

**Thought Leaders**  
BUSINESS LAB

**EPISODE 242**

# **Scale Your Business Through Affiliates**

**WITH LAURA SPRINKLE**

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## What are affiliates?

▽ Laura Sprinkle works with people who have amazing offers and who want to get their offer to more people - whether it be a digital course, online products or membership packages sold online.

One way to scale their offers is with affiliate partners. This means, rather than going on social media, doing podcasting, writing emails, or paying for advertising, owners work with strategic partners. These are people who serve similar audiences so they can promote the offer to their audience.

This often entails a commission split or some kind of an incentive for the affiliate to share the offer.

▽ If you use this method, you can reach a lot more people a lot more quickly. So, you can really scale and grow your business while having fun doing it.

▽ Business is built on partnerships. So, having an affiliate program is the best way to build, grow and scale your business.

When you do it the right way, having an affiliate program can be a lot of fun. On the flip side, when you do it the wrong way, it can be a real grind.

▽ You can make a big impact not just with your clients but with your affiliate partners too. This is a win, win, win, win method.

## The quadruple win method

### Laura helps entrepreneurs create partner program creating a quadruple win:

- It's a win for **you as the business owner** through generating clout, leads, students, and money.
- It's a win for **your partners** because they get additional revenue and behind-the-scenes of your launch, without needing to deliver the course!
- And it's a win for the **student**, because they find out about something they wouldn't have necessarily heard about, that will help them, and they probably get an additional bonus at no extra cost because of the partner!
- It's a win for **the world** because of the ripple effects that come from you being able to reach more people and having a bigger impact.
- Laura is always filled with gratitude when she pays her affiliates. The affiliates then can add to their team, put food on their table or donate to causes they care about.



## Money is meant to move and flow

— There are a lot of money blocks, especially in the coaching world. But money is not meant to be stuck. It's meant to flow and move. It should come in and flow out.

When we realise this, we can change the world.

— Sam shared that she and her husband, Leon, had talked about this topic when they were re-evaluating their business. They recognised that by expanding their team, they could have a huge impact on the lives of their staff. So, the impact they create goes further than only servicing their clients.

— Some people think that the only way to spend their money is through Facebook ads. Laura has not done this for years.

## Removing the negative connotation around affiliates



One of Sam's first businesses was a chain of retail stores.

In retail, you usually have to send money to the supplier even before you get the products that you will sell. Then you augment this by adding a mark-up to the price.



Affiliate marketing follows almost the same pattern, except for a few things. You reach out to the customer by giving them what they need. But you don't pay out until the offer is sold.



Affiliate marketing oftentimes has a negative connotation. But, at the heart of it, business is all about service. You get things, serve your audience and you get paid for it.

## The ecosystem of business



The "how" of doing business matters. If you don't consider partnerships, you will stagnate your business.

It doesn't have to be affiliate partnerships. There are many types of partnerships out there. But you can go so much further together than you can alone.

You don't have to be the expert on everything.

Laura uses the example that she recognises Sam's expertise in helping experts build their businesses. But she doesn't want to do what Sam does. So, she can send people Sam's way, and Sam can do the same with her partners.



Partnerships mean a group of people whose values are aligned coming together to serve for a greater good.



## Getting clear on your values

- ▽ Getting clear on your values is an ongoing process.
- ▽ For example, you can't just pick the value of integrity, put it on your website and call it a day. It's something you constantly revisit.

How do you live your integrity every day? Are you partnering with people who talk their talk and follow through on what they say?

What does integrity mean for you? For Laura, integrity shows in the way people respect the wait staff.

## Are your partners upholding their values?

- ▽ Here's a good filter: would you have your partners to dinner with your children?
- ▽ It's so easy to be wooed by shiny objects like a 300,000 email list or 17,000 YouTube followers even though the owners may post something that doesn't quite align with your values.

Laura has two clients who bought into the hype.

One made only 5 sales out of a 300,000 list, 3 refunded. Needless to say, the partnership was broken.

The other one made a lot of sales, but the clients were not the right fit for the offer. They became the worst customers the person ever had.

- ▽ Sometimes partnerships can be a trial-and-error thing. But it's fundamental that their values align with yours. It's not worth it, otherwise.
- ▽ Values make it easy for people to know you.

One of Laura's values is fun. This might not be what tie-wearing corporate people are attracted to. But she uses it as a filter for all decisions across her business. Even her outsourced work follows this value.

## Start with the people closest to you

- ▽ Some people know their values but they don't know who to ask or are too afraid to reach out for partnerships.
- ▽ The most important thing is to partner with people who know, love and trust that you have something valuable to offer. So, start with those closest to you.
- ▽ Who are your current customers, students and clients? They may already be referring people to you. So you can help make it easier for them by giving them graphics and templates. This could pump them more to help you out.



▽ You don't need people with huge audiences.

When Laura launched her signature program, she did it internally. She thought that if one person bought it, she would already be happy. She made \$15,000 for that first launch.

She partnered with four people for the next launch. These affiliates did not have huge audiences. She made \$60,000.

## Transferring trust through partnerships

▽ Sam met Laura through a mutual friend. The friend made a comment about Laura and introduced Laura's offer to Sam. After a few minutes of talk, Sam agreed to connect with Laura.

▽ This shows how trust is transferred.

▽ Personal outreach can do wonders. Even people with little reach can help you get higher up on the leaderboards than those with thousands of audiences. It's because they impart more commitment, excitement and trust level.

## Start building relationships

▽ Once you know who to approach first, you can expand to those who serve your audience in a slightly different way. Think of the services before, during and after you.

For example, Laura could work with tech platforms that do affiliate tracking or copywriters who work on launches.

▽ When you've got a list, there are different strategies to reach out. One way is to send them a message along the lines of "Hey, I'm doing this promotion. Are you in? I'd love to partner with you."

If you don't feel comfortable with that strategy, then give generously. Also, build a relationship by:

- asking them how they're doing,
- finding out what they're excited about,
- commenting on their social media post, or
- listening to their podcasts.

## Don't give just to get something back in return

▽ Keep building relationships. The people you initially reach out to may not be the ones you eventually partner with, but your hard work in building relationships will come back tenfold.



▽ Try not to develop a mindset of “I will give this to you and I expect this in return.” Your actions never come back in the way you expect it. Stop trying to force something to happen. Allow it to happen naturally.

▽ People want to help you.

Laura had a friend who was launching a book. All of their mutual entrepreneur friends posted about the friend’s book launch on the same day. Laura was offended because her friend didn’t reach out to her to promote the launch.

## Technology used for affiliate partnerships

▽ Many people are scared of the technology part of affiliate marketing. But you don’t have to follow what other people are using or recommending. Everything depends on the level that you’re at.

Laura can help you identify what your level is so you can see what can work for you.

▽ If you’re just starting, a simple spreadsheet is enough. If you have a digital offering and you’re using affiliate links, then you will need an e-commerce or CRM platform like Ontraport.

▽ By the way, in the health space in the US, it’s illegal to give money for referrals.

▽ Back in 2009 when not a lot of people were on Facebook, Sam created a Facebook page and invited people by sending them something for free. She got about 1,000 emails, which she manually entered, through this tactic.

▽ So, think about where you can start without getting caught up with the tech options. Your first steps don’t have to be “perfect” or how other people are doing it. Just to get one client using a spreadsheet is still fine.

▽ When Laura started, they created a separate landing page for each of their four partners.

## Numbers behind affiliate partnerships

▽ Some people don’t feel right about giving part of their profits as a commission to affiliates.

▽ Laura gives these scenarios of super sales:

You make 10 sales by connecting with 10 customers on your own through different means. If your product is \$1000 then a 100% conversion rate nets you \$10,000.



You use affiliates with a 50% commission. So, your partners get \$500 for every sale and you get \$500 dollars. But think about it. You still talk to 10 people who each have 10 potential customers. A 100% conversion rate leads to 100 people purchasing your offer. Yes, you give out \$50,000. But what you have given away allows your affiliates to grow their business, pay their team, feed their family, or donate to causes they care about. So, you spread your wealth of \$50,000 and keep \$50,000 for yourself. Plus, you get to have 100 new clients.

The second scenario is easily 5x of what you could have made than with the first scenario. And you didn't have to pay Mark Zuckerberg.

## Growing the ecosystem of business and partnerships

Having 100 customers through a leveraged program means you work harder to make relationships. But this doesn't mean you work harder with your delivery.

Also, with 100 customers, how many more referral partners are you creating? How many more projects are you creating? How many of them offer programs that you can sell to your clients?

One of the advantages of partnering with people whose values align with yours is that it's easier to refer their programs to others. You've already built a relationship of trust with them.

So, the results are exponential. You grow your business and your partners grow their business as well.

## What makes a successful affiliate campaign?

It is a fact that some businesses do have hard costs. So, giving a 50% commission could harm your business. If this is the case, then just go for a lower percentage.

There are 4 phases in Laura's affiliate partnership:

- Attract - attract the right partners with your values aligned; they believe in you
- Activate - this period covers from the moment they agree to be an affiliate until they start promoting
- Amplify - promotion period
- Appreciate - generosity

These phases make up a cycle. So, if you can't attract affiliates then start with Appreciate and be generous to the people you're reaching out to.

During Activate and Amplify, provide complete materials that are easy to share. People are busy so you need to make it super easy for your affiliates to help you.



▽ Here's a great tip from Laura: put the affiliate link and swipe copy in each communication you send. It doesn't matter if you send 10 emails, provide it every single time. So, your affiliate doesn't need to click somewhere else or find where they saved their log in details to get to their page.

▽ Your partners will appreciate your effort in making things easy for them.

## Learning from mistakes

▽ When you learn a lesson, you either:

- apply it to your business and life, or,
- make sure you don't do it.

Doing both can lead to deep learning experiences.

▽ Laura shared that she knows a lot about affiliates because she's made epic errors in the past.

Everyone makes mistakes. Even gurus make mistakes. It happens all the time. So, when you make it, you need to move on. Sometimes you need to apologise, but you have to take that step to move past it.

You can also turn the mistake into something positive. If you send a wrong email to your entire mailing list, you can use this as an excuse to talk with people you haven't spoken to in a while.

▽ Check out Laura's [Create Your Affiliate Program Starter Kit](#). It's a very detailed document that maps out everything you need to start a successful affiliate program.

▽ As a parting tip, Laura has this to share: People want to help you. You've got an amazing offer that solves your clients' needs. You want to make a lot of impact and a lot of money and fun while doing it. Doing partnerships is the number 1 way to do it. You can achieve your goal quicker and more easily. You can do it.

## Resources

*\*\* Some of these links are affiliate links, which mean I earn a portion of the sale. It doesn't cost you anything more to purchase via these links, but if you don't want to use them, a Google search will help you find what you're looking for.*

### [Ontraport](#)

### [Create Your Affiliate Program Starter Kit](#)

[Double Your Launch Revenue Bootcamp](#) - use the code SAMANTHA2021 to receive a free ticket

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