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# Partner & JVs Strategy Guide

Advanced Strategies To Turn Business  
Connections Into Leads & Customers

## The Ideal Affiliate

- Affiliates that are experts in the topics of the products they sell
- Affiliates who are promoting other niches congruent but not directly related to your product's niche
- People who are really good in getting positioning in rankings in your space

## Components of the Perfect Affiliate Campaign

1. You have to put together a **Winning Offer** - a Product that converts (A Perfect Offer For The Affiliate.)
2. **Ongoing Support and Relationship Management with Affiliates**, the rule of thumb is "Touch, Touch, Touch" - always be in touch with them, and treat them as they were your Sales Team.
3. **The Highest Payouts possible** - Some affiliates work with 100% payouts for client acquisition, then make it up in the backend

## Pointers For Affiliate Partnership Acquisition Efforts

- **Leverage Relationships:** If you have existing relationships in the space, make sure you leverage them.
  - **Once you have a "Big Dawg" working with you:** Leverage the Heck out of that relationship:  
  
**Do name dropping:** Always mention to other people in the same space that you're already working with "Big Dawg's name".
  - **Most of your affiliates can refer you to other affiliates.** If you give incentives to your existing affiliates to get more affiliates to promote you, it's going to work great. (Kind of a "downline" of multilevel marketing)
- **Finding a Big Dawg in your space:** *those guys that you know for a fact will make tens of thousands, hundreds of thousands.*

- **Send something really special to attract them.** A guy for example sent painted Macbook pros with his brand to top dawgs to get their attention and make them his affiliates. **Do something that no one else is doing**, go above and beyond.
- **Ideas of funky gifts:** uncommongoods.com , incrediblethings.com, bigchecks.com
- **Run Contests:** it can be cool, little random gifts (not just big cars, like Russell Brunson. Some guys used a chicken foot rest (fun, and unique), jumbo-sized checks (status). (Google Sniper did it constantly.)

## The options for finding new Affiliates:

### 1. Check what your competitors are doing

- **See what's working for your competitors, and what isn't.** Check their payout percentages, the kind of deal they're offering affiliates, and see if you can come up with something better.
- **Offer a better deal:** If someone is an established affiliate of a competitor of yours, get on the phone with them and offer something better.
- **Reverse engineer their traffic sources and who are their Affiliates:** WhatRunsWhere, Similarweb and tools of the like help you see who are their topic traffic sources, and that includes who are their main affiliates.

#### Simplified framework:

- A) Get contact information of their existing affiliates: Whois, Contact Forms, Facebook, Phone Number, Skype, LinkedIn, etc.
- B) Contact competitor's affiliates and offer them a better deal with your brand/company/product. **They will be happy to hear from you that they can make even more money from what they do.**
- C) **Show proof of your converting offer:** screenshots, live screencast with the offer results.

## 2. Networks

- Put together the Stats and Numbers of your offer
- Put your product in multiple networks, this will help you scale faster
- Never sign an exclusive with Networks
- **Test the offer before using Networks. If you put it up and it doesn't work for an affiliate, he'll let everyone else know and no one else will want to promote your offer.**
- So test a couple of offer versions and make sure it works before going to Networks.
- Examples of networks: Clickbooth, Commission Junction, LinkShare, ShareASale, Amazon Associates, Maxbounty, Peerfly.com, Neverblue.com

## 3. Turn Existing Customers into Affiliates

- Try to enrich your customer base data to figure out their specifics.
- Search for “data enrichment” on Google, there are plenty of companies that offer that.

## Pointers for Affiliate Relationships Management

- Go above and beyond!
- Make sure people get INSTANT APPROVAL in your Affiliate Program.
  - At first all you want is just their name and their email, so you can generate a link for them to promote your product. Any additional details can be exchanged further down the road. Don't make this a part of the first part of the process. This can be arranged.
- Focus on the Affiliate:
  - How can they make lots of money working with you?
  - How can we pay out as much as we can possibly pay to our affiliates?

- **Affiliates are don't like work:** Make sure you have EVERYTHING THEY NEED figured out right from the beginning:
  - All the banners,
  - all the creatives,
  - all the sizes for any creatives needed, dimensions for display networks, content networks, social networks etc.
  - Landing page designs,
  - the precise Positioning they will want to use
  - If they say they need **custom landing pages, custom banners, something that is not available in your set of creatives, do that for them quickly.**
- **Provide feedback and communication.:** Always be in touch.
- **Use a CRM, Sales Force, or even Google Sheets to get organized and get as much information about them as possible:**
  - when was the last time you called them,
  - when was the last time you emailed them,
  - what are the milestones they went through as an affiliate (1st \$500 in sales, 1st big-ticket client, etc),

- **If shit happens (Critical):** If there are issues, don't let the problem fall into your affiliates
  - if your site goes down and affiliates are sending you traffic, they need to be paid for the traffic.
  - At any time that something like that happens, do a "make good".
    - Look at their historical data, and make up for the corresponding average rates of results that they usually give you, **and pay for it.**
- **Try to integrate your Product or Service with your Affiliates:** You basically need to FIND SOMETHING EXTRA that you can add to those clients who come through as referrals from the affiliate.
  - **Example I:** I'll migrate your data for free if you become a client after coming through Johnny's website.
  - **Example II:** We'll give you an extended trial period if you sign up through Johnny's site.

## About Payouts

- There are different models: Lead generation, CPA, Revenue Sharing
- **Never miss a payment:** Make sure you're on point, and pay your affiliates without delays. Don't make your affiliates pay for any problems you're facing - technical issues, bank issues, etc.

## Re-activating inactive affiliates:

- **Send Payment Notices when Payments are made,** even if they aren't getting a payment, or are inactive
- **Direct mail:** even if affiliates are paid via Paypal send them direct mail piece each time you pay them.