

FYS 170-Simplify Your Life

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast, an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian Author, Speaker, Business Coach, and Program Development Expert who will help you design, grow, and delight in doing business as worship because that is true success. And now here's my lovely wife Katie Hornor.

Katie: You've always dreamed of launching and just having those contacts and those people come flooding in asking for your thing. And today we're talking with somebody who knows how to make that magic happen today. Matt McWilliams is our guest and he has been an affiliate launch manager top of the world we say, right. I earned all kinds of awards for this and Matt I'm so excited to have you on the show today welcome to the For Your Success Podcast.

Matt: Thanks for having me, Katie.

Katie: So in launching, I know you are not new to this at all and, and your specific launch has to do with leveraging relationships in that for those who aren't familiar with affiliate terms and things like that, just explain kind of basically what that means.

Matt: Yeah, it's kind of weird to think like what you just said, you know is nothing new to me I was earlier I was thinking like wait we got to be getting close to this. I looked it up and, in January we were on our 60th launch which is just insane. You know, we've been doing 5 to 6 years over the last you know, 9 or 10 years which is just like ridiculous, and so as happens with anything, you get good at something right in our world, especially then people start coming to you and yes, I'm bragging when I say this Matt, you've been affiliate manager of the year four times, and you're working with Stu McLaren and you know, you're coaching Jeff Walker's team. And you're working with guys like Michael Hyatt and Brian, Tracy, you should teach this stuff. I'm like, wait, what? Like, I never thought about teaching. I just kind of do it. Like, I didn't know I had a system for how we do things it was all in my head and I kinda thought that like every time we were doing one of these launches, it was almost like I was making it up again.

But then I realized, wait, I do, I have actually really systematized this in my head, I just hadn't codified it like how do I teach it? I spent the next couple of years, you know, actually teaching other people just one-on-one one on four, you know, small groups, how to do this stuff to kind of refine the message and the system and realize, well, we have a playbook, you know, we have the internal playbook.

What if I just taught the playbook is effectively what we did and so actually 2 years ago no it's almost exactly two years ago we launched our first-course teaching people how to start, grow and scale an affiliate program. And the results have been amazing like just from our standpoint like that's what we do this for is like I get to see all these people who are you know, maybe they're doing \$5,000 a month and then next thing

you know, they're doing \$30,000 a month. I'm like that is so much more fun no offense to our clients, but helping Adidas make an extra \$200 million is not exactly all that thrilling it's great for the bank account. It's not exactly all that exciting because that's not going to be like changing anybody's life at Adidas, except for a couple of shareholders. You help an entrepreneur go from \$5,000 to \$30,000 a month that like changing a family tree.

Katie: Yeah, yeah

Matt: And, being an entrepreneur myself, that was exciting so that's what I've been able to do and it's just been awesome.

Katie: I love it, I love it. And, I feel that same gratification when you know we're helping people go scale their courses through their high ticket offers and go from up to \$10,000 and beyond. And at that level a couple of thousand dollars makes such a big difference, and when you're talking about leveraging those relationships and like, who do you know that needs what I have? How can I pay you to send them to me? That's essentially affiliate marketing, right. It doesn't raise the price, but it cuts a thank you to those people who are introducing them to your world.

Matt: Right

Katie: And I just, I love the way that that works

Matt: Yep the concept's been around for thousands of years the visual always get is like ancient Rome and you know, so that I don't know whatever their names are they're walking around in their togas. I assume they did wear togas that I don't think that's a myth and so they're their togas and one of them's like you know, hey, let me introduce you to my friend who runs a deli and the guy, the owner of the deli, he's like, dude you sent me business. Your next sandwich is free that's affiliate marketing all we did in the last 25 years is that technology to it you know, the concept's been around probably since, you know, Genesis chapter four, roughly it's been around for a while. So it's nothing new it's just that we added technology to it and made it a little bit easier and turned it into an actual business, you know, we turned it into a profit, turned it into a line item, you know, on budgets, which is what we help people to do is to kind of make it such a big part of their business.

You know it truly it just becomes a part of their business yeah, they can't give it up.

Katie: Yeah, yeah.

Matt: So it's in a way it's kind of like crack, I think, but it's better for you.

Katie: Well, so I want to go to two angles today and, I'd love to hear your top tip for a business owner or a course creator who is trying to have their first affiliate launch. Like what's one or two things they need to know to successfully get people to help promote their thing? And then go at it from the opposite perspective and say, what's a

couple of things that somebody needs to know to be a good affiliate? Because we see these all the time. I mean, Jeff Walker's affiliate launch is happening right now. And people are emailing for him and doing things like that like what do we need to know when we're doing it for other people to make it a success?

Matt: You know, I never thought about this, but I'm going to give the same answer for both, for my number one tip start early. So let's go from having the affiliate side don't reach out to people and say, "Hey, I'm launching next month do you want to be an affiliate?" It's too late. People plan their calendars I know if you look at our promotional calendar, you know, we're recording this you know, as you said, Jeff Walker's launch is going on it's, you know, the middle of Q4, 2021, right? Our calendar, our promotional calendar is booked through May of 2022. I have some stuff on my calendar in July and October of next year, as well as actually November. I've only got a few open months in all of 2022 and, we're, you know, we're still in 2021.

Most people don't plan that far out so you can get some people to say yes 90 to 120 days out so start at least that early like in other words, if people think, oh, I've got to have the product ready I got to have the sales page ready to go have all this stuff ready before I start reaching out to affiliates. No, you don't reach out to them before any of that is ready get them lined up. You can write the sales page three days before the launch I don't recommend it, but you can, you can't reach out to an affiliate 3- days before the launch. So think about that what can you not do 3, 10 days a month or two before the launch? And then backtrack the order from there and not try to get everything done in advance, work on those relationships first. On the affiliate side it's the same kind of thing let's just say you're promoting something, you're listening to this and you know in early November and you got a promotion coming up, you know, let's just say December 1st, don't start promoting that thing on December 1st. Start warming your audience up now, like literally now you did that for Jeff Walker's promotion I released a series of podcast episodes where I started talking about Jeff Walker, sharing things, seeding the fact that he had the masterclass coming up.

I quoted Jeff Walker, a bunch on social media these are all things that we recommend that you can do like those quotes that I shared weren't even necessarily about product launches. They're not even necessarily about internet marketing some of them are more lifestyle-related and business-related. It's just general business-related and you know being a better person-related, but it planted that seed in my audience's mind of Jeff Walker, Jeff Walker, Jeff Walker. It's like when you study local elections in the United States your school board race is not based on who's the most qualified candidate or who's the best for the kids or who knows the most about education. It's based on one thing and one thing alone name recognition person with the most yard signs wins local elections that are a proven fact I used to work in that industry I know for a fact right.

It's why when I ran for school board years ago, and I was the youngest candidate in the history of North Carolina to make it through a primary. My entire budget was yard

signs I spent like \$10,000 on yard signs and like \$300 on everything else. Alright, other people were like, Ooh, we'll go do radio ads and all that stuff. No Yard signs I want a yard sign on every corner.

Katie: It's the visibility factor isn't it?

Matt: Exactly

Katie: It's like if they don't see it on social media or a yard sign, it's not true.

Matt: Exactly so start early with both I'm going to give one more tip because you asked for like top tips on the affiliate program side, the biggest thing you need to do is there's a big difference between people saying, yeah, I'll promote you and then actually doing it and more so going for I'll promote you, which means I'll send an email and a tweet to sending 14 (fourteen) emails and a 2-week social media campaign. Alright, so you got to give them a plan. We created a very simple spreadsheet, Katie it is like, I wish I could say it was more complicated than it is it's not here's what happens when you give people a plan, they generally follow it that's what happens. So what I suggest is you create a spreadsheet I'll give you a URL in a second you can download a template okay you create a spreadsheet or you can use our templates. [MattMcWilliams.com/ Promo Plan](http://MattMcWilliams.com/PromoPlan).

You go download it then you get on a call with the affiliate and you co-create this plan together and you give them the generic template and then you walk them through it "Oh, you can't mail on Tuesday well, how about Wednesday? We'll move that here." You create the plan with them then they stick to it when people are a part of something, they follow it. On the affiliate side I mean, you see we're going with it it's the same thing have a plan oh, well they didn't give me a plan then create one. Then they should give you a plan that they're stupid if they don't, but oh, they didn't, they don't have this template. They didn't get on a call with you to go create your own plan. They've determined the biggest difference between serious business owners online business owners and hobbyists. It's very simple a content calendar and, a promo calendar. People who have a content calendar and promo calendar right now, when you're making \$400 a month I can almost assure you that if you keep up with that habit two years from now, you'll be at \$5,000 to \$10,000 plus.

Alright, most people what happened they're making \$400 a month and they get lazy with it I'll do whatever I'll post a blog when I feel like I'll do a podcast when I feel like it. No, we released a podcast every Tuesday at 5:00 am so if I got busy doing other stuff, what does that mean? Monday night I'm recording a podcast. Now, I haven't been that way in a couple of years thankfully because then we can't edit it. I'm a podcast editor and use it a week in advance. So I'm up the Creek, but you get the idea it's like, just have the plan and then follow it differentiate, you know, innovate, deviate if necessary. You know the old saying, you know, no battle plan survives the first shot it's true, but having a plan and trying to stick to it as much as possible it works on both sides.

Katie: I think that's so important and that is the two things that you mentioned there that I want to pull out for those that are watching or listening to this is the importance of the planning, right. That's really what differentiates you from a hobbyist to a business owner is that the business owner has that long-term vision they have that long-term plan. And I can remember when I was first starting it seemed amazing to me that people would plan out a year in advance. And yet here I am a few years later and I'm the same way as you, Matt. Like we've got stuff on our calendar all the way through next November and looking at where do we fit this in? And where's the space that we need to fill? And how do we set aside the time for the family space and get that blocked off early? And then the second thing is the consistency and the mastery and the commitment that if you say you're going to do this then do even if that means that you're up late the night before to get it in on time and, I think that's another one of those key things that set apart those who make it over that finish line to those who fall off along the side because they got discouraged.

You've got to be willing to have that commitment that says if I put my name to this and said, I would be an affiliate. Or if I put my name to this and said I would give you what you needed to be my affiliate, like I'm going to follow through and I'm going to do what I said, because that's, what's on the plan this is the deadline.

Matt: Exactly

Katie: And let's do it that's huge even with you know our ramping up and that's one of the things that I've appreciated even about Jeff Walker that you've already mentioned is that having that plan sent out to the affiliates to say, this is when we plan to do X, Y, and Z. And this is when you should do to get the best results to complement what we're doing right. And so from the front end, it looks like this big choreography thing, and nobody's seeing all the planning and the masterminding happening on the backend that it takes to do this for folks. But it's, it's so key and, and shouldn't be overlooked

Matt: And I'll let you know a little industry secret I don't think he would mind me sharing that plan uses our template so I'm just saying that Jeff Walker's team uses that template. Not only do our clients or the clients that we run their programs, our coaching clients, but they also use it. And, it was cool because I just got my first look at the affiliate plan the other day for them. And I was like Hey, that looks familiar you know, Chris was like, well, duh we use yours I mean, guys, go copy it.

Katie: And it's so cool to have something that works across with niches when you've got the principle that works, it can be applied to any niche and any calendar.

Matt: I've used that plan in the parenting niche I've used it in the internet marketing niche. I've used it in the fitness, health, and fitness supplements. Name a niche that we've probably worked in at some point, and I've used the same copy and paste, you know, I mean, that's all I do I go to Google docs and copy it for the next client, you know? It works until I find something that works better there's one thing I'll share that

last little tip. We changed the name, the URL is still Matt Mcwilliams.com/ promo plan because we'd already set that up, but we changed the name and we started calling them commitment plans. And I did that with Dana Abraham we helped her with her launch a few years ago, and then I started calling them commitment plans. Because it just felt better than a promo plan. And we noticed a pretty significant uptick in Philly who stuck to the plan and so we started calling them commitment plans because now I'm like, here's your commitment this is the commitment you made on the call with me.

That's a little bit different than here's your promo plan and, so just a little tip, call it a commitment plan, even though it's the same thing.

Katie: I love that. I love that and the relationship side of it too.

Matt: Yeah

Katie: The fact that you're getting on a call with the affiliates and saying like, Hey, if you're going to take time to make this commitment, let me spend some time with you to be sure that you've got what you need to make it successful because if it's successful for the affiliate it'll be successful for both of us.

Matt: Yeah and they're, they're 12 to 15 minute calls Katie they're not hour-long ordeals.

Katie: No, but it's still time in our successful online courses one of the things that we're teaching them is you've got people with all kinds of love languages, right, and one of those love languages is time. And another one is doing it for me thing and do it with me thing that's exactly what you're doing when you're pouring into that affiliate relationship to make sure it can be successful on both ends.

Matt: Yeah. And I guess I was saying there are 15 minutes to make an extra \$5,000 to \$10,000 from that affiliate I don't know about you like I don't make \$40,000 an hour. So if I can spend 15 minutes to make an extra \$10,000, that's a pretty good ROI on my side, let alone, if I happen to make an extra \$50,000 or you know, or more, but it's definitely worth it.

Katie: Yeah I love it thank you so much for your insights today, Matt, it's been a pleasure to talk with you, and for those of you who are wanting to know a little bit more about what Matt does, he's got something for you over at [mattmcwilliams.com/first 100](http://mattmcwilliams.com/first100). You can go there and get on his list to watch what he's doing and if you're hearing this still in November 2021 make sure to follow the link in the show notes and head over to Jeff Walker's affiliate launch that we are promoting and watch how he does it. And what we're doing with him and learn how to make your next launch an affiliate launch and make it successful for both of you.

So I'm Katie Horner of [handprint legacy.com](http://handprintlegacy.com) obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle

and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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