



COMMISSION EXPERTS



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3.4 Notes Summary

Speaker: Troy Broussard

Date: Saturday, April 21, 2018

Location: Commission Expo - Orlando, Florida

Title: Flipping the Paradigm on Affiliate Marketing

Key Takeaways: “Use affiliate income to fund your lead gen, NOT build your business. You can chase offers, or BUILD a business. You really only need 200 or so fans. Build client relationships not subscriber lists.”

Tactics vs. Strategy

I’m Going to Show You

- How to **do the opposite** of most affiliate marketers and make 3x to 5x more money.
- **3 specific strategies** I’ve used that you can easily model as well.
- + 3 core **guiding principles** for success.

Who Am I?

- Probably haven’t heard of me, **especially in the context** of affiliate marketing.
- But that’s where I got my start.
- Have built 2 different 7-figure businesses since 2009 and a handful of multi six-figure businesses.
- Consult to 7, 8 and even 9-figure businesses.
- Have worked behind the scenes with some of the biggest marketers in the industry.



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Affiliate Marketing...

- Got me my start.
- Made me \$25k a month in ~~passive~~ leveraged income from one site alone.
- Helped me sell a site for \$100k. (*flipped it for an investment property*)
- Still makes up about 20% of my income.

But Who Am I?

- I'm a business builder.
- I'm a salesman.
- I'm a ~~serial~~-parallel entrepreneur.
- I own 5 businesses in Training, Coaching, Consulting and SaaS.
- I'm a contrarian.

Troy is a Businessman, NOT a Marketer.

- Can you tell me the difference?
 - A businessman knows the value of caring for a “client”, not merely an anonymous customers, as a client is under YOUR care. Some marketers with a 40-60k list of people, struggle from promotion to promotion to make a living as they are focused on (build lists) instead of building relationships.

Key Takeaway: “*Build client relationships not subscriber lists.*”

Myth

- You need a BIG LIST! (NOT TRUE)
- The \$1 per Subscriber per Month Myth

Fact

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- Last month, in one of my companies, with a list of less than 800 people. I made \$74 per subscriber.
- I average around \$49 - \$62 per subscriber per month.
- You don't need a big list for big profits. The Key? Use affiliate income to fund your lead gen, NOT build your business. The real money is made on the backend.

Key Takeaway: *“Use affiliate income to fund your lead gen, NOT build your business.”*

Use the right tool for the right job. You can chase offers or build a business. Design with the end in mind. Pay for results not effort. Focus on objective.

Key Takeaway: *“You can chase offers, or BUILD a business.”*

Ask the coach converting to touchdowns. *“The hardest six-inches is between your ears.”*

Affiliate vs Business Income

1. At First, your affiliate income will be greater than your own business income.

At First...



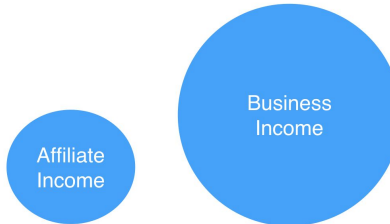
- Or maybe you are just getting started.
2. But over time your business income will dwarf your affiliate income.



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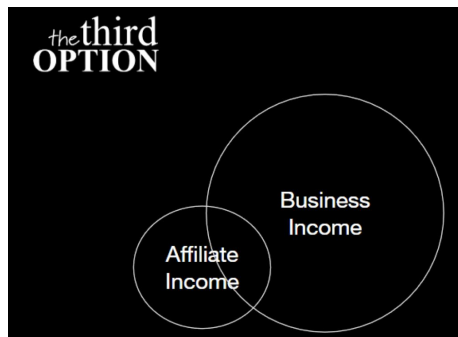


But Over Time...



The Third Option...

3. Have both the “Affiliate Income” overlap the “Business Income”



Let's Get Specific. (3 Examples)

1. The Affiliate 1-2 Punch

- a. **Affiliate Income** (The Setup)
- b. **Business Income** (The Knockdown)

Don't...

- Think of your affiliate offer as income
- Think of it as **traffic liquidation**



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Do...

- Focus on your offer
- Focus on the alignment with your backend
- It should be **a logical 1-2 punch!**

2. Be Willing to do What Others Won't

a. Some Examples

- I email daily
- I build a relationship with my list
- I get up at 4am

3. Clients... Not Customers...

A **customer** exchanges money with you where a **client** is under your protection.
This understanding will get you three times more.

1. Business Building Killer Bonus

“Because we know you give a shit.” Build a mini-course over recurring stuff.

a. It's All About The Offer.

“Lazy” is one common trait, so make something easy and solve their problem.

- It's got to be aligned well with your business offer.
- The offer has got to be KILLER, something they would gladly pay for by itself.
- BMR example...

2. Business Building Free Course



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a. **Step #1**

- i. Find a great affiliate product that aligns perfectly with your backend business - **something YOU use**. Troy never sells anything that he doesn't use himself. Trust is earned over a lifetime; and lost in an instance
- ii. Example: Thrive Themes (more affordable, on my site, control) or LeadPages. Make a 7 part video series on topics like "ads on YouTube", "Facebook Traffic", "Training on How to use Thrive with InfusionSoft".

b. **Step #2**

- i. Create great training solving a real world, tough problem.
- ii. Focus on something with a lot of pain & drill into that pain.
- iii. Casually mention that you use XYZ product to achieve the result. People will do more to avoid pain, then to get some benefit (So keep it pain based.) Show customers that you use the stuff. Thrive Themes.

c. **Step #3**

- i. Drive traffic to your offer.
- ii. Remember, there must be a good alignment of your affiliate product with your core business backend offer.

3. **Build a Relationship With Your List**

Rather have 500 people he knows and build incredible trust. Transparency. Be willing to invest.

a. **I Email DAILY**

- i. Creates an ultra responsive list.
- ii. Pushes away the looky-loos.



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- iii. Creates a very loyal fan base.
- iv. 18% of my list will buy *everything* I ever create, sell or promote.

b. The Fan Base Concept

- i. Typically only about 3% or so of your list will be “fans”.
- ii. Fans buy everything you do or promote — they’re your best clients.
- iii. My fan base is a whopping 18% of my list.

c. You Only Need a 200

- i. There’s a blog post out there about how you only need 1000 true fans.
- ii. My assertion is that if you know how to create bigger ticket items, you really only need 200 or so fans.
- iii. A small list of 1000 is all you need.

Key Takeaway: “You really only need 200 or so fans.”

It is about “designing a life” by designing your time and a great day. A business starts with a plan. Check out the book “The One Thing” that suggests doing the thing that makes everything else easier or unnecessary.

Email Troy at troy@membrandt.com to get a free copy of: Contrarian Copywriter Course (\$500 value).

Troy Broussard’s Commission Expo 2018 Interview: [Watch Here](#)



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