Show them your mission;
- Tell them it's not a competition – you're here to mutually benefit;
- Explain your offer/commission %;
- Give information on the process of what you do and what they do;
- Have pre-made materials (swipe copy) that are "on brand" for you.

You can model this after the traditional Landing Page for an event.

2- Find 5 possible Affiliates and write an email to each of them with specific modifications (pitch). You want to start this process well in advance of the dates of your event/course if there is a specific launch date. You want to pick the correct people to do all the tasks and have them ready 3 weeks prior to a date-specific launch! If you are looking for affiliates that are evergreen for your ongoing mastermind or a coaching program, then timing doesn't matter.

3- Have marketing stamina to test, track, and modify if needed.

- ❑ If they don't respond >> the Headline of the email is wrong;
- ❑ If they respond but don't go for it, don't click the link >> Copy or Offer is off;
- ❑ If they respond and click to your Affiliate Page, but do not sign up >> offer is off.
- ❑ If they respond, talk to you, and do not sign up >> you haven't proven the ROI.

4- Put affiliates through a qualification process (conversation or questionnaire). Their values must align with yours, so they genuinely care and desire to do it together.

5- Have them sign a legal agreement (mostly to make a point that this is serious).

6- Once they are accepted, send them a Welcome Letter.

- ❑ "Not everyone was accepted but you were – Congratulations! Here's a few things:_"
- ❑ Link to their affiliate dashboard (that calculates clicks, conversions, commissions, etc.) There are many software apps for this, or WordPress plugin;
- ❑ Send them to a page with materials in the Affiliate Portal (swipe copy of banners and files "on brand" for you that you are proving for them, pre-made);
- ❑ If you are doing a "live launch" of your event/course, send them to a Facebook page or group where this will be happening;
- ❑ You can send them a gift that they can use with your branding on it (a beautiful card with handwritten note, tee-shirt, coffee mug, journal – with your logo on it);

7- Stay in constant communication with your Affiliates once you get them!

If they are promoting for a date-specific launch, stay in contact daily in the last 20 days prior to launch. Depending how many affiliates you have (large events have about 50) you can

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make a Facebook group only for them and do mini-live videos there daily to keep the spirits up, to keep them excited to promote you, to keep sharing testimonials (if they themselves are going through or just gone through your course materials).

If they are promoting your evergreen service, stay in contact at least once per week – even if it is about everyday life and not the business. **Become their friend so they WANT to promote you!**

A template for an option for a reach out semi-casual email:

"Hi, _____. I've been following you for a while and I really enjoy ____ (something you researched they are currently doing, latest post/event). I can see your passion /authenticity (something that makes them stand out and what THEY want to be noticed).

I'm not sure you know anything about me or know what I do, so here it is: ____ (give them your accomplishments and what your business is about, be open and authentic but don't hide, they do not have the time to read through your shyness). I am probably the best at ____ in the field/world.

And that's why I'm reaching out to you – to open the possibility of sharing my services with you and your audience, so we can both transform more lives and generate more income. And, more importantly, add significant value for your clients (followers, community) by helping them ____ (put benefits here)_____.

You can check out all the details at ____ (your Affiliate page).

Let me know please if this is something that interests you.

If not – that's alright, I'm looking forward to ____ (something they would love people to see: their free event, or videos, or posts/articles, etc.) I very much loved the one about ____ (specific something).

I've been following you for a reason, and I know that this can be not only an impactful collaboration for you and I, and your audience, but it can be very profitable as well.

Here's what some people who's been to my event (your course, program, service) had to say:

- (3-5 bullets of short one-liners that are easy to visually scan)

You can contact me here _____. I want to make sure that this is a great win for you as well as it is for me. I'm looking forward to hearing from you.

(your signature "on brand") _____.