



Module: IMAGINE TO POSSIBILITIES

Welcome to No Product No Problem. And in this course, you're going to learn affiliate marketing from beginning to end. You're going to learn how to monetize your blog, your podcast, your video channel, your platform. Whether or not you have a product or not, since the name No Product No Problem. You can still make money online whether or not you have a product. You're going to learn and make your first \$1,000 in affiliate commissions and then you're going to learn what to do beyond that, We're not going to stop at 1000 bucks You're going to learn how to make that first styles and that's really our first goal early on in the courses to get that first thousand dollars and now and I'll talk about that in the mindset module of this course, why that's important to set an achievable goal like that. But before we move on, I want to talk about the opportunity that affiliate marketing presents.

These are some of the benefits, We're going to cover more of those benefits in a later module and I think its module two. We're going to cover a lot more of the benefits are actually module one, We're going to cover those in module one but I want to talk about now about some of the opportunity and some of the benefits of affiliate marketing. In the first one is there's no barrier to entry. You can start affiliate marketing literally today, I'm not promising you're going to make money today, but you can start getting set up today. You need to create your own course, You gotta think about right now as I'm recording this, you've got to have a camera., You've got to have a set up, You've got to have a microphone, You've got to have the software, You've got to have a team.

I mean really you cannot create an online course on your own, I really don't believe you can create a good one on your own I've got five different people actually six working on this course various parts. There's a lot that goes into it. What do you need to start? Affiliate marketing? You need Internet access and if you're watching this, I can assure you that you have internet access so there's no barrier to entry. That's why I love affiliate marketing, one of the many reasons. Another reason and again the opportunities, you don't have to create a product like we just talked about, You don't have to create a product, you don't have to go through I will tell you this course, this course right here literally dozens and dozens of hours and you need to look at the

collective picture. Probably if I had to guess, I'm talking 40 to 50 hours went into the production of this course.

Not to mention the brainstorming and the just those little when you're creating a course, you have these thoughts, you have those shower thoughts and you have those thoughts and wake you up in the middle of night wait, module four, I need to add this video and I'm telling you, it's a massive undertaking, again that takes a team. You don't have to have that. Next, there is no risk. If you set out to create a physical product or a digital product, I'm going to tell you, I'll use this one as an example. We're putting those 40 to 50 hours in. There's no guarantee that we're going to make any of that money back. There's an inherent risk. This is expensive and time consuming without any guarantee of return. Now, affiliate marketing, yes, there's no guarantee of return.

You may promote a launch, You may promote a book, you may promote a physical product, put up a link, write a blog post, send some emails and not make any money. And there is, you're still going to invest the time, but it's a lot less time and it's going to cost you a lot less money. You can do affiliate marketing for free. We'll talk later. And one of the later modules, we'll talk about how to use paid ads, when it will be more advanced for most people. But you don't have to have any you don't have to spend a dime on affiliate marketing. You don't have to have a team for affiliate marketing. So there's no risk. what about unsubscribes? You may be thinking well, one of the risks is that I might promote something and get some unsubscribes.

And we're going to talk about that in both the mindset module and that how to sell module. We're going to talk about a little bit of a mindset, It's a psychology of unsubscribes and honestly, why you shouldn't really care and actually why that can be a good thing. We'll talk about that in one of those module, definitely the selling module and the mindset module, module two and I believe module four, we're going to talk about the what to do about unsubscribes. Another great benefit and the opportunity is you get to monetize your blog, your platform, your podcasts, whatever it is. You get to monetize it right away. You don't have to, when you're starting out and I'm literally going to go small. You've got five subscribers, five people who subscribe to your podcast, five people on your video channel, five people reading your blog.

It would be inadvisable to treat a product because a, you don't know what your audience is interested in and we'll talk about that later. How to use affiliate marketing to really do that to learn that. You also, quite frankly it's not really wise to spend all the time creating a product when you only have five people. The statistical probability of any one of those five people buying is pretty slim and yet you're going to have this

massive investment. And I'm telling you, just like this course is going to evolve every year. If you put together a course with five people, the second you have 50 people, it's going to evolve because you're going to learn new things. And you get to monetize right away though with affiliate marketing because I'll give you an example.

You have five people and you throw up a sidebar ad on your blog, promoting a product because there's no risk, there's no barrier to entry, you don't have to create a product. If none of those five click what is being lost? Not really anything. It's just a lot easier. You can go get affiliate links right away and we'll show you how to do that in the finding programs module coming up. And also funds your business. As much as I love affiliate marketing, I think you figured that out, I love affiliate marketing, I think it's amazing. I do not advise you to make affiliate marketing 100% of your income. You're going to eventually want to have courses in products from your own. Well a lot of you starting out don't have the money to fund those things. What if you're, what if your dream is to create a physical product that say costs \$10,000 and you don't have \$10,000?

What if your new business, you want to create a nice course like this one, I will tell you just in money, courses like this can cost five to \$10,000 to produce. If you don't have that, you can use affiliate marketing to fund your business. And that's exactly what I did. I used affiliate marketing too early on to just pay for the hosting on my blog in my email list. And then over time I was actually making money and we were socking away some of that money, \$200 here, \$500 here, \$1,000 here. And all of a sudden when it came time to I need to buy a Mac book pro or I need to do this, no problem. When my first, actually my second business and we're talking 2005, 2006, we used affiliate marketing on our back end. We sold insurance leads to agents and we used affiliate marketing, we gotta fill in those gaps where we didn't have agents, we might not have an agent buying auto insurance leads in Georgia.

We would use affiliate marketing to fill in those gaps. That extra two \$3 that we were making, a hundred plus times a day funded our business. It actually allowed us to we were breaking even otherwise that was our profit that was our entire profit margin. That's why I was able to pay myself any amount of money and why me and my partners were able to give ourselves \$1,000 check at the end of month, save up some money for another program or save up some money for a customer service person if funded our business. It was awesome. It's also really easy to scale. Again, going back to that barrier to entry thing, it's much easier to scale something when there's this low barrier to entry. You want to make more money, we'll just add a few more promotions. That's it.

You don't have to go create another course. It really is that simple. You could literally write a blog post, throw it up and make a little bit more money. Send an email, as we say an internet marketing clicks in, make money. It's that simple. There's also no customer service. Here's how affiliate marketing works. You make the sale, that's step one, Step two is you're done. Now we're going to talk about some stuff that you can do after the sale that will maximize your commissions, but from a real customer service standpoint, that's it. The creator of the course, the merchant, they handle all of the customer service. Again, don't get me wrong having your own products is great. It's smart, it's very profitable and it's something you will want to do, but there are a lot of headaches, headaches that you don't have to deal with when you're doing affiliate promotions.

I love you guys I love my customers and yet I'll be honest, if I can make the same amount of money not having the headaches of customers, I probably would, maybe not. I probably would still do this because I love you guys, but in all seriousness, I mean it makes a lot of sense to have no customer service, especially when you're a one man, two man show, just starting off. And lastly you guys, this is fun. I have to tell you, I love what I do for a living, promoting launches, being an affiliate, it's fun. Being in that the energy is fun. Promoting products, I believe in and getting those emails, I will tell you right now, the once a month that I get an email where somebody says, thank you for this affiliate product that you promoted. Thank you for telling me about fill in the blank.

That one email a month hits me by. That's enough to keep me going and doing this for another month until I get that next one. It is fun to be a part of it, It's fun to challenge yourself, It's fun to watch affiliate leader boards, It's fun to try to make a \$1,000 in commissions and last time you made 500. It's fun to see what works and what doesn't, It's fun to learn what your audience reacts to. It We'll talk about that as we go on, But it's fun to see, does your audience like product, Hey your product to be better and if so, what does that tell you about them? What does it tell you about the price points for your own course? If you're a marketing nerd like me, this stuff is so much fun and it will be for you too. So I want you to take a moment now, think about what it would be like.

Think about what it would be like to have an income of whatever amount you're aiming for, without having all the hassle of creating your own products. Maybe it's \$500 a month. Maybe that'll allow you to pay off debt, I don't know. Maybe it's just enough, Maybe you just want to make right now your goal is to make enough to pay for your hosting and your email list provider and maybe you have a graphic designer that does a few logo or you know, graphics for your blog. And you just want to enough to pay for

that. Maybe you're saving up to pay for the production of your own course. And that's \$3,000, well imagine what it would be like to earn 500 bucks a month for six months to pay for that. So, think about doing all that without the hassle of putting together everything you even know about, you know whatever it is that you are the expert on.

And then you find out that your audience actually doesn't want that course. You can promote affiliate offers and again going back to that no risk they don't buy your affiliate offer, Okay It's a learning experience. It would be great if you made \$5,000 or \$10,000 promoting something, but if they don't buy anything, you learn something rather than, oh no, especially if it's a physical product, we've got a garage full of these things. It's so awesome, So I want you to imagine that. Now, later on, I'm going to share some of the benefits, more of the benefits of affiliate marketing that you might have never thought of. But for now, I want you to imagine the possibilities, I want you to sit back for just a second, thinking about what's that number? What do I want to make per month? What I want to make per year from affiliate marketing? and think about what that would do for you? and I'll see you in the next video.