



What To Promote As An Affiliate (And How To Get Affiliates To Promote For You)



Having affiliates and being an affiliate yourself are great ways to increase your income. James Schramko and 10XPRO's John Lint discuss best practices and the tool for hassle-free affiliate management.



John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 703, and we'll be talking about affiliate marketing. And for that I brought along John Lint, a friend of mine from 10XPRO.io. Hey, John.

John: Hey, James, how are you?

James: Good. I thought this would be an interesting discussion as I'm going through some changes with my own business. And also, recently, we've been doing some stuff together, and I thought it would be really interesting to compare some experiences, to give some ideas for someone thinking about affiliate marketing from both perspectives – from the perspective of being an affiliate and finding something to promote, and the perspective of being a product owner and having affiliate. Because it's probably been a while since I've discussed this on the podcast, and there are definitely some ins and outs worth knowing. And one thing that I thought was interesting from your perspective is 10XPRO is a great platform that has an affiliate module built in. So if you have a product or membership, and you want to have affiliates, then it can be handled with the software. So firstly, let's talk about the technical capability, just so that we can understand how that works.

The tech that makes affiliate marketing easier

John: Yeah. So like you said, there's a built-in affiliate system within 10XPRO that will allow you to build your own affiliate army so other people can start referring their own audience to your website. And then if they buy, they can earn a commission. And you will be able to easily manage all that, you will be able to create an affiliate portal and they can get their links, their resources, all of that good stuff. And like I said, you can track their sales and, and then pay them with whatever payment methods you desire, maybe every single month. So the whole system is built in. We track everything, you'll be able to see everything, and that will help you get affiliates on board so other people can send you traffic, so you can build your list and obviously increase your sales, which is an awesome thing to do.

James: Right. So from your perspective, you've been focused on creating the world's greatest product for memberships and information products, which means you've got other people helping out with driving traffic. And I'll put myself down as one of those, and we're often creating content together, videos and [podcasts](#). It's no secret I'm involved in helping you grow 10XPRO; I'm a huge fan of it purely based on the results my customers are getting. Because as a coach, I've needed a solution people can go to get a result quickly, and avoid the tech nightmare and all the learning curve that's involved in the way that we used to have to do things, which is still an interesting scenario for me because I've got all this legacy, hundreds of thousands of posts and gigabytes, probably terabytes worth of data stored up.

You know, we have a significant revenue, but we also have a bit of a tech situation. We have full-time people in our team doing tech, managing our hosting and security and plugins and updates and patches and having things talk to each other. But you've just bypassed all of that. And so what we're doing to the side is my tech person is actually building out one of our installations in 10XPRO. And the exciting part for us is we can also go back to having a select handful of affiliates to promote some of my courses, which will be an exciting innovation, because we haven't had an affiliate program for about six or seven years. I'd love to talk about why we stopped our program. And I'd also love to talk about some of the things I'll do differently this time when I have an affiliate program compared to the last time.

John: Yeah.

What turned James off having affiliates

James: So, one of the reasons we stopped is I was doing a tour of Europe, and at that time, anyone could join my affiliate program, and I had a couple of people join up with stolen accounts and they purchased products with stolen credit cards. And their goal was that they would get paid their affiliate commission before the chargeback came. And luckily for me, when I got back, I checked all my accounts. And because I have terms and conditions in a delayed payment, I was able to catch that there was something not quite right – these email addresses didn't look quite right; the physical addresses they put in on their application and the names and the phone numbers, it just wasn't working out. And I did some research and I couldn't locate these actual people. And then I started getting the chargebacks through, and it was really harmful for my merchant facility to have this wave of chargebacks. And we're talking 20 or 30 grand worth in just a month. And that left a sour taste in my mouth. I'm like, Okay, I'm not letting just anyone be an affiliate. That was one of the big takeaways. So when I open up my affiliate program, it will absolutely be by application only. And I'll have a minimum criteria of who can promote my product.

The other thing that used to annoy me, and I still do little Google searches and see this, some of the people used to go and cybersquat on my domain names. One of them actually registered my own name .com. And another one, you know, a lot of them would register very similar names with typos or spelling errors, or an additional word or modifier. And then they would pass off as me. Like, they'd put up their site as if they are me. And it wasn't me. And then I'd have people sending me support queries for things they'd purchased from these lookalike sites that were purporting to be me that were just trying to shill my stuff as an affiliate.

And then they would start doing, you know, brand damage. They'd take a screenshot of one of my pictures and they'd squish it around and my face would go fat and wide or out of proportion and I couldn't control the quality of it. And I'd constantly be asking people, listen, do you mind taking that down? Their design skills were on the most basic level, like we're talking about worse than the kid down the road who's just started doing design school or something. You couldn't expect any worse from a preschool class.

John: Yeah.

James: It was annoying. So I lost brand control quality. I had this defraud sort of activity that left a sour taste. And then the other thing was, there were a couple of affiliates who I think were continually just selling to my own customers and skimming my own flock, you know? Like, they were in my sheep pen, carrying away my sheep, shearing them and then eating them. And it's like, come on, the whole deal is you're supposed to bring me new, fresh clients, not just feed off the ones I've already got. I've already got these customers.

So in the end, I thought, you know what? I can just market better than most of my affiliates, so I'm just going to do that. So I switched it off and didn't look back, kept the really high profit margin. But what I'm thinking is, because of this exciting development of being able to use 10XPRO, of working so closely to you and getting very excited about the tool, and clearly, it's been a long time since I've had individual products for sale, I think there'll be a market. Because I've created something like 70 or 80 information products over the last four or five years, I'm going to find the very best ones, and I'm going to let people buy them. And of course, with rate increases for SuperFastBusiness, it's a little out of reach for some people, so I want to let people access them. And I'm going to open up for select affiliates the ability for them to sell some individual courses.

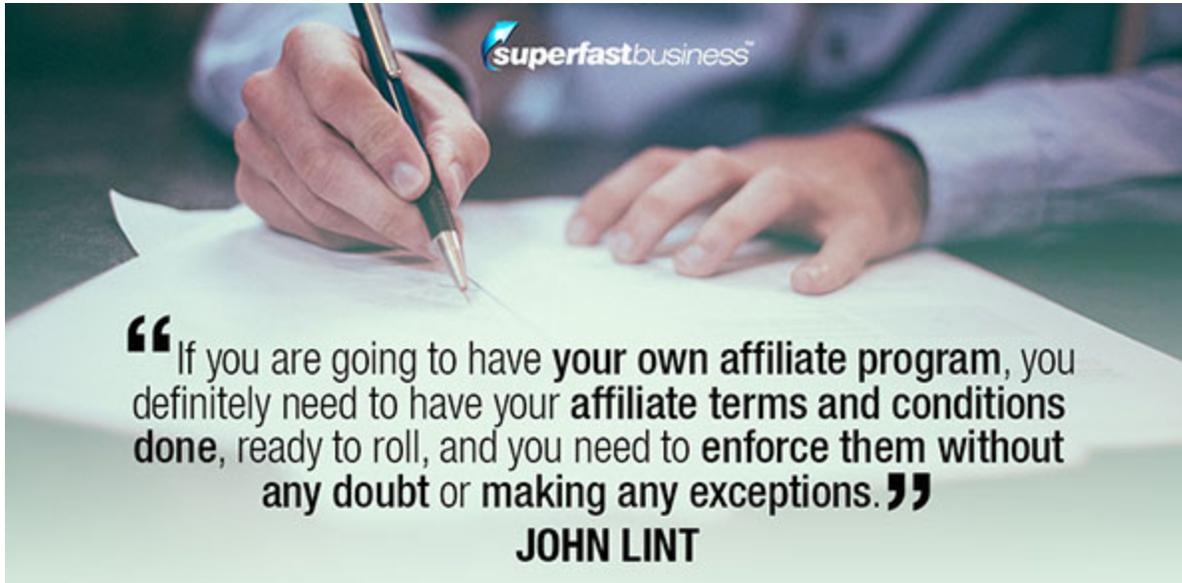
Now, I'll probably only pay on that front end. I've learned my lesson. I'm not going to overpay; I'm not paying someone for 10 years for selling a one-time course. I'm going to pay them out for the one-time course.

When selling a long-term product...

Now in your case, it's a bit different, isn't it? Because you're selling an ongoing solution that you work very, very hard at keeping someone in that solution.

John: Yeah.

James: And if they set it up properly and frame it right and someone joins 10XPRO, then you pay a recurring commission, right?



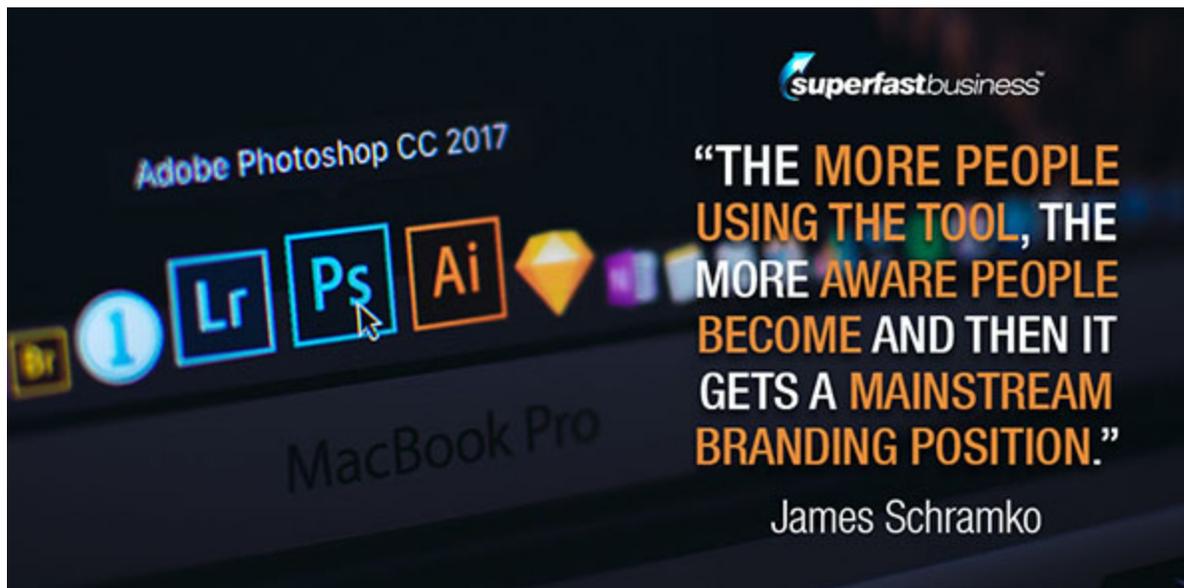
“If you are going to have your own affiliate program, you definitely need to have your affiliate terms and conditions done, ready to roll, and you need to enforce them without any doubt or making any exceptions.”

JOHN LINT

John: Yeah, exactly. Our first level is 40 percent. So meaning that if you refer someone and they become a 10XPRO.io member, you'll get 40 percent recurring commission. So that's a minimum of like, let's say \$80, depending on the plan. So it's a good payout. And it will allow anyone to become an affiliate and build a real sustainable and long-term profitable business. Because we treat our affiliates as partners, right? And that's what I want to do with my affiliate program. And like you said, and right now, we invite basically existing members, so existing 10XPRO.io members, so when you join and become a member, I kind of know who you are, right? You're using the platform, so you have access to the affiliate system. And in the public, there is a little screening process, because like you said, it's very, very important to know who is promoting. And of course, you know, if you are going to have your own affiliate program, you definitely need to have your affiliate terms and conditions done, ready to roll, and you need to enforce them without any doubt or making any exceptions. There's no exceptions.

And one of the things that I don't like, which you did mention, was those guys who buy domain names. Like, you know, if someone buys 10XPRO.ioReview.com, and they try to be an affiliate, sorry, man, you're not going to be an affiliate, you're not going to get any payout. It's against the terms and conditions. So don't do that, you know? Because there is brand damage. So I definitely enforce that. We make it very clear.

And yeah, for us, it's really about getting those partners in on the long term, because this is a long-term play, it's a subscription-based business. But it has big advantages because obviously, as an affiliate, when you're promoting a subscription-based solution, it's almost like you're building 10XPRO, but at the same time you're building your own business as well, because it's going to be ongoing payouts, right? So I spent almost \$600,000 of my own pocket building 10XPRO.io. There's no private investors or anything like that. We've been doing this for years. We are working on the trenches every day. We make sure that we have new features; we make sure we think of the customer service. You can get 40 percent of that business by simply referring 10XPRO, by doing nothing in terms of output. So it's a huge payout. It's working really well, and I think it's a fair deal. And yeah, it's basically trying to get those people who want to build a long term business with us.



What to promote

James: Yeah. I mean, it's a massive deal. And when people ask me, you know, what should I promote? I say, Well, okay, what tools do all your customers need? And what do you spend money on? Every single person in my world is spending money on website tools and hosting, and related matters. So pretty much everyone in my catchment needs 10XPRO, which is why I've had such success recommending it. My audience resonate really well with this tool, because they've had so many struggles. And I've been putting the word out there. Like, I don't even mind if people listen to this and then apply to, and if they're accepted as an affiliate, they go for it. Get out there and promote the tool. I don't worry about the competition. I think the more people using the tool, the more aware people become and then it gets a mainstream branding position, and it will become like the thing that people talk about in forums; it will be the one that gets mentioned when two or three other tools get mentioned. So the more of us that can get in there and promote this, the stronger the brand comes.

But I love what you said, you've put all that investment. As an affiliate, you don't have to worry about the sales page, the shopping cart, the merchant, the customer support, the technical, dealing with a team of programmers in another country, different hours. You've got your work cut out for you. Like, you earn the rest of the money that you make from that program after your costs. And I've seen how hard you work. I've seen how dedicated you are to the program. That's why I support it. I love it. It's very rare to see that.

And as you know, anyone listening to this podcast knows, I started promoting software; it was the first way that I made \$100,000 online. But the software I promoted back then was nowhere near as big a market. It was for Windows only, and was for someone who wanted to build their own website. Now, because it was something you downloaded to your computer and installed the license, you couldn't then get a service provider to come and make it for you. But with 10XPRO, the beauty of it now is you can sell it to a market of people who want to build their own website, that's great. They want a low-tech barrier, they want to be able to manage it themselves and keep it small. Perfect. But if you want to sell it to business owners who are the next stage, they've got a small team or they have a webmaster, even better! They can have their webmaster log in and do it. Or if they don't have a webmaster, then they can hire a service provider who can do it all for them, like a concierge. So all they need to do is pay that subscription for the tool, and they can have someone else look after it. And I don't know, but it's probably even some of the service providers have affiliate programs, so you could double dip if you're really crafty.

But basically, it's also the kind of tool that people need to keep for a long time. Once they're set up and it's working and they get a return on investment, they're not going anywhere. It's a captive audience. I still get checks from AWeber from 10 years ago. They still send me money for stuff that I promoted 10 years ago. I mean, it's kind of hilarious because I can't recall promoting it for a very long time. But, you know, once people sign up and stick with technology, and it's kind of how I've been stuck with my legacy software, it's pretty hard for me to move a substantial business across. But what I'm doing is starting that new venture, and I'm going to start small with some info products, and build it up from there. It'll be really interesting to revisit that chapter of my life. But it'll be also fun. I think there's a ready-made community that I have of my own who would love to promote my products and services for a commission. Because they promote it for free anyway, right now. Like, they're always sharing it.

John: Yeah, that's exactly what I'm doing. Like, I'm telling everybody about SuperFastBusiness. I'm obviously a member of [SuperFastBusiness](#); I'm also in [SilverCircle](#). I think it's the greatest membership site ever, if you really want the help of a real marketer and business person like you, James, who is going to actually help them, not just some, you know, BS sales copy and then you never see the owner of the product. Well, you are there every single day. So to me it's awesome and I've been begging you to give me an affiliate link because you don't have an affiliate program for it. But even without it, I tell everybody about it. It's actually in 10XPRO where I tell people Hey, you know, this is a video I recorded from James. Check out SuperFastBusiness. You should join. And when you join, you can even talk to me right there in the private chat if you want to. That's totally cool. And I do that all the time with SFB members, because the community is awesome.



But I think it's important to just find programs that you really, really like and tools that you really use and you really recommend. Like you, I have commissions from AWeber because that actually was my first emailing system. You know we had hundreds of thousands of leads there, used it for a long time at the very beginning. And you know, obviously I told people about, Hey, this is what I'm using, I'm getting great results. So it's kind of easy. You know, when you like the tool, when you're getting results yourself, when it's something that's really helping you, it's just a matter of telling other people about it. I'm getting commissions from Infusionsoft, [ActiveCampaign](#), because these are now the emailing systems that I would recommend to anyone. If you're getting started, Active Campaign is great.

So I mean, there's all of those tools that you can find in your market. And if people are listening and you might be in a different type of market, maybe it's health, there are tools, there are memberships, there are programs, there are food delivery services that have affiliate programs. And these are things that you know, if you feel that they match your brand, if you feel that they are going to help your customers, then yeah, you should have some kind of campaign in the backend telling people about it, or just mentioning it in your [super signature](#), or maybe having a resource page on your website for simple strategies.

But very powerful, powerful, because all of that stacks up and adds up. And when you start getting, oh, a \$1,000 check, \$500, \$2000, \$3,000, well, all of a sudden it adds up and you end up with 10K, 20K, 30K or more per month in affiliate commissions. And pretty much, you didn't do anything, you're not doing any of the customer support. You're not dealing with anybody. You're just telling someone, Hey, I like this. I'm getting great results. Check it out. That's really all you do as an affiliate. and it's great, because you're bringing that traffic, but it's really quite easy. I would say just make sure you select the right programs, people with integrity, people who are not going to burn your audience. People like James. And you'll be fine.

James: And people like John.

So just a quick recap there. Only promote things that are good for humans. That's one of my filters.

John: Right.

James: I get asked to promote all sorts of things. And I usually don't. And I certainly don't promote launches anymore, because I've found the problem with those is there's a bit of a racket. You promote it, and the next thing, once they get that customers list, then they pass it all around like a football and the customer gets exhausted, and I don't want to be responsible for that. It really only works for those people who have the promotion chain where they're promoting each other.

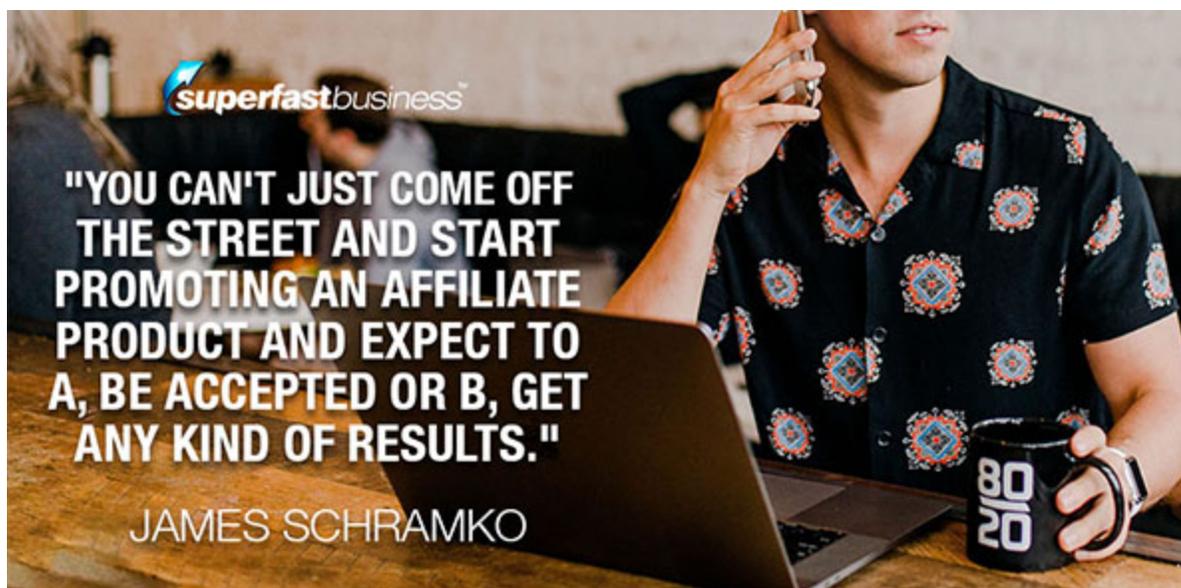
Some smart approaches to affiliate marketing

I also feel you mentioned some really good resources there – the super signature, like, the classic [Dean Jackson](#) super signature where you list resources, it's a good place to put an affiliate link. The resources page or the [recommended page](#) on your website is just the easiest page to create, ever. Put the services and products that you really enjoy. If you want to extend from that, you can put up a page per product and link from the resources page to the page, and you might even start picking up SEO value. You can put a nice review. So we do that on SuperFastBusiness. In fact, the recommended page is one of the most clicked-on pages on our site. And we generate a six-figure affiliate income every year, just from recommending tools that our customers are going to buy and they need anyway.

John: Yeah.

James: Of course, if you want to go more advanced, it's really good to get closer to the product owner and to create custom content for them. That's something you and I did, John, we created [custom training](#), and we created a special offer for my audience. And that just increases the value and increases the strength of the relationship.

And then you can go and do things like put in sequences into your autoresponder that are custom-segmented by interest and then served up to people who express an interest in the solution that the product solves. We've done tremendously well from having very targeted campaigns.



Qualifying your affiliates

And what we want to do is find other people who have an audience like I do. This is just very important to mention here. You can't just come off the street and start promoting an affiliate product and expect to A, be accepted or B, get any kind of results. You're going to have to have some skills or experience or some kind of database or good standing if you want to get accepted into the more top tier campaigns. So I know, John, you've probably got a private arrangement with some affiliates, where if they qualify, and that's an if, if they have significant standing, if they've got an audience, maybe they've been promoting an equivalent version in the marketplace that hasn't looked after their customers as well and they want to churn the customers across or churn themselves, that's actually the best one.

If they can use the program, that's the best possible scenario, because their audience will want to know all about it. Why did they choose that? Why did they change? What's so good about it? Like, I've been talking about what we've been enjoying with our switch across for the information products. And in that scenario, they could come to John; they could say, John, here's my situation: I want to roll this out to my audience; I want to do a private training; I want to do an autoresponder sequence. John can actually show – you could show them, couldn't you, John? The conversion stats they could expect, you can pre-write the emails that they could send, you can customize the landing pages, and even the package that their clients get. So for example, if that person toward a particular business model or had a special funnel that they like to use, they could actually make that available to every single person who buys 10XPRO under their account, right? Super customizable, one-click install, as a bonus.

Bonuses and private promotions

John: Yeah, that's a great strategy as an affiliate, if you can work with a product owner and kind of set up, like, your own mini-version or your own, obviously, bonuses. Offering bonuses as an affiliate, by the way, when you're promoting something, is a great strategy. So yeah, you know, in 10XPRO, we have this feature where you could create, let's say, a funnel or a campaign, different things, and maybe design some pages. And let's say that someone buys, you could say hey, when you buy, you're going to get my campaign, and the only thing you need to do is to import it, and I will give you the link when you become a member. So that's something that you can do as an affiliate.

And something that you mentioned, yeah, we do have private promotions, basically. You know, it's like we have these exclusive offers that are only going to be available for select affiliates. And that's another tip, if you're thinking about setting up your affiliate program. You know, have those campaigns that are only available for select affiliates, and really have an amazing offer, an amazing offer that is not going to be available all the time, is going to be limited.

And for example, if you want to do it with this partner, well, then you can work together where you can provide the copy. This is what we do – we provide the email copy, we have the sales copy, we actually have the offer, we have all the bonuses. But then, of course, the partner, the only thing he needs to do is to load those emails, tweak them to make sure it matches his brand. And then there's a dedicated, limited sale with an amazing offer that is not available to anybody else, that nobody else will ever be able to find it on their website, or anywhere else; it's only going to be available for those specific dates for that specific affiliate. And after that, it's closed, and that's it. It's not something that is going to be available.

The automation advantage

I'm finding that this is working extremely well right now, because when you have automated campaigns, which you can do, of course, as an affiliate as well, you can set up those, you can say, Yeah, okay, great. Here are all the resources and here are the links to an automated webinar or Here's a link to an automated launch campaign, or whatever, an automated sale. It's fine, but then the affiliate is going to be, Well, okay, great. I'll get to it whenever I can. Okay, great, it's there. I know it's there. I'll do it whenever I can. So there's no real pressure or need to do it now. And affiliates are busy. They're successful people; depending on who you bring in, but you know, they have different businesses and they need to take care of their own business. And always having a reason why they can promote now with that amazing offer that is not available anywhere else is something I'm finding that is working really well.

Now, of course, having automated campaigns is very good for backend strategy. So for example, let's say, an emailing system, right? Or a tool or a subscription service. If you are building, well, you should be building of course your list, right? But you're building your list. You are trying to promote your offers. Maybe it's live campaigns or automated campaigns. This is something I call the cascade. You're going to put people into different campaigns, they're going to go through those campaigns. There's a point where you're going to be running out of material, right? I mean, you shouldn't be telling people to buy your stuff all the time anyway, right? So you're going to have a few campaigns. And after that, it's a great opportunity to start promoting other people's products. And as an affiliate, if you are able to put some of those affiliate offers on autopilot, then it's a great way for you to start automating pretty much your business and making sure that people are getting valuable offers on the backend as well, things that are going to help them out. And then after that period, you can go back to your own products if you want. So that's another type of strategy, without going too long about it.

How to attract a super affiliate

James: Perfect. And just remember, if you're trying to woo a super affiliate, don't ask them to promote your unproven, untested offer that you just put up yesterday – they're not going to be interested. You've got to go to them with your conversion stats. At the minimum, you've got to already run a house program or have had someone else convert, so you can show them your statistics. They're going to want to know their earnings per click, they want to want to know the conversion rate, they're going to want to know what the payout is, they're going to want to know what the offer is, who it's worked well for. So customize it for them; create a fact sheet or something that you can show them that makes it appealing for them to basically just add free money to their existing system or machine. Make it easy for them.

So it can be hard work to woo a super affiliate. But if you happen to be a super affiliate, and you can make sales very easily, then you're in a great position to cherry pick from the best service providers out there. Pretty much all of them will do special things for you if you ask. And of course, that's in the best interest of your client as well. If you can customize a program to make it work for your client, they're going to be happy, which means they keep paying and you get your recurring commission.

Wow. So that's a really, really good topic here. We know now, start with whatever you've purchased on your credit card for the last 60 days as an indicator of what things you might promote, because that's how I started. And it's definitely, you know, you're familiar with the product, you already made the decision to buy, so you can easily talk about it. And then it's a matter of driving traffic and proving the offer and building relationship with the person you're promoting. By the way, if you want to get someone's attention, it's a great way to sell a whole bunch of their stuff. They'll definitely pay attention to you and they know who you are very quickly.

John: Yeah. Or buy their products as well, you know? Buying their products, becoming one of their customers, building a relation.

James: You did that.

John: Yeah. I mean, you know, we had joined [Maldives](#), we were together. I joined SuperFastBusiness, we got to know each other. And I didn't make the mistake that some people do. It's not like, Hi James. Nice to see you. Oh, by the way, can you promote my stuff? That conversation came, like, maybe a year later, you know? Like, we didn't even start talking about anything like that. Just probably after a year where we had already surfed a ton, hung out a bunch, talked a lot in the forum, built that relationship. So, you know, yeah, it will take time. But you know, it's definitely worth it.

I'll just come back to one point that we talked about, about super affiliates. Just for people who might not be aware of it, a super affiliate is someone who can drive a ton of traffic to your offer, and who's going to really promote and do something like that. And you might be thinking, hey, but I'm starting out; I don't have those numbers. What can I do, right? What you need to do if you want a super affiliate on board, if you really want the campaign, but something else that you can do is to jump into some other people's audiences. So for example, you know, podcasters, bloggers, people who have YouTube channels – they have a big audience. And maybe you are starting to promote your stuff, but whenever you go into other people's show, you should have a call to action. The call to action is that Okay, get that checklist, get the cheat sheet, or they can register for a webinar, or they can get something else from you. At the very least, they should go back to your website. Ideally, you can have a link. And the guy, the person that is interviewing you, or you're delivering that content for their show, will mention you, right? So now, you're going to get that traffic. And that person might not be a super affiliate in the sense that they're not going to act as an active affiliate. But they are probably going to have a bigger audience than you. So in that case, kind of like a super affiliate as well. Because what you could do, you could basically make sure that when someone goes from their website to you, you're going to be building your list. And if you have some campaigns, that you can easily create within 10XPRO on the backend, well, you can make sure that this person gets the credit and they can get the commission. So in a sense, you're getting their traffic, they're getting a commission, but the up front is that you're basically saying Hey, I'm going to give you some awesome content. We're just going to do a podcast interview, we're just going to do maybe a blog post or a YouTube video, whatever. You're providing that value first. They come to you as a byproduct, and you can then credit them with a commission. The more you do that, the more they get to know you. And maybe now you are in that position where you can go into that conversation about, hey, let's maybe do a dedicated campaign, dedicated promotion, dedicated email sequence for your own audience, because you have built that value up front.

James: Perfect. And if you work nice and slowly and you're patient, you'll build fantastic relationships.

Wrapping things up

Well, it's been a great episode. We've really unpacked everything about affiliate marketing. So if you want to have affiliates for your own program, you know how that works now, and obviously [10XPRO](#) is a great platform that can handle the affiliate management. It tracks the sales to each person who's referring, and you can then send them their money and they'll be excited and keep promoting you. So it's a great traffic source. If you are an affiliate, then you've got some ideas about how to be more successful with that, where to promote. If you happen to be a super affiliate, and you've got an audience that needs website software, get in touch with John; have a chat to him.

And, of course, if you're a 10XPRO owner, then you probably automatically have access to promote at least a 10XPRO homepage as an affiliate. It's an easy win for you, because you're already using the platform. I'll just put a tip here: when I was promoting quite a lot of [Ontraport](#), I just put a link in the bottom of my email. It said, This email was sent using OAP, which is what it was called back then, Office Autopilot. And when people clicked on that, it sent people an automatic campaign sequence telling them why I switched from AWeber to Ontraport. If they wanted to buy Ontraport through my link, I'd be happy to send them a training on how to get the most from it.

John: Nice.

James: And this generated me a four-figure income per month. It was so successful, Ontraport asked me to go to Santa Barbara and present from the stage how I managed to generate so much affiliate commission, just from putting it in the footer of my emails and using an Ontraport sequence.

John: It's amazing.

James: All good stuff.

Great catching up again, John. That's John Lint from [10XPRO.io](#).

John: Thank you.

James: Absolute superstar.

And this is episode 703. My team will have compiled our tips into a nice handy little tips sheet that you can download as a PDF and print out and stick on your cork board or whatever you're looking at for inspiration. And I do hope you have success with your affiliate promotions, whether you're having people sell your product or whether you're selling someone else's. If you're not doing it right now, you're probably missing out on some real opportunity.

Thanks so much, John.

John: Thank you.



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means of earning income
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