

Called to both Episode 4

If you run a service based business, and you'd like to build out new revenue streams for yourself without having to switch up your whole business model, or create an online course, or take on a bunch of new clients, then this episode is for you. Because today, I'm going to be sharing with you one of my favorite ways to make money in my business, and some tips for getting started. 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 both. Let's dive in.

Okay, so let's get into it. We're going to dive right in and talk a little bit about money streams of income, diversifying your income, and a little bit of nitty gritty of what that actually can look like. But let's just start with this, I think as creatives most of our work really falls into the service base category, essentially, you're trading your time and your services for money. Now, when I offered just photography, in my business alone, I was a service provider. Now that I am a business coach, and of course creator, I have services mixed in with my digital products. And I actually really love being a service based business. And I'm not one of those people that thinks that the service based business model should be avoided all together in favor of a more passive product based business, especially if you love working with your clients.

But I know as a service based creative, your business feels less scalable and more demanding of you in your time, when the service part of your business is the only way that you make money. I know that I have felt this way before, I really value my time, probably more today than I have ever in my life. And if that continues with the trend that it has. Next year, I'm going to think you know what my time is worth even more. So I'm constantly thinking of ways to make money in my business, that can be added without adding more to my plate, or more in terms of client work. So I think in our businesses, when it comes to making money, one of the smartest things that we can be thinking about is how can I diversify my revenue. And not only just with different types of things that you sell, but making sure that some of the things that you make money from are not hinging upon your time and signing another client under the umbrella of a service based offering, right. And this is really, this is important.

And I think this is a key in helping you feel like you run your business, you have freedom in your business, and the business doesn't run you. So I'm talking specifically here about affiliate marketing, all that affiliates can do for you and do in your business today. And I am sure that we're going to get into tons of other ways that you can make money in your business in future episodes. But today, I want to talk to you solely about affiliate marketing, and why this should be one of your revenue streams. So affiliate marketing is essentially an advertising model in which you can get paid for talking about and promoting some other company's product or services when you use a trackable link or code or something like that. And then it generates sales. So here's what this looks like in my business, I will grab a trackable link, when I'm talking about something that I love. It could be a book, it could be my camera, it could be a software that's helping me run my business more efficiently. And if you click that link, and you choose to buy that item, then I would in turn make a commission.

Now, I love this model for a lot of reasons. And I think the biggest one is that it is simple. It doesn't require me to have more things like inventory or sales pages or come up with a new product. I also don't even need to deal with customer service questions. Because I am just talking about someone else's product or service. And I'm strictly a promoter in this context, and the rest of the responsibility and taking care of that client and fulfilling on that thing. Whatever it is, falls to the company or the business that I'm linking to which is amazing for me because I don't have to think about that. Now we're all familiar with the concept of somebody getting online and sharing about makeup or their outfit right we see influencers sharing links to these things, giving holiday gift guides doing all the things that would require an affiliate link, but what I think many small business owners don't know is that they could be doing this in their own creative small business as well. So I got curious about affiliate marketing and whether or not this would be, you know, mesh with my business model.

So in 2018, I'd say, I started incorporating affiliate marketing into my own business, I started small, sharing books that I was reading just personal or business, software's little things that I had found that I loved on Amazon and stuff like that. And I kept doing that sprinkling it wherever it made sense, wherever it felt natural in my content that I was already creating. And I'll never forget, I was in labor with Clara in January of 2019. So I've been affiliate marketing for maybe six months. And I looked at my phone, and I saw that I had made \$600. In affiliate commissions, I got a notification. And I was literally bent over the couch having a contraction.

At the moment, I was like, okay, cool, like, let me get back to just timing this contraction. But after I was out of that birth zone, and it really hit me, I just couldn't believe it, and how great it felt, to feel that I was still making money that I was, my business was still moving, my content was still working for me. And I didn't have to technically be there behind the computer or signing that next client or photographing someone with a camera. And oh, my goodness, let me just tell you, it took the pressure off of my shoulders, from feeling like I needed to jump right back into work while I was on maternity leave. So just knowing that I was making money, and that that affiliate commission was gonna keep coming in was tremendously freeing for me as a small business owner. I honestly don't know if I've ever shared that story publicly or not. I definitely should talk about that more often.

Because I think that was a big moment for me mentally to see what was possible. And ever since then, I've really doubled down on getting serious about affiliate marketing in my own business. And I have since grown my affiliate revenue streams tremendously. So I talk about this as often as I can with my students in live streams in person, wherever people will listen. And what normally happens is they are listening. They're into it, and then I hear the pushback. Okay, yes, I understand this concept. This sounds really nice joy. But I don't have a big following. So I don't think this will work for me. And my answer for you is to I want to remind you that your influence is still bigger than you think even if your numbers and your audience are not as big as you'd like them to be yet. And it's way more important what kind of engagement you have with your audience and what kind of value you offer them, rather than the audience size itself. So I have friends that have just a couple 100 followers, maybe 1500 Instagram followers, and that have had in amazing success with affiliate marketing, because of how they do it.

I'll also say that I love getting recommendations for books or courses or clothes or literally anything from smaller influencers. So if you're a micro influencer, if you have, I think micro influencers technically, like less than 10,000 followers, I think is your audience size, anywhere in that like five to like 30k range, if that is your audience size, you are considered a micro influencer. And that is a very

powerful person. Okay, so like, don't discount that at all, I would say instead, see your audience size being smaller as a unique advantage to connect differently. I love following smaller influencers for this exact reason, because I just like how they show up, I feel a little bit more connected to them. And I know that brands know this too, because when they're dividing out their marketing budgets, a lot of times there is an entire division devoted to targeting micro influencers, because and I read about this recently, but essentially, there are a lot of people who will believe and trust a micro influencer more than someone with a really big audience, which is a really interesting phenomenon, for lack of a better word. So don't forget about how influential you really can be with a small audience. All right, so objection number two that I commonly hear is, okay, what am I even gonna talk about? What am I going to be an affiliate for?

I'm not a beauty blogger. I'm not a fashion blogger, and I hear you, it does not have to be clothing and under eye cream. In fact, some of my best affiliate streams have actually been software's that I use and love as a small business owner. So for example, I love Kajabi Kajabi is how I host my courses, my freebies, little landing pages that I deliver my freebies through, and even my email newsletter, it's an all in one software for someone like me that does not love tech. And I have an affiliate link for that. So that's one of the software's that I love to talk about. Because I know that there are other business owners in my audience who have thought about maybe starting an online course, or growing an email list or both of these things. And they just don't want to have to deal with the tech of having to have three different platforms that need to talk to each other to make that possible. And so I love talking about Kajabi, I'll link it down below. If you guys want to give it a try, you can try Kajabi for free, I think it's like a 30 day trial. So that'll be in the description section.

Another great example of how you might include affiliate marketing into your business is if you provide a client guide for your clients. So let's say you do portrait sessions, you give your clients a what to wear guide for that session, you could affiliate link every single one of those clothing items. Or if you share a behind the scenes tour of your art studio, on your blog, you can get an affiliate link for the decor items and the home items that you have in your office. So I think you'd be surprised once you start thinking about your content this way, how much more of it can be tied in with an affiliate link without having to come up with entirely new content to begin with. So what if your most popular blog post always had a way for you to make money without having to actually book them as a client, that is affiliate marketing, you can affiliate link things like software's you use clothing items, home decor items, your tools, so even your computer, your gear, microphone, books you like courses you've taken. So online courses have affiliate programs that you can enroll into and share or even just your favorite Amazon items. And it doesn't have to be in perfect alignment with your business. This could be a cute mug, or snacks or, you know, just home decor items that you have found on Amazon that you really like.

Now, I've mentioned Amazon a couple of times because I think Amazon is a great way to get started with this. So if you're thinking you'd like to dip your toe into some affiliate marketing, I recommend starting with some platforms like Amazon Associates, Amazon influencer or like to know it, Amazon does have an application process. And it requires you to be a website owner or a blogger to sign up, which if you're a small business owner, you already totally meet those requirements. So there are two different options through Amazon. One of them allows you to set up a little storefront and that's the influencer account. I'll link mine in the show notes that you can take a look at what's possible. But it's really cool. You can divide your favorite things into different like rooms, I guess for lack of a better word. And I have like a little lineup of my favorite books, I have some of my favorite gear, I have a whole list that's dedicated to getting started with a YouTube channel, things like that. So you can break it up by

category. And I think that's a really fun way to get started. Amazon also offers another affiliate program called Amazon Associates. And this is cool. It's a separate application. I'm a member of both of these things.

But this one allows you to be able to generate an affiliate link from almost anything in Amazon. So you have a ton of options. You don't have to put it in your storefront in order to display it, you can grab that link and then you can share it in other places you know on your website or a blog post or you know sharing it directly with someone that might ask you for a link. So if you talk about something and you want to link it in your story on Instagram, you'd grab your affiliate link right. So without having to put things in your storefront you do need an Amazon Associates account. So I will link both of those down below the influencer page the associate page and like to know it, so if after listening to this episode, you are excited to get started you want to get into affiliate marketing and start taking the next steps towards adding this as a revenue stream for your business. I have a free guide for you today you can go ahead and download it in the show notes.

And it is a quick start guide cheat sheet for getting started into affiliate marketing as a service based business owner so be sure to grab that before you go and also before I wrap up this episode I just want to say thank you to each of you who have listened and shared left five star reviews during this launch phase of the podcast. I was getting emotional reading these reviews I have read every single one of them. We now have 25 star reviews here on the podcast. My goal is to get to 100 So if you've enjoyed listening, please consider leaving a five star review it would truly mean a lot to me and it helps Get the word out about this podcast and get it into as many earbuds as possible.

So don't forget to grab that free guide and remember all the resources and software's mentioned today can be found in the show notes. 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.