



## **Module 9 L7: PROMOTING AFFILIATE OFFERS IN BOOKS**

So I've been getting a lot of questions from students about monetizing inside of books. A lot of you are coming out with books and whether it be a physical book or EBook and you want to monetize parts of your book using affiliate marketing. So we're going to talk about that now. And this is something that wasn't in the original version of the course. Not on our original outline. It's just something that's come about. As you know, we're responsive to our students. So I'm going to continue to produce content like this. So if you have something you want, as a part of this course, let us know and we will certainly consider adding it if we get enough requests. So let's talk specifically about how to promote affiliate offers in side of a book. The number one way that you can do this recommended tools.

### **1. Tools:**

Basically here's what I use and why, here's what I use and why. So what you want to do is dedicate a page or more in the book, two tools. You've seen this before. It's just, can be at the end. It could be typically going to be at the end. I don't really know where you might do it. At the end of a chapter it might say, here are the tools that we talked about in this chapter or this chapter was say was about stretching and at the end of the chapter you say, here are the two what did we, I just bought one of these the other day of a pro stretch, for my calves and a chiropractor recommended it seems pretty cool. It works like you might list the different things.

This chapter is about flexibility. So I recommend this and this tool could do to the end of a chapter. You could do it at the end of the book. It's just basically a page that says, here's what I recommend and why you got to have this without talking about the work. Make sure you make a case, a compelling case for why a person should buy, why they should check out the tool that you recommend.

### **2. Extended Study:**

It is we're going to just call this extended study. It's not exactly kind of the end of a subject. And so what you would basically say is, I touched on whatever subject it is, I

touched on flexibility because this book is not about flexibility, but if you want to take a deeper dive into flexibility, check out this book, check out this course.

Usually it's going to be a course. I would say, check this out by this person. So often when writing a book, you will touch on a subject, but now people want to take a deep dive. You, need to give them a choice. They might want to take their learning, Then I say to a whole another level, it was painful and like they want to take their learning. I'm going to say it again now. This is where affiliate links come into play. So, for example, I often talk about how to start an online business, but that's not my focus. I don't talk about online businesses. That's not my thing. I talk about affiliate marketing and how to grow your own affiliate marketing and how to find affiliates and grow your program. Grow your sales with their affiliates. I'll probably write two to four pages about starting your online business, but if people want more in depth knowledge, I recommend Ramirez zero to lunch. So I have that listed on my resources page and I have an affiliate link for that. The third way is how I learned it.

### **3. How I learned:**

So let's say we're talking about product launches. Now I'm an extrovert, now I'm product launches. I have an entire course on how to do product launches, meaning, the affiliate part. But in order to understand affiliate launches, I need to understand the framework of product launches. We'll, how did I learn that? Well, I learned that from [mattmcwilliams.com](http://mattmcwilliams.com) just right in Mc/. That's my link for Jeff Walker's product launch formula. Is that simple, right? Not only do I give, I want to give credit where credit is due. Thank you Jeff. But I also want to show people where if they were to really, if they're buying my book about seven figure affiliate launches, you have to have at least a cursory understanding of product launches in general. So go take Jeff's course, or I could recommend his book launch.

Either way would work, but of course I'm going to recommend PLF because it's 10 times better than the book. So here's what I wrote on my toolbox page and then give you an idea of how you can do this. Jeff Walker literally invented the formula that is now so common in product launches. You may think that you can reverse engineer the process by watching other launches, but this course gives you the solid framework you need to succeed. My team and I plan to regularly go through this course as a refresher. I make sure I can keep up there. It's a significant investment, but worth every penny you share how you learn something. It's a very effective way of driving traffic to affiliate offers because you're living proof. how did I learn it? I'm living proof that PLF works.

Then it does. As just a side note, if you haven't gone through it, go through [mattmcwilliams.com](http://mattmcwilliams.com) forward slash, PLF I've got some awesome bonuses.

#### **4. Casual:**

This is just, the most low key way to promote affiliate offers. It's natural way to do it. It's just a casual mention. It would be the least profitable because you're really not going that far in the depth. But anytime you mentioned a product, anytime you mentioned a product, include an affiliate link. So if it's an eBook actually linked to it, if it's not an eBook, if we're just talking about, a physical book, you could even see these, you got some texts or then just a little call out box. If you might say, hey, for all of my tools, go to [mattmcwilliams.com/toolbox](http://mattmcwilliams.com/toolbox) or you might say, hey, if you want, let's say we're talking about, Meet Edgar. I don't have an affiliate link for that because they don't have an affiliate program. So lead pages or click funnels, I'm going to say, Hey, for a free 30 day trial, go to this link. And it's just a quick call out inside the book. Easy to do, but it's not, I'm not really going into depth about why I recommend it or how I've used it or my success story. Anything like that. Very simple way to say, this is what I've done in my posts. I might say something like, well that was one of our clients. Michael Hyatt says by the way, he's got a product coming up. That's it's very simple way to do that. Very effective.

#### **5. Bibliography:**

I sort of touched on that when earlier was suggested tools, but we'll just use specifically with a bibliography suggested reading. Do that. This is where you have at the end of the book, kind of like we talked about with the extended study. You just have the books that you used to get your information. So if you're doing a book on fitness and you're quoting other authors, you want to link to their books and then I would put something in there that says, again, you might have the books and then you just have like you wrote the word note. All of these books can be found at [mattmcwilliams.com/books](http://mattmcwilliams.com/books), something like that, or [mattmcwilliams.com/suggested-reading](http://mattmcwilliams.com/suggested-reading).

I wouldn't link to my book page, by the way. That would be ridiculous. Linked to your own. You can do that. You can do that using a bibliography or suggested reading what you don't want to do. We talk about this on the resources page lesson. What you don't want to have is just the typical bibliography words like book. Take the time, have a designer or use a lead page or click funnel page and have a book, have a description, have a button to buy, do stuff like that. Don't just make this kind of a lame list of books. That's not how you want to do this.

## 6. Recommended products from others:

What I mean here is in the book you might quote Jerry but you might say, let's say you're going to quote Jerry and Jerry's talking about going back to flexibility and you say, Jerry highly recommends the pro stretch 3.2 whatever the blue pro stretch with the searching. He recommends it. If you interview people for your book, ask them for their recommendations. Tim Ferriss did this in his book, tools of titans. He didn't use affiliate links, but he could have very simple, when you interview people, you could just say like, Jim's favorite tool for productivity, and then list a productivity tool and then you have a call out box like we talked about. It says, Hey, you can find all of the recommended tools in this book @ [mattmcwilliams.com/toolbox](mailto:mattmcwilliams.com/toolbox) or create another page like my awesome book.com forward slash tools, very effective way when you're basically saying, hey, these other experts recommend this.

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