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| Speaker 2: | Welcome to Build Your Tribe with your host Chalene Johnson. |
| Chalene J.: | What's up party people? Welcome to Build Your Tribe. I am your host, Chalene Johnson. This is a podcast, dedicated to helping anyone who wants to build their business, do so, and use all of the advantages and tools that we have. Almost most of which are free on the internet. To be honest, this show has a lot to do with building your e-mail list. I don't care what kind of business you have. If you build your e-mail list, everything my friend, gets easier. Whether you own an automotive store or an online marketing company. It doesn't matter. Your e-mail list makes everything easier. |
|  | This is Build Your Tribe 2.0. In these episodes, they are short, concise and to the point. I answer questions from my marketing impact academy students. They are people just like you. It doesn't matter whether you are a new entrepreneur, or a seasoned veteran. We all have room to grow. I'm a life long student, I'm glad that you are too. I like to make these episodes very brief. To the point. Give you the information you are looking for so that you could be on your way, building your business and enjoying your day. Let's get to that first call with Sarah. |
| Sarah: | Hey Chalene, it's Sarah. I got some really awesome juicy questions for you. But I just wanted to start by saying thank you so much. This program is truly really changing my mindset in my business and giving me the kick in the butt to make some stuff happen in my business that I known I need to do for a long time. So it's truly making an impact on my business and for that I'm so grateful, so thank you so much. I have an easy question for you today. How do I set up my own affiliate or referral program? What do you recommend for that? |
| Chalene J.: | Sarah, awesome question. This is a great question for absolutely anyone. Wouldn't you love to have your own sales force? People who would just brag on you. They love working with you. You're their favorite dry cleaner. You're their absolute ultimate health coach. You are the person they go to when it comes to learning online or social media. Or maybe you have the world's greatest Italian food. There is nothing better than a legion of fans who are telling other people about your product or services. Right? |
|  | Wouldn't it be great if we could reward those people who were sending us our very best customers. Well as a matter of fact you can. And that is what an affiliate is. What is an affiliate Chalene? Well I could just give you my own definition of what it means to be an affiliate. An affiliate is someone who refers people to someone else's product or service, and in doing so they receive a small or large commission. In other words, if I create a video in how to design a website, and buy your own domain, and develop your website in less than thirty minutes and I use a service like blue host who I am an affiliate for. And you watch my video, and you're like, "that looks pretty cool, I think I will use blue host to register my own domain name and register a website." |
|  | Well if you were to click on my link, I would then be paid a small affiliate fee. Now there are lots of rules and regulations as it pertains to affiliate marketing. And then on top of that, I think that each one of us needs to have our own personal policies. I can tell you my own personal policy is that I will never, it doesn't matter what the dollar signs are, I will never promote a product or become an affiliate for something that I don't personally use or have used and, or, that I wouldn't recommend to my family or friends. That's just my own personal policy. |
|  | And then on top of that, most other companies have their own affiliate by laws and recommendations. And affiliate marketing is something that is in fact regulated. So you do want to know the ins and outs of affiliate marketing. Now Sarah, let's just assume that you have a Yoga DVD that's been selling quite well but your own e-mail list is relatively small. And so you'd love to be able to see if other people, maybe bloggers, maybe people who are talking about health and fitness. Maybe someone who has a YouTube channel where they actually review other people's fitness programs. Many times, bloggers, You-tubers, and others who basically do reviews of products. Whatever products that they promote and actually like they become affiliates for it. |
|  | So let's just say hypothetically and I don't know if this is the case Sarah, but let's just pretend that you have a Yoga video. You don't have a big e-mail list yet. And you know that there so many other people, organization, and those with a large social media platform. Who could not only build your e-mail list, but they could help you sell your Yoga videos. And by recommending your video they could earn themselves a small affiliate fee. I say small, because we are talking about a product that doesn't have huge margins, it's not a big price tag. So we're talking maybe a couple of bucks. Sometimes as little as fifty cents. But it's not uncommon for some programs to offer 50% affiliate fees. Pretty cool. |
|  | So you asked specifically about how to set yourself up so that you could track your affiliates. Now there are lots of affiliate software programs out there. Tons of them. And those programs will help you to manage your affiliates. In other words, it would actually deliver the applications to people. New affiliates, it would provide them with their links. Because let's say Sarah, that I talk about your Yoga video, which again hypothetically you don't or do have, I don't know, and then people buy it from the review I've done of your video. How do I know, or how do you know that it was me, Chalene, that sent them to you. |
|  | Well, you by using one of these software programs would have an individual code or link that goes to each one of your affiliates. That way all of the traffic and all of the sales that are earned from that affiliate link will be tracked by to each individual affiliate. On top of that many of these software programs also allow you to see the results of each one of your affiliates, approve new ones, and make payments. Of course, as you would suspect, there are a lot of organizations out there that do this. From the very small to the very large. And of course, I called my expert, that is Kevin Richards of Launch Media. He helps us to manage and oversee all of our affiliate programs, because we actually have several affiliate programs. |
|  | We have affiliates for Marketing Impact, Smart Success, Instagram Impact, I'm not sure if we've done them yet for Courageous Confidence, but we do have affiliate marketing. And we do have a very strict application process. For me, it is very important that if someone is an affiliate for my programs. They have gone through them, they love them, they are students of them, and they are really putting into practice what they have learned. I am not interested in having someone sign up to be an affiliate for one of my programs and then do one of these like awful videos where it's like a robot talking and there is basically a link to order the program. No thank you. |
|  | Click bank is certainly one of the most popular ones. As is cj.com, no affiliation with this Cj by the way. And some other ones that I have heard but not personally used are Jrox, the letter Jrox.com. I'd like to tell you a few that I wouldn't recommend you to use, but I think I just won't mention them. But there's a lot of them out there, and if fact, in you go to Google and you type in Top options for affiliate tracking software. You'll come up with a nice long list of companies that do this for you. Not just manage the affiliate process but also process payments, and basically promote the fact that you have an affiliate program available. |
|  | So for some of you, you haven't figured out what kind of business you want to start yet, but there are lots of products and services that you use all the time. And you are constantly telling people about them. Hey, why not earn a couple of bucks by creating a video sharing with people why you love this particular program. All you have to do is go to their website, and in the very fine print, at the very very bottom of most websites it'll say affiliates. Almost every product or service that is pretty well established offers some kind of an affiliate program. Now that's not to say that you will be approved but it's very likely, it's very possible, why not give it a shot. |
| Tanisha: | My name is Tanisha and I run a successful personal training studio and have [inaudible 08:59] fantastic employees. My question is whether or not I could start to develop my own personal brand and an online business and work that in with a brick and mortar business of my personal training studio. I am completely passionate about helping people and I love project creation, I love social media marketing, I love minds that challenge, personal growth, the business side of fitness. And I really want to grow into an online business but I also want to focus on my personal training studio and growing my team. So I was wondering how you could put the both together to really do both and have them work together. Thank you so much for your help. My website is www.ascendfitnesscoaching.com. Thank you. |
| Chalene J.: | This is a great question and you've come to the right girl, because I operated my own in home personal training business for many years. Here's what I know about that business. Can you hear the energy in my voice? It's draining, it's very draining. As rewarding as it is, it's also physically and mentally draining because when you're a personal trainer, if you are servicing people at a location or in person. If you're not there or if someone decides to no show, you don't get paid. And that, well that's a job, that's not necessarily ... I mean we call it a business, because I guess it is a business, but at the end of the day it's really ... It ends up being a job. It's worse than a job, because when ... I hate to say that. |
|  | I don't want to sound negative because I really love personal training. The problem with it is, the short comings I should say, the challenges. If somebody decides to flake on you, and they make up a very good excuse and it means that you can't charge them for that hour depending on your policies. Well then you don't get paid. As opposed to when you work for somebody else, if they don't show up or if you're not feeling well you still have sick days so you still get paid. So as much as I loved being a personal trainer I also realized that there weren't just enough hours in the day. |
|  | Even if every single client showed up when they were supposed to. Even if every day, every hour I was booked solid there was still a ceiling. And so the only way above that ceiling was to hire additional employees and that was more stress and that was more of the same. So I love that you've already stumbled upon this idea. That you've got to do something online. I mean let's face it. What you are doing with your clients, so much of it is you. It's your motivation, it's you personal style, your personal approach. Let's also take into consideration is you and I both know. Let's say your average client only sees you two days a week for an hour each time. |
|  | Well there is another, what is that, five days a week that you have no idea what they are doing for a workout, what they are eating and you just don't have the ability to influence them in the way that we sometimes need to, to make sure that they are successful. So why not create an online program, that in the beginning stages you mark it and develop it for your existing clients. In other words, for joining your personal training studio they get a deep discount on your online training. They could join your academy, they watch the videos from the privacy of their own home, and they lose access to those if they remove their membership from your personal training studio. |
|  | I mean, I'm just coming up with this stuff hypothetically off the top of my head. That's one option. Another option is to of course, to create these programs in modules and they are given to those people who buy a certain size package. And, or, it's something that you can create so that people can train without equipment all of the other factors. Maybe it's mind and motivation, and diet, and core training, and body weight exercises, and flexibility training. All the things that we wish people would do on their own. You could market that to your existing personal training customers. |
|  | But ideally what I would want you to do is to consider marketing this to people who don't live in your city, but man they need your secret sauce. There is obviously something very special about the way you do the what you do. Because otherwise, you wouldn't have had the type of success that's allowed you to open up your own studio and have other trainers who want to come and train for you. So if you could just get that to translate on video and then create an online academy. Girlfriend I'm telling you now you have the best of both worlds. |
|  | How cool would it be that you are making money around the clock doing something that you love, something that you are so passionate about, something that you are so good at, and something that you know helps other people. I know your next question. How in the world am I going to have the time to do both? Well the honest answer is that you can't do both at the same time. You have to set aside the time to build this online academy and that might mean that you step away from your in person clients for a month. That's all it would take for you to create an academy. You know that. I know that. |
|  | But doing them both at the same time, often results in a lesser delivery of product and services on both fronts. I am never a fan of multi tasking. Sometimes we have to slow down to speed up, and in this case I would urge you to do that. Yeah you might lose a couple of clients. You might lose the income that you are getting from your in person clients that month. But I promise you the investment will be ten fold. |
|  | Recently on the Chalene show I interviewed Steve Kamb. He is the founder of Nerd Fitness. And he created this online blog. He has launched an online academy for Nerd Fitness devotees. In that academy they pay $99 and he has over 12,000 academy members. Hello, pull out your iPhone and do that math. That's over 1.2 million. Hey, hey. |
|  | But the cool thing about it is Steve is like not a dude who is into it for the money. He is into serve his community. The people who he is... He's a member, he calls himself a nerd. He wants to serve the Nerd Fitness community. And I know that's how you feel too. So don't limit yourself by thinking that you have to focus solely on the people who can drive to your studio. Because there people all around the world who can benefit from your training style. |
|  | Thank you so much for your message. And for everyone else who would like to leave a message, you could do so by going to Chalenejohnson.com/askchalene. Of course, preferential treatment is always given to our own academy students at Marketing Impact Academy but if you have got an awesome question I'm probably going to answer it. |
|  | So I hope to hear from you soon. As always, thank you so much for listening to Build Your Tribe. Send this episode right now, e-mail it to a friend. Say, "Dude you have to listen to this, I think it will help you." And don't forget of course to subscribe so you know when we have new episodes coming out. |
|  | Oh and by the way, if you have no idea, never listened to the Chalene show. All you have to do is send me a text message and I'll send you a link to the Chalene show. My number that you would text that to is 949-565-4337 hit rewind if you didn't catch that. And then just send the following letters T.C.S. The Chalene Show. You guys are awesome. |
|  | I promised you that I would be brief, I'd be bright, and I'd have fun then I would be done, so we done y'all, we done. |