



19 Tips For Success In Rev Share and Affiliate Marketing

1. Relationships are key - There are opportunities at every stage of business to make connections. If you continue to deliver value in a relationship, it could become something lasting. Take a long-term approach. Don't be too eager or in your face. Don't wear out people's contact info.

2. Revenue shares are like acorns - They may not be an oak in a month, but in a couple of years they could make a dramatic difference to your income. Again, nurture the relationships. If they survive the test of time, they can snowball and compound, and you won't need many of them to have a fantastic business.

3. There is a learning curve to rev shares - This is why it's advisable to get help. Pay people to shortcut the mistakes, because mistakes could be costly.

4. 50/50 rarely works - In any partnership, one person is typically doing more than the other, and this needs to be taken into consideration. The marketer is often doing the lion's share of the work. Structure the partnership accordingly.

5. Keep connections warm - Build in rapport from day one, and don't drop the ball.

6. Avoid conflicts in your portfolio - If you have a rev share partner in one area of an industry, take that into account before taking on someone similar. Consult with your existing partner, and if necessary, give up new deals to retain the one that came first.

7. Commit to innovation - If you're going to be an affiliate, whatever the current standard is will not be the current standard next year.

8. Back a long-term performer - Whether in rev share or affiliate marketing, look to promote quality products, preferably ones you use yourself.

9. Have a products page - Here you can put all the products you promote, even ones that compete. Highlight the pros and cons and let the customer make their choice.

10. Help the customer decide - With a chart or a review or a conversation with the customer, you can help them through the decision-making process and narrow things down to their ideal product choice.

11. Focus on the customer - Keep lines of communication open so that customers can contact you. Promote only what you think will benefit them. When you can influence a product for the better, such as in rev share, do it. Make it about the customer first, then the partner, then you.

12. Recommend only the right solution - Because you want people to be better off, only suggest what will help them, even if it means you lose out on a sale. When a solution outlives its usefulness, promote the product that has superseded it, even when you stand to gain nothing financially.



13. Personalize your interactions - A little personal touch can go a long way online. If you're onboarding a partner or addressing a prospect's questions, use things that don't scale, like a video made just for them. It will take a few minutes and make a great impact.

14. Make a portfolio with interplay - Look for rev share partners that can serve your audience in different ways that you can't. If you have a membership of business owners, one partner might provide podcast support, another membership services, another SEO help.

15. Get started with existing content - If you're not already an affiliate, look at the content you have and see what products and mentions you can interweave into your material.

16. Use super signatures - Simply end your email correspondence with a mention of the product you use, or ways in which the recipient can benefit - join your group or membership or check out your products page.

17. Do an affiliate webinar - Suggest your partner or the business you're promoting put together a webinar. Promote it to your audience and get a cut of the revenue.

18. Become more relevant with segmentation - Create a sort of choose-your-own-adventure way by which people can consume your content. It might start with an email about a podcast episode, followed up by email sequences based on if they clicked the email. Or you can retarget people who viewed the show notes of an interview you did.

19. Keep the rev share momentum going - A good way to keep partners enthused in working with you is to set a roadmap and clear expectations. Set the stage for immediate wins, then mid-term wins, then long-term wins. Building a team, for instance, or paying off a mortgage. Have frequent check-ins with your partner, use frameworks, and give them good distribution that they wouldn't otherwise have.

Pursue the business model that's right for you inside [SuperFastBusiness membership](#)