

**FIND  
AFFILIATES  
NOW** 

**HOW TO SELL  
10,000 COPIES  
OF YOUR  
BOOK...**

**WITHOUT  
MAJOR MEDIA  
OR PAID  
ADVERTISING**

## WELCOME TO THIS EXCLUSIVE TRAINING

I know it's tempting to take this workbook and go through it immediately.

But you will get WAY more out of it when you take notes during the live lesson.

We've found time and time again that those who attend LIVE get the most out of the lesson.

So...

- Get your workbook ready
- Add it to your calendar
- Set aside the time to focus and learn
- Invest in yourself and your platform.

There's a TON of detail I want to share with you that couldn't make it into this document (and some blanks you need to fill).

So to get the full context (and the CONFIDENTIAL briefing), make sure to catch the Live Lesson.

Let's get started!

## **REALITY**

You will probably not get major media exposure.

Paid advertising is EXPENSIVE...with no guarantee of \_\_\_\_\_.

## **TODAY'S GOAL**

By the end of this training, I want to convince you of two things:

1 - An affiliate program is \_\_\_\_\_ to grow your book sales.

2 - The \_\_\_\_\_ to start, build, and grow an affiliate program is to model others.

## **5 HUGE ADVANTAGES OF AFFILIATE PROGRAMS**

1 - Make money \_\_\_\_\_ you spend it.

2 - Infinitely \_\_\_\_\_.

3 - No \_\_\_\_\_ at Targeting

4 - \_\_\_\_\_ Prospects

5 - \_\_\_\_\_ = More Success

### **WHY AFFILIATES WANT TO PROMOTE BOOKS**

1. It's a \_\_\_\_\_ item.
2. It doesn't require \_\_\_\_\_.
3. It's an entry point to a \_\_\_\_\_.

### **HOW TO ATTRACT QUALITY AFFILIATES**

1. Have a solid \_\_\_\_\_.
2. Have a high-converting \_\_\_\_\_.
3. Pay solid \_\_\_\_\_.
4. Make your \_\_\_\_\_ long.

## FINDING AND RECRUITING AFFILIATES

Most authors simply wait too long to start recruiting. So, **when should you begin recruiting?**

1 - \_\_\_\_\_ months out

2 - \_\_\_\_\_ after your launch

3 - Always be \_\_\_\_\_

Now, **where do you look** for affiliates?

1 - Start with people who \_\_\_\_\_.

This group of people are those folks who are going to promote you because it's \_\_\_\_\_. Because they know you, like you, and trust you.

2 - Watch \_\_\_\_\_

3 - Forums and Groups

4 - The Amazon \_\_\_\_\_ .

1. Look up your book (or a similar book) on Amazon.
2. See who \_\_\_\_\_ it.
3. Click on \_\_\_\_\_ books.
4. Follow the rabbit trail.

You Can Find Anyone's \_\_\_\_\_ Info!

**How do you recruit affiliates?**

First you must \_\_\_\_\_.

*"All things being equal, people want to do business with their friends. And when all things are NOT equal, people STILL want to do business with their friends." Jeffrey Gitomer*

**Use \_\_\_\_\_ methods to reach out.**

- Keep it Short & Sweet

The goal is not to get a \_\_\_\_\_ reply but to hear the three magic words: \_\_\_\_\_ .

**More places to look for affiliates:**

- \_\_\_\_\_

- \_\_\_\_\_

**Ways to Use \_\_\_\_\_ as affiliates:**

1 - As a \_\_\_\_\_

2 - To Non-\_\_\_\_\_

3 - \_\_\_\_\_ in a \_\_\_\_\_

- \_\_\_\_\_ events

**The #1 Recruiting Trick...That Almost No One Uses...**

Ask \_\_\_\_\_. They should be your number one source of new, quality affiliates.

## **AFFILIATE PROGRAM MYTHS**

MYTH: You have to know lots of people and do lot of \_\_\_\_\_ to get affiliates.

MYTH: Most of your sales will come from only a \_\_\_\_\_.

You do not have to personally know every affiliate!

\_\_\_\_\_ affiliates are worth the hassle!

MYTH: I have to \_\_\_\_\_ an affiliate manager to run my affiliate program for me.

You can run your affiliate program in about \_\_\_\_\_ per day!



**FIND  
AFFILIATES  
NOW** 

The goal is build an affiliate \_\_\_\_\_. A diversified, long-lasting army of \_\_\_\_\_ for your book.

You can sell 10,000 books even if you have no \_\_\_\_\_ and no \_\_\_\_\_ right now.

URL to check out: \_\_\_\_\_