



AFFILIATE FREEDOM

THE QUICK START GUIDE TO
MAKING MONEY ONLINE
WITHOUT
YOUR OWN PRODUCT

by Matt McWilliams

What is Affiliate Marketing?

At its core, affiliate marketing has been around for centuries.

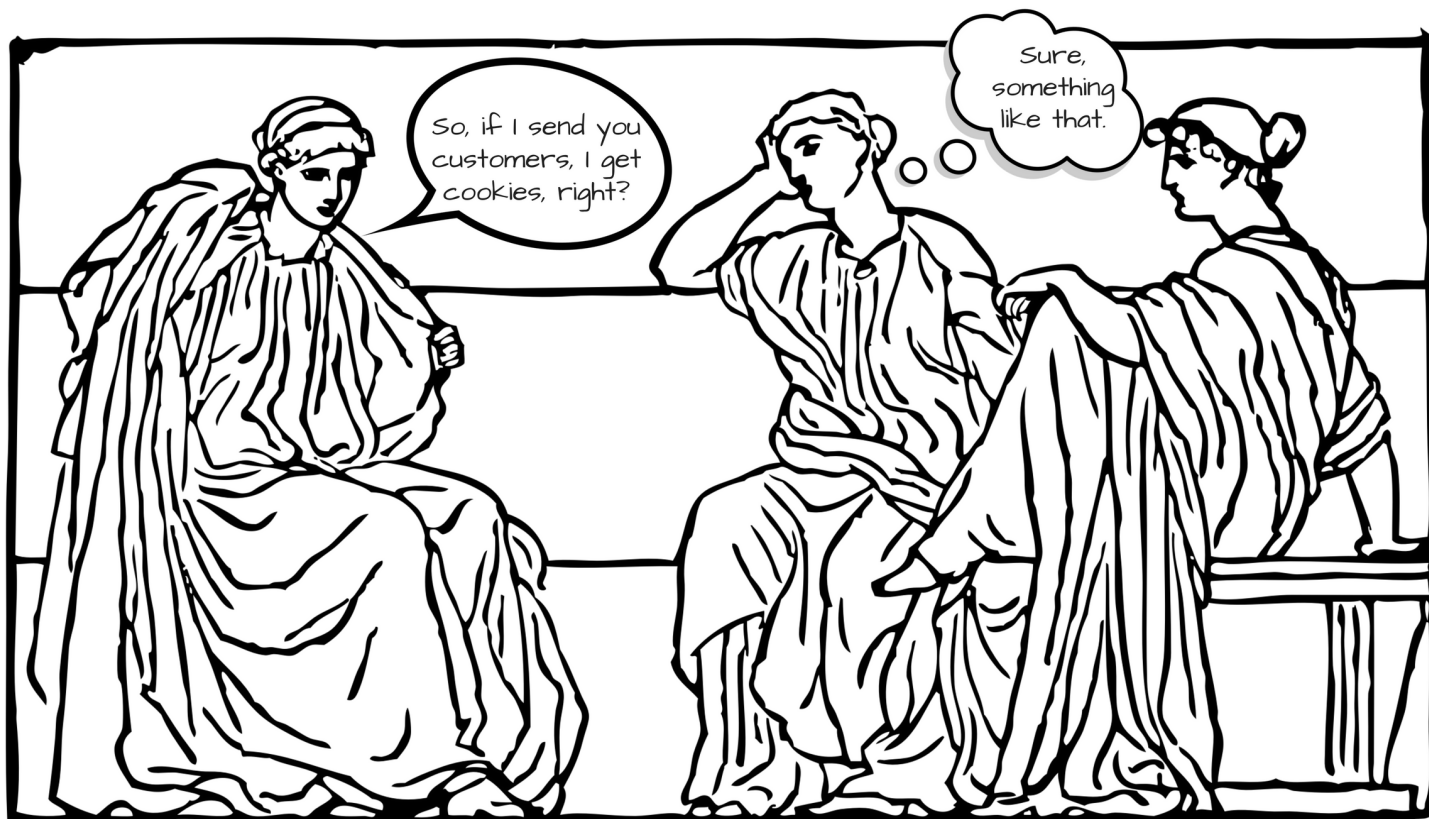
Yes, I am suggesting that the ancient Romans used affiliate marketing...only, not on the internet.

The idea is basic: You refer business to someone else...and they reward you for the referral.

Online, the process is simple. The seller provides you with a unique tracking link. This says, "Hey, computer! Any traffic through this link belongs to [YOUR NAME HERE]."

This sets a cookie on their computer and any sales made are credited to you. The seller makes money, you make money. [#WIN](#)





Plutarch and Caius didn't use cookies and tracking technology, but the concept is the same:

You refer people to a seller.

People buy things.

You make money.

Yes, it IS that simple.

Got it?

So WHY would you want to do affiliate marketing? Aren't there better ways to make money online?

(I think you know the answer to that...but keep reading anyway)

Why Do Affiliate Marketing?

The list of reasons to do affiliate marketing and the benefits of it are nearly endless.

Below are 10 reasons you should start affiliate marketing right now.

For more details, make sure to [watch this video](#).

NO BARRIER TO ENTRY

Creating your own products takes a lot of time and money. These are huge barriers for most people.

But, there is no barrier to start affiliate marketing.

You can literally sign-up today to promote affiliate offers and begin promoting them tomorrow. With little or no cost to you and a minimal investment of time.

NO HIDDEN COSTS

When you sell your own products, you can be blindsided by the hidden costs. **OUCH!**

Credit card processing, hosting, customer service, copywriting, sales page design, tech people, paying affiliate commissions...the list goes on and on. Expect to pay at least **50%** of your revenue in these hidden costs.



With affiliate marketing, though, you get to KEEP all of your income.

NO RISK

If you set out to create a physical product, there is an inherent risk. Most of your expenses are front-end expenses, meaning you pay them whether you make any money or not.

With affiliate marketing, on the other hand, you typically have little front-end expenses (or none at all). **YAY!**

NO FULFILLMENT

When you make an affiliate sale, you don't have to do anything. The product owner handles all the fulfillment. That means there are **NO** emails to send, **NO** refunds to process, **NO** logins to reset, and **NO** customer service.

You get to serve your tribe without all the hassle. **Easy peasy, right?**

YOU GET TO MONETIZE NOW

Selling your own products takes a LOT of **time**. **Time** to learn what people want. **Time** to package the product (physically or digitally). **Time** to create marketing materials. It takes **time, time, time**.

Unlike your products, however, you can start monetizing your platform from day one with affiliate marketing.

That's exactly what I did. I made more than \$134,000 in affiliate commissions before I ever sold a single thing of my own.

Businesses monetize. Hobbies give away content indefinitely.

Are you running a hobby or a business?



IT SERVES YOUR AUDIENCE

Promoting affiliate offers serves your audience by filling in the gaps in your own product offerings.

It allows you to help your audience in areas where you aren't the expert or don't want to be. Or where you have no intention of creating a product.

YOU LEARN WHAT YOUR AUDIENCE WANTS TO BUY

Affiliate marketing is a great way to learn what offers work for your list. This can help you decide what products and courses to release on your own.

If you promote ten offers over the course of a year, five might sell very well to your audience and five might bomb.

This tells you what your audience will buy...and won't buy...which is helpful when you sell your own products.



YOU LEARN HOW TO SELL

When you promote affiliate offers, you get to practice selling without having to create your own products.

And the best part? You get PAID to practice!

This allows you to learn how to sell without all the risk and pressure. You learn sales strategies, promotional tactics, and you gain the confidence you need to succeed in your business.



MUCH OF THE INCOME IS PASSIVE

A good chunk of my affiliate income each year is [passive income](#). The work was done once, often years ago, and I continue to *make money on it today*.

How freaking cool is that?!?!

That's the great thing about doing a resources page or a review post on your site and using affiliate links.

They might take a few hours to produce one time...but continue to make you money long after the work is done.

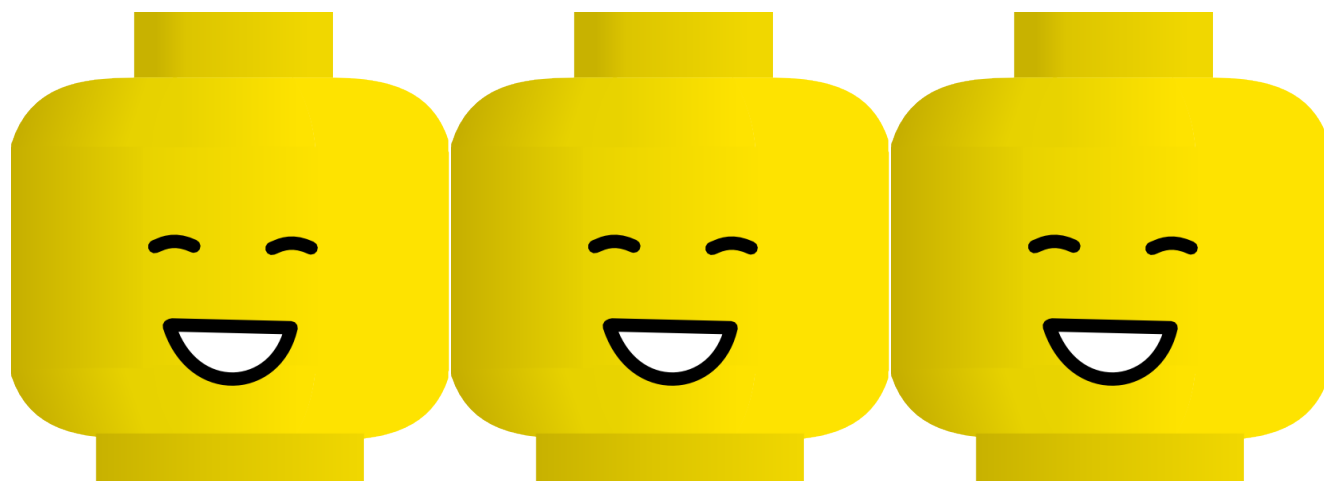


IT'S FUN

I love promoting affiliate offers because it's usually a lot of fun. Don't get me wrong...the money is great. And, no, I would not do it for free.

But it really is a LOT of fun!

From friendly competition to cool prizes. From surprising myself with my performance to developing amazing relationships. From helping my tribe find awesome services to trash talking with other affiliates...it's all fun.



How to Start Affiliate Marketing

OK, so you see WHY you should start affiliate marketing. So, HOW do you get started?

In this section, I'm going to share the basic framework for getting started quickly. There are five steps, forming the acronym S-T-A-R-T.

For more details on STARTING affiliate marketing, make sure to [watch this video](#). I take a deep dive into each of the five steps.

Stop Waiting.

Stop waiting to build the online business of your dreams, to have the freedom you want, and to enjoy the lifestyle you deserve. Commit to monetizing NOW!



Think.

Think about what products to promote. What did YOU need when you were in your tribe's shoes? **Not sure what to promote?** Test different offers and see what works!



Apply.

Once you think of products your audience might like, don't delay. Look up their affiliate program and apply right away.



Recommend.

Simply recommend the products that you are promoting as you would to a friend. Be honest and enthusiastic in your recommendations.



Test, test, test.

Testing is the single biggest differentiator between good marketing and bad marketing. Test different offers, promotional strategies, sales copy...EVERYTHING!



How to Get Accepted into Programs

Once you apply to an affiliate program, how do you get accepted?

The simple answer is:

Show that you are legit and want to help the merchant grow.

That's it.

Below I have some email templates that you can swipe (that means to copy...no really, go ahead) and use to help boost your acceptance rate.

SEND THIS IMMEDIATELY AFTER YOU APPLY

This email works because it shows initiative and that you are eager to be a part of their program. It also proves you aren't a scammer or spammer because "those" types of people hide in the shadows. They don't send emails like this.

SUBJ: Your affiliate program

SUBJ: Thanks!

Hey [FNAME],

I just wanted to say "thanks" for letting me apply for your affiliate program.

I'm super excited to be a part of it and to get started promoting [PRODUCT/COMPANY].

If you have any questions about my site, my audience, etc. feel free to ask.

Can't wait to hear back and get things going!

SIGNATURE

SEND THIS IF YOU ARE DECLINED

Your goal here is to show effort and hopefully to get on a call with them. If they refuse, you don't want to work with them anyway. Just know that affiliate managers have dozens of applications a day and sometimes they make mistakes. I know I sure have!

SUBJ: Affiliate application

SUBJ: Quick call?

Hey [FNAME],

I just saw that I was declined for your affiliate program.

Could we hop on a quick call?

I'd love to see if I could change your mind (or at least understand why I was declined).

Thanks a bunch :)

SIGNATURE

SEND THIS WHEN YOU ARE ACCEPTED

Your goal with this email is to not only get the top tips, but to put you on the affiliate manager's RADAR. Trust me, we rarely get emails like this. When we do, we remember them...and WHO sent them.

SUBJ: Thanks!

SUBJ: Excited!

Hey [FNAME],

Just wanted to say thanks for accepting me into your affiliate program. I'm stoked to get started!

Quick question...what are your top three tips for new affiliates?

Thanks a bunch!

SIGNATURE

If There is no Affiliate Program?

Sometimes, there is something you REALLY want to promote, but they don't have an affiliate program.

Over the years, I've successfully convinced numerous companies to start an affiliate program...just because I wanted to promote them. And you can, too.

This email template has worked time and time again. Use it when there is no affiliate program and you just might be their first affiliate!

SEND THIS WHEN THERE IS NO AFFILIATE PROGRAM

SUBJ: Affiliate program for [PRODUCT NAME]

SUBJ: Question for you

Hey [FNAME],

I was wondering if [PRODUCT/COMPANY/you] had an affiliate program?

I looked on your site, did some digging, and couldn't find it.

I'm a big fan of [PRODUCT/COMPANY] and would love to share it with my audience.

Right now, I could add it to my [wherever you would add it such as a resources page, email autoresponders, etc.].

It would absolutely be a great fit for my audience of [DESCRIPTION OF YOUR AUDIENCE - i.e. "business owners"].

Let me know if you do have one. If not, is there another way for us to work together?

SIGNATURE

Let's Take it to the Next Level

OK, so you know how to get STARTed in affiliate marketing...now what?

STEP ONE: APPLY TO YOUR FIRST PROGRAM

Do not wait...apply to ONE program and get accepted. Commit to taking this one, simple action.

STEP TWO: WATCH MY FIRST TRAINING VIDEO

In this video, I take a deep dive into the START method and share some awesome success stories to motivate and inspire you.



STEP THREE: JOIN THE COMMUNITY & DISCUSSION

You don't have to do this alone! Join our free No Product No Problem Workshop Group and ask questions, get support, and learn from others!

STEP FOUR: ATTEND MY FREE MASTERCLASS

Make sure to register for my free masterclass on exploding your online business with affiliate marketing. It's called, "How I Currently Make \$3,874 a Week Without Creating a Single Product...And How You Can Ethically Steal My Exact Playbook to Do The Same Thing!" (Long title...great results!)

[REGISTER NOW](#)