

# Pat Flynn - Affiliate Marketing Through Insane Value

## Episode Companion

### Backstory

- Listening to Pat Flynn's podcast inspired us to launch our own podcast. He is bullish on podcasting right now especially for relationship building, and there are still less than a million podcasts out there so there are still a lot of opportunities. He has also been taking advantage of YouTube as well as seeing an increase in video live streaming.
- Pat was working in the architecture world, back in 2008 when his boss laid him off. It was a hard time, and it wasn't until he shifted his perception to focus his thoughts on the things he could control. He built a website helping people pass an architectural exam and in about six months he started making money from that website.
- Pat was spending a lot of time in forums, posting his notes on his site, and Google eventually recognized it as being an authority site, and Pat was seen as the expert. Later in 2008, he launched a study guide for \$19 which blew up, adding an audiobook to go along with it. The income started to grow towards the five-figure range.
- It didn't take too long for Pat to see an affiliate deal for an online exam simulator which sold for \$80, with a \$22 commission. He made \$6,000 that first month. Eventually that overtook what his own products were making.
- He started [Smart Passive Income.com](http://SmartPassiveIncome.com) because a lot of people were struggling and they needed help. Pat's brand has evolved to include his Podcast, Youtube channel, speaking around the world, and selling books and he feels affiliate marketing is still a huge underserved opportunity if you do it right.

### If You Are Just Starting Out

- Pat says he would spend the first month deep into customer research. Select a niche you have an interest in, which is really important because it's that interest and excitement to figure it out that keeps you going. Do a deep dive, and find out who is in that audience already, what is serving that audience, what's missing, and what is the positioning you can come in with. Perhaps it might relate to a product that can serve that audience and you can become the go-to resource for that product. Pat would probably start with software because it has higher commissions. Master it and get to know it, and oftentimes they have recurring commissions.
- In addition to that, figure out how you can do this for free. For example, take keyword research tools - there's a lot of keyword research tools you can be an affiliate for. You can say "Here's how you can do it for free in 3-4 hours, or you can do it all in 10 seconds using this product".

- You can create demo videos, show it off, maybe target a niche in a niche. For example, target entrepreneurs who are authors, and a software that they specifically use. There's a guy named Joseph Michael who created a website called [Learn Scrivener Fast](#), and his whole business started as an affiliate for that product, and now he's known as an expert.
- Talk about how you look at a product and what your filtering process is with it. When you share information on a product, you want people to be thankful. Try to imagine sharing it with your audience and getting thanked for it, regardless of the commission.
- Another filtering process is trying to get beta access to the product if it's new. Use it beforehand, because if someone asks if you have used it, it's so much easier to recommend how to use it. One of Pat's tactics is to have as many people possible ask questions about the product he is promoting. If a person is asking questions, they are likely interested, and if you can answer in a way that tackles their objections, you have overcome them and given them value. It'll be a win for them because they are getting something they needed, a win for you with the commission and a win for the company.
- Pat also tries to see if there's a way to directly partner with the company that owns the product. You can potentially get special access or early looks. For example, [MKBHD](#) is a big tech reviewer on YouTube, who gets everything early because he does amazing reviews. If you have early access as well, you can create a video about it and you'll be the first one to show up when people look up the product.

### **Audience Building Techniques**

- Guest podcasting is a great technique for people getting to know you. Whether that means you being on other people's shows for exposure or you interviewing them. For example, Pat interviewed the creator of ConvertKit on his show, and he asked him what his mission was and the story of how it came to be. That show accounted for over \$50,000 in income without them discussing why they should use the product, just the story of how that software came to be.
- The other thing that has worked is doing demo videos on YouTube. Show people the inside of the thing they are interested in buying and take advantage of the free traffic you get from YouTube once you create a really good looking video. By showing them what's good and what's bad, you can get traffic, exposure, and affiliate income at the same time. Also, showing cool tactics you can do with the tool that most people don't know about works well.
- As for maintaining focus, Pat knows that his audience is listening on the other end and they need him to continually show up. He asks his audience questions when he goes live, as well as via email which helps him to understand the pains of his audience. This helps him to create content, knowing if he can provide value he may get some money in exchange. He also keeps a board full of thank you notes from his audience as a reminder to keep providing content and value. Also, once a month he tries to get on a phone call with a brand new email subscriber to understand what they may need help with as this is an arena to test things and get feedback.

- Within your niche you also might benefit from a specialty resource page, for example with the hiking niche, a page for people who do day hikes and a page for those who do 4-month hikes. Pat has a friend who runs the [College Hacking Checklist](#), which is a specialty niche for brand new students. Or instead of a list of things, Pat will reframe it into an audit for example producing an email marketing checklist. Another strategy is to say “Are you doing these 10 things to grow your list?” The positioning is, go through this and tell me your grade in the comments. Around #6 or #7 on the list, this is where you say the things they probably are not doing, and recommend a tool they can use.
- It also makes sense to include affiliate links in courses and share it as an optional purchase. Make sure your students are getting taken care of and making their way through the course. Pat tracks their course completion rate so any links in the course don’t appear like a cash grab, but instead that he is suggesting new steps along the way.
- Pat has a course called [123 Affiliate Marketing](#) (HustleandFlowchart.com/Pat), and what people love most about it is the Affiliate Marketing Recipe book which includes ways to promote based on difficulty and effectiveness for promoting different products.

### What’s Working In Our Business Now

- We’ve had a similar business model as Pat, and have modeled what Pat was doing early on. After almost 12 years, we have created this sort of machine that lives up to what we started. We also got into podcasting because of Pat’s influence and now there are even bigger opportunities such as building in the longer-term goal of generating wealth through the same efforts.
- One of the things Pat talked about was using demos in generating affiliate income and creating content that shows you the free way vs. the headache free way. We’ve done a good job of adopting those two philosophies and they have generated the most sales for us. Teach people how to do stuff and through teaching they will buy tools to either do what they were taught or shortcut the process. We have a post about this and refer to this as the [Key Step Tutorial](#). This is a key strategy to our affiliate marketing, and it can be in live stream, video, or written form. To do this day, it’s our #1 tactic for affiliate marketing.
- After watching Pat doing daily live streams, it was interesting to see how he builds his hooks and how he builds his videos in general. There’s a post where he talks about [his live stream setup and equipment](#) with Ecam which was super helpful. We are posting a lot more on [YouTube](#) lately, as demonstrations have a powerful visual way of selling. You can show how the stream deck works, for example and sell on the merits of productivity to people that like saving time.
- One of the other things that have been really effective for us lately, is our [Facebook group](#). We had gotten to the point where we had stopped checking into it, but when we had Molly Mahoney on, she convinced us to get back on it. We get clicks when we share links inside of our group and it’s been very effective. That’s not to say it will always work, but as of now, it’s crazy effective and now is the time to jump in. We have grown our group with quality people who engage, ask great questions and offer help and we are

chatting with our guests as well as our listeners. One of the things we did recently was put an announcement about a free traffic book pinned to the top, which was [Retargeting Recipes](#), and we were making a sale a day off of that book.

- A lot of people get stuck on where to grow a community and Facebook seems like a no barrier, low tech way to feed your email list. You can require people to answer questions, including giving an email address in order to join. The great thing is when they are in the group, they are engaging back and forth more than email, so you are probably top of mind more.
- Frequency is a huge factor, so if someone sees an email every day, hears your podcast, and sees you in their Facebook newsfeed, you'll be top of mind. The goal is to get them interacting in multiple locations. We have this community side which sometimes takes longer to grow but those are the folks that typically are better fans of the brand and spend more with you. Then there's the other side which is paid ads on Facebook and Google that go to a piece of content like our KST post, which is quicker revenue.
- In addition, we are being introduced to equity shares and options, which is even a longer-term thing. We are talking to more established marketers that have their core flagship products, and while we never set out to be just affiliate marketers, our bigger game plan was to be advisors on a percentage basis in companies.
- We are working with other people who are building technology to merge the world of equity investing and affiliate marketing. More of these companies are seeing the benefit to this. If you are a product creator and you are giving a commission to people promoting, they will usually promote until something better comes along. On the other hand, if you are also giving them equity in the business, they will never jump ship on you. Other businesses are seeing that as well and we are also working with technology to help that concept be developed for other businesses as well.

## Resources

- [Learn Scrivener Fast](#)
- [MKBHD](#) tech reviewer on YouTube
- [Retargeting Recipes](#)
- [College Hacking Checklist](#)
- [123 Affiliate Marketing Course](#)
- [Key Step Tutorial](#)
- [Retargeting Recipes](#)
- Be sure to check out our [YouTube Channel](#)
- Reach out to us at [info@EvergreenProfits.com](mailto:info@EvergreenProfits.com) if you are willing to give up a little bit of equity to rapidly grow your business with affiliates
- [FlowchartGroup.com](#) to join our awesome Facebook group