

coleherbals

Affiliate News

We've discussed quite a bit over the past few weeks. Do you have any questions? I would love to know your challenges so that we might be able to brainstorm ways to help you share and earn.

In the meantime, I'd like to tell you a little about me. I am 47 years old and have been in direct sales and network marketing in one way or another since I was 23. I started with Tupperware. I was annoying, I was spammy, and I made just about every rookie mistake that I could. I wish I had known then what I do now.

My Mistakes Led to a Breakthrough

One of my biggest challenges when I started out as an affiliate was, "Why am I sharing this information constantly, yet my friends and family are not supporting me?"

It was a very defeating thought—I often wondered why I even tried. Eventually, I realized that it was not their responsibility to support me by purchasing from me. The simple truth was that some of my friends would rather buy chemical-laden products from wherever...and that was okay. Once I came to terms with this, it made things a lot easier, and surprisingly gave me a clear picture of what had to happen.

So, what was that clear picture for me? I have a handful of really close friends, a large extended family, and a larger circle of acquaintances. Beyond those people, **there are millions of people who may support me—I just had to figure out how to get in front of them when I was just one.**

Here are a few of the things I did that started to earn me more commissions faster than anything else:

Growing an Email List

I would buy products and offer giveaways. All they had to do to get into the drawing was give me their email address. I would write often and make sure to address their pain points and serve them.

The email opt-in was on my blog, in specific social media posts, and on business cards with a QR code.

Asking My Inner Circle for Referrals

This worked wonders. My friends felt that they could help me this way and got the word out to their friends. Friends trust friends' words on who to trust and who not to trust.

I asked my customers for referrals and reviews, too. If someone loves you or the products

you sell, most likely they will be willing to share their opinions with others.

Don't be afraid to ask your friends and family to share a post on their social media channels, too.

Getting Out of My Comfort Zone

The one thing that I learned is that I have never had a big growth in my comfort zone. For me, it was all about letting people know what I was selling when I heard they had a need for it. The challenge for me was asking without any expectation that the person was going to buy. At first, it seemed as though they were rejecting me—the word *no* really stunk. I soon came to realize that my only responsibility was to invite and educate.

The bigger commission checks happen once you figure out how to get out of your inner circles and into other people's inner circles. It doesn't happen overnight. It takes work. But, it is totally worth the effort. The people you serve and help make the selling experience very gratifying—and the money is a great bonus!

Please reach out if you need any support or are having challenges. I have taken training on many topics—time management, selling without being gross, organization, blogging, marketing yourself, and SEO—and I just may have some tips that can make a difference in your life.

Remember, I am here to help!

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