

# Called To Both Episode 75

Hey, hey, I'm so glad you're joining me here. Today, we are in a series all about adding new revenue streams to your business. Last week, I shared my journey of going from services to having more and diverse offers in my business and expanding my own income potential. This week, we are getting into the topic all about affiliate marketing. So I will be answering some really common questions like what are the different types of affiliate marketing? What is the difference between Amazon Associates and Amazon influencer, and just simply how to get started and what it looks like to get paid when you're an affiliate marketer. So, we are going to be unpacking all of this, including three tips for greater success as an affiliate marketer, because I want you to make money in this way in your business. And I know that for some of you, you've probably dabbled with affiliate marketing, and maybe it just hasn't been the super lucrative thing in your business. And you would like it to be a bigger stream of revenue for you. So that's what we're gonna get into here today. And I am pumped, I have tons of notes in front of me, I am super, super passionate about this topic. So let's dive right in.

Hello, and welcome to the call to both podcast, I'm your host, join Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to bow. Let's dive in. All right, real talk you guys, when I first heard that you could make money talking about the things that you love. I definitely thought it was a scam. But now that I've developed an affiliate marketing strategy in my business, and I've seen the financial freedom it has brought me I am here to tell you it is real. And if you want to get started, I want you to grab my free guide, it's called the affiliate marketing jumpstart guide, this guide is going to give you the strategy behind how I have used my content to generate affiliate income in my business, and how you could do the same in yours. So grab yourself a copy of the affiliate marketing jumpstart guide down in the show notes.

Okay, first and foremost, what is affiliate marketing. So affiliate marketing is when you get paid a commission, when you sell someone else's thing, pretty much essentially. So typically, you use a trackable link or a code. So that will track the sale within that code. And you get a commission. So every commission and every program for an affiliate marketing is going to look a little bit different depending on the company, but generally, it's a percentage of the cost of that item. Now some affiliate programs do pay out in what is called a recurring monthly commission. And we're going to jump into this more when I talk about the structures of affiliate programs and what to pay attention to. But ultimately here affiliate marketing is you getting a kickback for helping another company make a sale. And the reason that you should care about this, right now, if you're thinking I'm not an influencer, I'm not trying to put outfits together and put them on Instagram stories and like maybe you'd want to do that. And that's awesome, you should still be listening to this episode.

But if you're somebody who is primarily creating content around your business, your service, your creativity, something that you're doing in the world that you would not necessarily categorize as influencer work or brand work, you should still care about this. Because it is silly to be making content regularly and building a community and getting attention online and getting people to see all your stuff without using affiliate links. That is my belief. And it is from personal experience of making money with

affiliate marketing, that I have come to this belief that you really shouldn't be creating content online for free to build your audience, if you're not also going to be making some affiliate revenue at the same time. So what I like about this is that your content tomorrow can start to make you money as you're nurturing those leads. So people might be coming into your business, and maybe you're a coach, or maybe you're a photographer, and you want to bring those leads into your business and convert them into sales down the road with your actual service.

But in the meantime, you could be making money on top of that sale or beside that sale. Maybe have people following you who really aren't a perfect fit for your service. But they would buy the things that you talk about in your affiliate links or they would buy the things that you're linking to within your content. And that's why I think this is just a beautiful addition to really anybody who is creating content online in general, I personally started getting into building out some affiliate revenue in my business around 2018. And I really started small, I was just putting links of things that I was already using or talking about in my videos in the description sections of those videos on YouTube. I was talking about books, I was reading for business, maybe software's that I was using gear, things that I had found and loved. And I just kept doing that I didn't really stick to one specific type of affiliate marketing, I was really trying lots of different things. And just throwing those links anywhere that it felt natural that I could add on an affiliate link. And I will never forget the day I was in labor with Clara.

So this is 2019, just a few months after I had started really getting into affiliate marketing. And I'm at home, I'm in labor, I just looked at my phone because I was going to track a contraction. And I saw that I had made \$600 in affiliate commissions, just like notifications popping up on my phone. And I'm literally like bent over the couch having a contraction. And at the time, I was like, oh, cool, okay, like, let me find my timer and start focusing on that because I was like in the zone in the birth zone. But it really hit me later on. When I'm thinking I'm like holding a newborn and thinking about how great that felt to be making money while I'm off like growing my family and not actively working in my business. And it just felt really good to know that I didn't have to sign another client, I didn't have to take care of them. I didn't have to answer questions like that was money that I made that I don't have to do anything now to take care of that person. And coming from a service background, that felt really, really good. And it took the pressure off my shoulders during that maternity leave time as well.

So since then, since that time, I have made over \$100,000 in affiliate marketing payouts. And it has just been a huge game changer in my business as a stream of revenue. And so I wanted to share that with you because I wanted to give you a little context as to what this has looked like in my business and why I think this is so important for all creators and all creatives. One thing to be thinking about with affiliate marketing is I don't want you to think of affiliate marketing as like another thing that you have to do. Like, it's a whole separate thing that's going to take all this time, I really want you to think of your existing content and your existing social media strategy as something that you could be using affiliate marketing to make money with, I think you'd be surprised once you start thinking about your content in this way, it can be really easy to come up with ways to put affiliate links inside of your content without having to create any new content that you wouldn't already be creating.

Okay, so some of the things that you can become an affiliate marketer for are software's clothing, home items, you could have your gear or your tools, if you're an artist or creator, photographer, all the things that you use in your business are very easy things that you could create affiliate links for the books you like the courses that you take. So like online courses, that can be another fantastic way to talk about things that you've done and experienced in the past. And a lot of times people create blog posts about

these things anyway, like workshops they've been to or conferences, and there's ways to become affiliates for those things. You can also have just your favorite life things on Amazon. And you can even be an affiliate for some services depending on the arrangement that you have with that service provider. So because Amazon in this list, I think is such a popular place to start with affiliate marketing. I want to dig into that one a little bit. There is a very common question that I get and that is what is the difference between Amazon influencer and Amazon Associates?

Why are there two different programs? Which one should I use? Can I use both of these? And so I want to break those down a little bit here for you now. Okay, so the difference between the Amazon influencer and the Amazon Associates is a couple of different things. So let's break them down. Amazon has basically two ways that you can affiliate with them using their links. The first is their original program, and that is Amazon Associates. Now this is made for bloggers and content creators who have more evergreen content. And as far as I can tell from their application process and their website as of today's date in August of 2023. You have to have a website with recent content to be accepted into this program. So each of these programs you have to apply for and from my experience and a lot of my students and my clients they have found that they can get accepted even with small followings even without big channels big places in You know, audiences, they're still getting accepted because they have a website.

So if you're a business owner, and you have a website, especially if you have a blog, you are at a unique advantage for the Amazon Associates Program, a couple of pros of the associates program is it's very beginner friendly, you don't need to have like a certain size audience to get in, you can link to individual products, which is a huge, huge benefit, we'll come back to that when we talk about the influencer program and how that's different. It's easy to get into. And then one con or kind of drawback that you need to be aware of with the Amazon Associates Program is that you have to make a sale within the first 180 days. So my recommendation is don't apply until you're ready to begin using the links. So if you don't make a sale, that's okay, they'll just turn off your access, and you'll have to reapply, which is not a big deal. But I've seen people do this where they get really gung ho, they apply for all these different programs, and then they get busy with life. And Amazon says, Hey, you haven't made a sale, we're shutting down your access, which isn't really a big deal doesn't mean you broke a rule or anything, you just you have an inactive account.

So you need to make a sale, you need to make three sales within the first 180 days, which is totally doable, especially if you're going to start building this into your content plan, which is what I would recommend that you do. So that's just something to think about. Now, there are other program, the Amazon influencer program is for social media influencers. So to join, you do have to submit one to two social accounts. And this becomes the storefront looking space on Amazon that I'm sure many of you have seen where people say Oh, go find this in my Amazon store. And this looks different, because you can divide your items into lists, and you kind of just link to either a list or the whole storefront, it's a little harder to get into. Because you do have to have some engagement, because it's their influencer program. So you have to have a little bit of an audience. But lots of people that I know who have like, I mean, 1000 2000 followers are getting accepted because they are creating engaging content. So it's not about having a big audience. It's more about having an active and engaged audience of some kind. Now, one Pro to this is that you get to create that storefront and categorize your items into lists. And I think that that's a really fun way to talk about different things.

So you might have all of your favorite tech gear on one side, or your work from home favorites on one list. And then maybe your books or your kids items, like I have lists that have nothing to do with business. They're just like, Healthy Living items, and like beauty favorites and things like that, that I found that as I've moved into like more natural products, I'm putting those in my Amazon list for anybody else who might also want natural products. Now, the one con to this that I see is that you can't just link to one thing, because you have the influencer store, the way to get a direct Amazon link to just one thing is the Associate Program. So to me, I feel like you kind of need both of these things in order to have a full Amazon strategy approach here. So I recommend that you would apply and use both of these programs because they serve different purposes.

And they have different abilities and rules when it comes to linking. So the Amazon storefront awesome, but the associate account and being able to link to individual items is also really, really cool. So they're both really valuable, I recommend that you get involved with both. If you want, I'm gonna go ahead and take a second and talk about my free guide, my affiliate marketing jumpstart guide. And if you're thinking about all of these different programs, and you want a little bit of a breakdown of where to start, and where you can start linking in your content, where you can apply for these programs, grab my free guide, it's called the affiliate marketing jumpstart guide. And it is a fantastic place to start. If you're starting to get serious about a stream of revenue in your business being your affiliate marketing payouts. So be sure to grab that I will have that in the description section for the blog post and also on any podcast player that you're listening to right now.

Okay, so when you're an affiliate marketer, I want to talk a little bit about what it looks like to get paid and what the earning potential is. Because that is a big question that people want to know about, like how much money are you really making with these things? Right. So for the percentages for Amazon, that really is going to depend on the category of the item. So you have to look at this closely. And one thing that's interesting is they kind of change frequently. But generally, it's anywhere from 1% to 10% of the cost of the item depending on what the seller is and what the item is now, outside of Amazon for programs like software's it's generally closer to a 10 to 30% commission from the cost of the sale. So on Amazon, the amount of money that you can actually make from an individual sale is much lower. So I think volume is much more the name of the game when it comes to being an Amazon affiliate. But like I said before, if you're already creating the content, you're already crafting these blog posts, you're already, you know, crafting your Instagram stories or videos, even a lot of you I know have YouTube channels, this is where it just makes so much sense to have these links in your description section, because you just don't know who is going to see them what video is going to take off, if something potentially gets a huge amount of visibility or goes viral, then you have the description section, kind of just ready to go locked and loaded for you to start to get revenue from your Amazon. The other cool thing is if someone clicks an Amazon link, let's say they just want to see what you're using, like the camera you were using to record your episode or your vlog.

If they click inside, they don't end up buying that camera, there is a cookie that tracks them for 24 hours. And you can still end up getting Commission's on everything else that they buy, if they buy while they're still being tracked with your cookie, which is kind of interesting. So I will look at my Amazon sales dashboard. And it will say that people bought like Canon gear, and I don't shoot canon, I shoot Nikon and it'll say that someone you know, has like this video mount or something, and I I'm not a videographer, like I've mostly talked about photography, stuff like still photography stuff. But what's happening is someone looks at my setup. And then while they're there, they realize, oh, you know, this is Nikon, this isn't gonna fit. But here's the Canon alternative. So I still got paid for the sale. So really,

it's like, if you are able to join some of these different programs, a lot of times, you still get the benefit of starting the buying experience, like if you started them over onto Amazon, and they ended up buying a whole bunch of stuff, including their groceries, you are still going to get the Commission on the sale. So the earning potential is actually higher than I think sometimes people initially think because you think 3% of this item is going to be like \$4, right. But it really adds up fast.

I also recommend starting or applying to be an affiliate on LTK. So like the like to know it accounts, especially if you're going to be talking about clothes of any kind of frequency like home items, home decor and clothing and fashion. Because you're able to through this one account that LTK account, you will be able to become an affiliate for many, many, many different brands, it kind of unites them all together without having to create all these individual accounts. So you can link Nordstrom items, and you'll be a Nordstrom affiliate under that LTK account. I don't really use this as often because that's not my focus in my business. But I have seen so many of my friends make really incredible money using their LTK account. Okay, so let's dive into some tips of three tips for success in your affiliate marketing. I think these are going to be really helpful for you as you stay organized and double down and actually get serious about affiliate marketing. So the first one is to keep your links, all these affiliate links organized somewhere that is easy to find. Because the name of the game with your affiliate marketing is how frequently you can use them and how many eyes you can get on these links. So it's not going to help you to sign up to all these different programs. And then when you don't remember all the elaborate links, they have all these long tracking links, they're hard to remember, you need a central place to store them, I use notion. And I actually have a screenshot of what my like table looks like inside of notion so that you can see what my active affiliate links look like and what I'm doing to keep this organized. So if you go on the blog side, and you look at the show notes, you can see that there, but I just created a full table of information inside of notion.

And I find that to be really helpful, because not only can I just search by company name and find the tracking link, but I also can see, okay, what's the payout structure? Is this a 30% affiliate? Is this a 10%? Commission? Like what are the details? And this helps me so much to keep it all straight? Like do I have codes for my audience? Or do I just use the affiliate link like, there's just so much and it all starts to blend together. So keeping yourself organized is going to be key. And it's also going to make it a lot easier if you have any team members that help you in your business that could grab these affiliate links and sprinkle them into your content. And it just helps them be able to help you and if you don't have all this organized, it's really hard to have your team help you in this way. The SEC can tip is, oh my gosh, this is something I wish I had done so long ago is to create short links for your affiliates. So you can use any kind of plugin for your website, I like pretty links. And basically, I can take that really long, ugly tracking link for any affiliate and create something shorter. So for Kajabi, which is one of my favorite affiliate software's that I've used, and I pay for Kajabi. In my own business, I can talk about Kajabi so easily because it's just join michelle.co forward slash Kajabi. And that's my affiliate link, short link that takes you to the longer link. So I don't have to remember exactly what link Kajabi gave me, because I've created a short link. And this is going to make it so much easier for you to remember. And it's just prettier, it's cleaner, I like it. So that is something that's really, really, really going to help you as you are in the moment, you could even be in a podcast interview.

And you would not have to look up your exact affiliate link if you have a short link that you've created for that affiliate. Okay, so tip number three is to go back through your past content, your website, pages, your email, footers, and really start thinking about where you can use your affiliate links on things you've already created. Because a lot of times, this is the lowest hanging fruit, this is where you might

already be ranking on Google, you might already have some search engine momentum behind some of these blog posts or even certain pages on your website. So looking at some of these pages, where you have frequent visitors, or you have some content that is your most viewed content on YouTube, that's where you would start and go back and make sure that you've used all the possible affiliate links that you can, because you're already getting traffic to those pages.

Okay, so one way that I choose what affiliate programs I'm going to be a part of and spend time on is the payment structure or the commission structure. So you will see a huge range of options when it comes to what these places are willing to pay you to talk about their products, and what the system looks like for getting paid. So for example, some will pay you a 10%, let's say commission when someone buys that item, or subscribes to that software, whereas another might give you free months use of that software. I know that's a really common one. For some like website software's or even like gallery hosting software's I've used in the past for photography, if you refer someone, they give you a free month, that kind of thing. But I am always extra extra motivated to keep promoting affiliates that allow for recurring month over month payouts. And recurring month over month payouts mean that as long as that person stays a client, you keep making a commission.

So this is very common with subscription based software's, and you don't have to keep promoting or keep really doing anything. But you can continue to make money every month. And a few software's that come to mind that that do this that you might want to pay attention to are Kajabi. So Kajabi is where I host all of my courses, programs, coaching pages, email marketing, it is an all in one software that I have used for oh, like at least three years in my business, I love Kajabi. They are one that do month over month recurring revenue for their affiliates. So it's very nice that people that I refer who are paying Kajabi, a small portion of what they pay Kajabi will forever be paid to me as well as a thank you for that referral. So as long as they're customers, I continue to get paid, which is super motivating as an affiliate. Another software company that does this is Riverside, and that's how I record for the podcast. So if you do join michelle.co, forward slash Riverside, that's my affiliate link. Or if you say joy michelle.co forward slash Kajabi. You can experience Kajabi for free, and see if it's a good fit for you. And that's an affiliate link as well. One of the last things I want to mention, since this is a deep dive is proper disclosure and transparency, so FTC compliance, so Federal Trade Commission guidelines in the US, or if your audience is largely based in the US states that you have to clearly disclose your relationship with advertisers and make sure that it is obvious that you're using affiliate links. So this means that you have to have an affiliate link disclosure on the pages where you're using affiliate links. And this can also mean that you use link labels. If you're off in the internet somewhere like especially on social media. You might notice that when people talk about a product and they have a link, sometimes they'll even have like right above it. affiliate link link or sponsored, or if you use this link, it helps support this content or things like that. So making sure that it is clear and obvious to your audience that this is an affiliate link is actually the law. And you absolutely want to make sure that you're doing that, and that you are familiar with these FTC compliance guidelines.

So each of these affiliate platforms will have this kind of information on it. But I would really encourage you to do a little bit of reading, even just go in, like chat GBT and ask, What do I need to do? How do I properly disclose affiliate links, and you will get bullet points on exactly how to do this, to make sure that you are being fully transparent. I think this is not only like, the legal thing to do, but it's also the right thing to do. Because we should always be disclosing if there's any kind of money being exchanged, or if there's a potential sale to be made. Right. I think that's important. And I really appreciate when the people that I follow share that something's an affiliate link, or that they're a brand partner or that kind of

thing. And this goes the same for brand partnerships of any kind, it's really important that if someone's being paid to talk about something that your audience is very aware of that. And I say that with, like, I actually love when I see the creators that I follow, doing brand deals, I am someone that like that never rubs me the wrong way. I'm like, Yes, girl, get it, I hope you made \$10,000. Like, that is amazing. I want creators making more money from these brands, especially some of these big brands. And I think that that's incredible. And in the same breath, I think it's really important that they disclose that it is a paid partnership, because that's a part of it, right? Okay, that was a ton of information, be sure to grab the affiliate marketing jumpstart guide, it is completely free, I will make sure that it's available down below.

And that's gonna give you some next steps for implementing some of what we've talked about here today. Next week, we're going to be continuing in our diversified revenue series with the talk about new offers and creating and testing new offers in your business in a way that you know exactly what your audience wants from you, and you are not spending time on something that you are unsure of. So I'm going to be giving you some really juicy tips in the next episode. So thank you so much for listening all the way to the end. If you have two minutes and you are not currently driving. I would love it if you could take a moment and leave a review on the show. That helps me so much for getting the show in front of new women who are building both a business and the life of their dreams. I can't wait to hear your thoughts on this episode. If you have any questions or feedback, I would love to hear from you guys. shoot me a message on Instagram at join Michelle, and be sure to come back next week for part three of the Diversified revenue series. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcasts by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.