

3 BUCKETS

AFFILIATE MARKETING

The 3 buckets approach to building affiliate marketing into your business directory makes seeding the site simple, monetizing your members easy + appealing, and uncovering new opportunities a breeze, to boot! Let's *dive in and explore.*

MINDFULMARKETPLACE.COM

The 3 Buckets

- **1. Enterprise affiliate offers** (ex. for our niche - Godaddy, Convertkit, Soundstrue, Mailchimp, etc)
- Enterprise offers usually use a 3rd party affiliate network, making applying seeding the site with these services a breeze
- Enterprise offers will give your directory the appearance of expertise/authority from jump with brand awareness (so too will something like SoundsTrue for our niche - explain this in a bit more detail)
- **2. Your members offers** - this offers the opportunity to promote an unlimited number of professional peers, or niche neighbors, and earn a commission on each converted referral
- Many people you approach with this offer will obviously love the idea of being promoted on your directory (alongside other bigger brands you added in step #1) - BUT, won't have an affiliate program in place, nor know how to set it up. This gives you the opportunity to sell a service (set them up with an affiliate program) and earn a commission from the affiliate program software service you recommend. (Podia, for example, which I use, and recommend as an affiliate to my own clients and list - simply because it's awesome)
- **3. Lastly, your OWN in house offers** - with your members as affiliates for you. For example, we are selling a growing suite of online agency services for online entrepreneurs (web development, list building, content + author marketing services, etc) - and YOU (the folks who are part of my community) can promote this as a partner, earning up to 50% of each sale, earning passive income - while promoting a service that your audience may love.....but you wouldn't naturally (or feel ready) to offer on your own.
- This approach turns a static, stale, stoic directory into an interactive, immersive e-commerce ecosystem where cross promotional opportunities abound - where all members feel invested in the outcome and success of the platform - and where ordinary members become some of your most enthusiastic evangelists for your blog, brand and business. (because you are promoting them, and offering them the opportunity to promote you for profit)

CHECKLIST

Keep drilling down to find new opportunities to expand

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- Enterprise offers will give your directory the appearance of expertise/authority from jump with brand awareness.
- 2. Your members offers - this offers the opportunity to promote an unlimited number of professional peers, or niche neighbors, and earn a commission on each converted referral
- 3. Have your OWN offers that your members can promote as an affiliate for YOU.
- These 3 buckets are just the beginning....drill down and keep asking "what else would make this valuable for all?"



LAUNCHiT! 2018

A Step by Step, Q and A Course on Everything You'll Need to Launch a Profitable Business using the Web Directory Marketing Model.....on a Bootstrap Budget

"How to build a Profitable Web Directory: The Ultimate Q and A Guide to Building an Online Agency Around the Authority Site Marketing Model

Step by Step Directions for Launching a Profitable Web Directory, Authority site & Online Agency in Any Niche, Market or Industry"

- Join the beta!

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