

All right. So last week we talked about how to get started with affiliate marketing. And today I want to talk about some of the most common mistakes or pitfalls that you might be making when it comes to building out your affiliate marketing revenue as a photographer and a creative service pro you're listening to called to both the podcast for ambitious women chasing both business dreams and little ones.

I'm your host, joy, Michelle. I'm a wedding photographer turned business coach and founder of photo boss. I have helped thousands of photographers and creatives grow their businesses here on the show. I teach about topics like visibility, marketing, mindset, productivity, and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you.

This is not another business and marketing podcast telling you to do more, but rather how you can build your business and your income in less time and with greater ease. Join me here each week for bite sized and actionable episodes that will encourage you on your call to both journey. I

want to share some of the pitfalls that I see when I'm working with creatives. And I'm going to give you some really simple fixes to get you back on track. So if you're frustrated right now with your affiliate marketing and you're wondering what the heck is going on, why are you not seeing those consistent commission checks?

Some of these things might be happening in your business. So hopefully this is a super actionable episode for you. Now, if you're sitting here thinking I'm not even started with affiliate marketing, then go back last week, we talked about. All of the foundations and the starting steps and getting yourself off on the right foot along with a free guide to get you started with affiliate marketing.

So today let's talk about the pitfalls and the mistakes. So I have five common mistakes that I want to share with you today. The first mistake that I see is that you're not signed up for the right programs or even all the programs that you could potentially be signed up for. This can happen for a couple of reasons.

This could be like, you don't even know that some of these things exist. There are way more affiliate programs than I think people even realize. And that you can affiliate for things like services too. It's amazing. Like there's, there's so many layers to this beyond just sharing an Amazon link or having like one link for your CRM.

For example, at this moment, if you're not receiving the affiliate income that you are desiring, this could be happening. You probably are not marketing all the links for all the programs in a way that you potentially could be. Last week we talked about this a little bit of like identifying those programs that you should be signed up for.

And we talked about starting with really like what are you using that you love that you would be sharing with people either way, what are people asking you and hoping that you have a, a fix, a tool or resource on. Or even, what do you see others in your market, your niche, what do you see them asking about inside of Facebook groups, comments in communities and thinking, okay, what would I say to that person?

Like, even if you're not going to answer that specific person, but really letting that be a launching pad for, do I have an answer? Is there an affiliate link for that? And am I signed up for all of those things? Because the odds are. You are not signed up for all the programs that you potentially could be.

Mistake number two, posting about something one time and then thinking, uh, affiliate marketing, it just doesn't work. It's not working for me. Apparently people make money with this, but it's just not working for me. Now this is a lack of an integrated strategy and a lack of consistency. There could also be a lack of congruency between the thing that you talked about, the affiliate thing and your audience and like what they want from you and what you could speak to and where you could be an authority on a certain topic that just, it's a misalignment, right?

Now, just the same way you wouldn't talk about your business or your services one time and then think, man, I don't know why no one's booking me. I don't know why no one is reaching out. I'm not getting any inquiries. You wouldn't do that. So thinking of your affiliate marketing in the same way is going to help you to get in the proper mindset to really set this up for success.

This takes strategy, this takes consistency, and it takes alignment. You're trying to do this more than once to really determine whether or not your audience cares about that thing. So before you throw it out and think, okay, my audience clearly doesn't care when I have talked about this in the past. Just ensure that you didn't talk about it like one time or two times and then think oh, it's not working mistake number three is Thinking that you have to have a big audience or be an influencer in order to be an effective affiliate Marketer because this simply is not true I have been making consistent affiliate income since my email list was itty bitty We're talking like a hundred people.

No one knew about my youtube channel since before I ever had a podcast you. Because I did the things that I'm teaching you here today. And I especially think that like being a small influencer can be a secret weapon in terms of people just trusting you more. I love following like the big influencers, but honestly like my favorite referrals come from people who are like really specific on their thing.

So they might be a business owner or service provider. Or just somebody that like their following is so much smaller, but they're really passionate about talking about family health, or whatever it might be. And because their audience is a little bit smaller, they're probably a little more engaged, they have more bandwidth.

And then because of that as well, I'm so much more likely to feel like I built a real relationship with them, and I'm gonna use their links. And really I try to go out of my way to go find an affiliate link from those people who I've enjoyed their content, I've enjoyed learning from them. And I really want to like thank them by using their affiliate link.

So I'm so much more likely to buy through an affiliate link for a small creator rather than a large creator. That's not to say that if you have a huge audience right now, you just happen to be sitting on a huge audience, that that's not going to work to your advantage. It definitely can. But don't think that because you're Audience is smaller, um, your website traffic is smaller, your email list is smaller, that you cannot still have a tremendous impact with your people because you have still been creating content and presumably you've been showing up consistently building rapport.

That rapport can transfer to the things that you talk about using affiliate links. Mistake number four is picking the wrong programs or just like focusing a lot of your attention on the wrong ones. And by wrong ones, I am thinking a couple things. I'm thinking super low commission items, things that your audience does not care about.

Those are two things that come to mind immediately. Now there's other ways that it could be wrong. Um, and it's just not in an alignment for you. But when you're putting a lot of focus on something that has a very, very low commission rate, you're probably not going to be super thrilled with your payout, right?

Like you could even be doing pretty well at getting people to click through your links and find value in what you share about and use those links. And But because the commission is so small, you're not really seeing any like headway.

So that's why I think it's really important to critically look at the different structures for commission.

And sometimes a program is going to have a really amazing payout. Like they have a good commission rate where you can make, you know, 50 to a hundred to multiple hundreds of dollars for that item. And other times, another thing that I love to look for is recurring commissions. Um, and this is where essentially as long as that person is using the thing, you continue to get paid.

So like month over month over month, you are still getting commission because you sent the business. You sent them business, right? These are amazing. So I know a couple of different programs do this. Kajabi is one of them. That's where I host all of my courses and my emails and my landing pages and stuff like that as an educator.

And I've referred a few people to Kajabi and I still get commissions. It's like every single month I'm seeing commissions, even though I don't have new people signing up because the people that I did refer are still clients, I'm still getting paid. Every commission, the model on the back end is going to make such a difference as to whether or not you feel like your time is being well spent.

Another one that does, uh, like recurring commissions now is actually Flowdesk. But that is a partner program. It's an application thing. But definitely worth if you, if you use Flowdesk, if that would overlap with your audience really well. They now have recurring commissions for the first year of the client.

Super, super cool. And would be probably arguably worth your time more than some commissions where it's like you just get like a percent or two, right? And it's just not worth your time. So really be thinking about the overlap between the things that are worth your time commission wise and things that your audience is genuinely going to care about.

We need to find that interest overlap and it's possible you can find this. I promise you. Mistake number five is being completely disorganized and because of this lack of organization around all things affiliate marketing in your business, it will lead to like forgetting to use the links. Like you have links, you're just not using them.

You don't know the tracking link off the top of your head. Like you don't know it. You're not really sure where it is. Maybe they gave you a discount code or

coupon to track and you're like, I don't even know what it is, right? Like and I totally get it because once you start doing this you realize like this is a lot of information. How could you possibly remember it all and when I think about the money that I've left on the table as a blogger and a content creator and a business owner. Simply because I didn't have the organization from the start.

I do get really frustrated at myself. Like I want to kick myself and go back in time and be like, listen, let's organize this, let's get it together because it's going to cost you money. Like, I don't think we're fully realizing what we're doing by being messy and disorganized in our businesses. We're not thinking like, Oh, I'm missing out on commissions every single day on my blog because I didn't go dig up that commission link.

Right. But the truth is. It really costs you at the end of the day, creating an organization system is well worth the time. And when you have a, like a database, one place that you store your links, the tracking links or the code, the discount code, they might like, I have some companies have given me the code, like joy 10 or whatever it is.

I would not remember that if I didn't have it stored somewhere central that I can pull it up on my phone, or I can pull it up on the computer. And I know, I don't have to dig through my inbox to figure out, like, what did that one company tell me that, like, if I had a client that wanted to buy prints or they wanted to buy cards or whatever it is, all I had to do was give them this code.

Is it Joy Michelle? Is it Joy 10? Is it Joy 15? I can't remember. Now, when we're doing all the things, which we are, as women running businesses, being solopreneurs, service providers, and moms, we are doing so much, we cannot expect our brain to store all that information. It's just not reasonable. And we really shouldn't be doing it.

Your brain is where we come up with incredible ideas, where you're creative, and where we execute on those ideas, store everything somewhere else. I learned this in the *Getting Things Done* book. Love that book. But this concept of like, your brain is not a storage container, it's an idea generator, changed everything for me.

So I started storing my ideas, like when I come up with them, I store them. I don't try to keep everything in my head. And this has helped me tremendously with getting ahead in things like this. So, create a database. I am going to be talking about this so much more in depth in my program that I'm actually creating right now.

So I have a wait list available. It is coming so soon and I want you to be the first to hear about it. I want you to get the lowest price possible and start making affiliate income, talking about the things that you use and love and then not have to build all of this by yourself. And I'm going to just give you my whole brain when it comes to affiliate marketing.

You can join the waitlist if you want to hear more about the details of this program, know when the doors open, all the things. at joymichelle.co forward slash affiliate dash course. So my course on affiliate marketing is going to include how to compare programs, understand the payout systems in depth and effectively market as an affiliate so that you can make a revenue stream in your business from this.

It's also going to include custom tools that I've created in my own business to organize and streamline the affiliate programs that I'm using in my marketing and that you can use too. These are tools that have allowed me to make over 100, 000 in affiliate marketing payouts over the past few years while also being a full time creative service provider.

As a photographer and coach and a present mom. So I'm only working part time hours in my business. This isn't something that I'm pouring tons and tons of time into, but yet it is still a really incredible source of income for my business and for my family. So the waitlist is available at [joy. Michelle](http://joy.Michelle).

[co forward slash affiliate dash course](http://coforwardslashaffiliate.com). I'm going to have that available in the show notes. And I just can't wait for you guys to get your hands on this program and to basically just hand over my brain when it comes to all things affiliate marketing as a service provider. Be sure to come back next week because we are continuing in this series of affiliate marketing strategies.

And next week I'm actually going to be sharing some advanced affiliate marketing strategies that I'm guessing you haven't heard anywhere else. That you are not going to want to miss. So come back next week and hear those strategies. 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 podcast 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.