

Tiny Course Empire Podcast Episode 45:  
9 Little Known, Non-Scammy Ways to Promote Affiliate Link and Earn Commissions

*PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.*

Sometimes I think affiliate marketing gets a bad rap. I remember talking to a business owner once about how he could boost his sales revenue. I recommended promoting some affiliate offers, and he flat out told me no, never going to happen. His community, or so he claimed, would just not respond well to affiliate offers. Now personally, I think he was projecting his own feelings onto his audience, but I kind of get it. I mean, affiliate marketing is sometimes associated with overly aggressive campaigns where the only consideration is the income potential. But like any sales conversation, when you make the needs of your audience your priority, promoting affiliate offers can be really profitable. It doesn't matter if you're a blogger or a course creator or a coach or a freelancer either. There is room in every single business model for a few well thought out affiliate offers. And what's even better, you don't have to do any promoting at all, to begin to earn some commissions.

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Hey guys, and welcome. This is episode number 45 of the Tiny Course Empire Podcast, and I am your host, Cindy Bidar. Today, we're talking affiliate marketing, and I'm going to share with you nine little known non-scammy ways you can promote affiliate links to your audience without actually promoting anything. So it's perfect for you if you feel like my long-ago client who didn't much care for affiliate marketing at all. Or if you're just not comfortable with making recommendations and sales offers. As always, you'll find show notes and recommended resources for this episode at [TinyCourseEmpire.com/45](https://TinyCourseEmpire.com/45). If you're new to the show, hit the subscribe button so you don't miss any future episodes. Next week, we're going to take a look at how you can generate endless ideas for course content. If you have ever struggled to come up with new ideas then you're not going to want to miss that show. But that is next week. This week is all about affiliate marketing and making it easy to promote those affiliate offers.

I want to start with a quick review about what affiliate marketing is and how it works. So what it is, if you're not familiar with the term is it's basically you earning a commission for recommending a product to your audience. So if you think about it, we recommend things all of the time, we recommend restaurants to our friends, and we recommend movies and books and maybe clothing stores and just all kinds of things to people every single day. Affiliate marketing just allows you to get paid a commission to make those recommendations.

The way affiliate marketing works is, and forgive me if you're already familiar with this, but just in case you aren't I just want to do a quick review. But the way affiliate marketing works is you find a tool or a training or a product of some kind that your audience needs and can use. And and this is the key, that you would be happy to promote or to recommend. Then you register for that product's affiliate program. Sometimes there's an application process and that application has to be approved. Sometimes you can just click a button. Every program is a little bit different, but you register for that affiliate program, then you get your unique affiliate link. And this is the key. That's the link that you share with your audience so that you get credit for any sales that you earn. That link creates a cookie that is then tracked back to you as the referring affiliate, then you get paid a percentage of the sale price.

And this varies wildly depending on what type of product that you are promoting. It can go from as low as one or 2%. If you're promoting certain items on amazon.com

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to up to 100% affiliate commissions, or even more than 100%. I have seen affiliate programs that offer, for example a \$9 product, a \$9 digital product but that pay a \$25 commission on each sale. Now the reason they do that is because they've got a really good back-end funnel in place. So they know they're going to earn more than \$25 on average per sale. But that's just my way of showing you that there is a wide variety of commissions that you can earn on affiliate products, depending on what type of product you're promoting, and who is selling it. And of course, I'm not a lawyer, but I can't talk about affiliate marketing without making sure that you are aware that there are laws that cover your requirements for disclosing your affiliate relationships. If you are making promotions of any kind where you are earning a commission.

So for example, in the United States, where I am, I am required to disclose anywhere I am linking to affiliate offers, that those offers are affiliate links, that's why you will find that information on my website, you'll find it in every single email you receive from me. You want to make sure that wherever you are in the world, you are following your local laws before you begin promoting affiliate products, and also the rules and the terms of the affiliate program. So that's kind of an overview of how affiliate marketing works. And again, I can't really give you a full training on that in the few minutes that we have here today. But hopefully that gives you the gist of it of how it works.

Now, why do I like affiliate marketing, I'm a big fan, honestly. And there's a couple of reasons for that. Number one, there's no products to create, I can promote other people's products and earn commissions, and in some cases really good money on those products without having to create anything of my own. So there's a lot less work involved. And because they're not my products that I'm creating, I'm also not doing any customer service for those products. If the download didn't work, I'm not the one that gets the call. If the link is broken, I'm not the one that has to fix it. So there's no customer service involved in promoting affiliate offers at all.

I also get to recommend the resources that I use and that I love and that I 100% stand behind. And that's a really great thing, I love to share the tools and the resources that I'm using and that are working for me and it serves my audience well. And it makes me happy to be able to do it. And I earn a little bit of a commission too. So that's a win-win as far as I'm concerned.

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And I believe that affiliate marketing is a good complement. For any business model. Like I said earlier, whether you're a coach, or a course creator, or a blogger, or a freelancer, or whatever it is that you do in the world to make money that you live on. Affiliate marketing can complement that really, really well. But the best part is that you don't have to be promoting your affiliate links in order to earn those commissions. And that's what we're talking about on this episode. Today, we're going to cover the nine places that you can promote those affiliate links. And this works regardless of your business model.

So let's go ahead and dive in with number one. And that is inside your products, or your course materials. So if you are a digital product creator, if you are a course creator, even if you sell physical products, you can link within those products or within the User Guide for that product. Or within the packaging of that product. You can link to recommended tools or other resources or more advanced strategies or additional things that can help the buyer achieve the goal that they're after through purchasing your product or your course.

An example of this is inside all of my email marketing trainings, and I have a lot of courses on email marketing. I always recommend Active Campaign. That's the platform that I use. It's the platform that I really love. I understand it, I think it is top of the line in terms of email marketing platforms, and I think it's something that everybody should at least explore. You'll also see me recommend ConvertKit. ConvertKit is Active Campaigns kissing cousin, I guess you would call it. They are very similar in the way they work. And I think ConvertKit is an excellent choice as well. It's not the one I personally use, but I have enough experience with it that I can definitely recommend it to my email marketing students. So that's one way that you can promote affiliate links without actually promoting affiliate links just with those links for recommended tools and resources within the products and course materials that you are selling.

The second way is on your resources or Start Here page on your website. And if you don't already have one of these pages, I want you to do that today. This is a really important page on your website. It's where a brand new visitor should start first and usually is going to share some first steps some tools to use good courses for them to invest in for resources. They should check out other things that they need to know about, maybe even other people they need to be following to learn more about what it is that you do. And you can cover all of that on a resources page or on

a Start Here page on your website. And many of those links can then be affiliate links to different courses or programs or platforms, or even people. You can also include a section about the tools and resources that you personally use. Maybe not everything that is on your resources page for a beginner is applicable to somebody who's more advanced like you are.

So maybe you're using different tools. For example, on my resources page, I recommend that beginners start with platforms like teachable or podia. Those are not platforms that I personally use, I use a more advanced system that we have built from the ground up kind of ourselves, right? But I can't tell beginners that they should do that. That's just overwhelming. So instead, I recommend resources that are more applicable to them. But then if people want to know what am I using to run my business, I share that information as well. So that's the second place that you can be promoting affiliate links without actually promoting affiliate links is on your resources, or your start here, page.

The third place is in your help desk or your FAQ page. People ask me all the time if I have this training or that training. Social medias a really big question I get, and I don't use social media, so I don't teach it. But that's a perfect opportunity for me to promote an affiliate offer. If I have one. If I'm aware of someone who is teaching a Social Media course, who is teaching how to use Instagram, or who is teaching how to use Pinterest, then I'm happy to recommend to those people even in my own Help Desk. Even when I'm responding to someone who says hey, I need some help learning how to set up my Instagram account, I'm not going to just go to them and say sorry, I don't teach that. I'm going to say I'm sorry, I don't use Instagram, I'm not comfortable teaching it. But here is a resource from a person that I trust. And I think you would be well served by following them or by checking out this course.

People also asked me in the helpdesk what tools I recommend, I just had this happen the other day, a subscriber wrote to me and asked me about an email platform. She wrote in and she gave me her requirements, what she was looking for, and I was able to make a recommendation for a good email platform for her using my affiliate link. It's not necessarily the one that I promote everywhere. I didn't recommend that she start with Active Campaign because that wasn't the right choice for her. But I am aware of other platforms. And I trust other platforms. And I know that they are the right choice for some people. So I don't hesitate to make those recommendations within the helpdesk when it's appropriate.

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You can use your FAQ pages as well. These can also include information similar to what you might have on your resources or your Start Here page. But they don't have to be FAQs about just your courses. A lot of times we think FAQ is only related to my business or what I'm teaching or what I'm talking about. But it can be about your industry or your niche in general. And that's a good place to include links to affiliate offers as well. Resources where people can learn more about that topic or tools that they can use to get more out of that specific element of their business or their life. So that's number three in your help desk or on your FAQ pages, or both.

Number four is through a free resource or training product. Now this might be something that you deliberately create in order to promote affiliate offers. I've done this I have an entire course on how to use Active Campaign, I created that course not only to help people who are using Active Campaign or who are interested in it. But I also created it to give people an inside look at what Active Campaign looks like and how it operates and how it works with the intention of them then being comfortable enough to sign up for an account through my affiliate link.

Years ago, I remember Michael Hyatt did this. He had a 20 minute video on his website that you could opt-in for that. He taught you how to set up a WordPress website on Bluehost. And it was specifically on Bluehost because he was a Bluehost affiliate. And I remember him talking about how much money he was earning every single month through that Bluehost affiliate link, and it was significant cash. I'm going to get the number wrong. It was either \$3,000 or \$30,000 a month. I know there's a big difference there but I can't remember the exact number, but it was significant, like I said, and it was just through that free training that he offered on his website that was just like a 20 minute video about how to set up WordPress. And that generated a great deal of income for him.

So you can do this in like a how-to training or how to use a tool or how to set something up like Michael Hyatt did, or like I did with my Active Campaign course. You can also do it with comparison charts, I have a couple of comparison charts out there with affiliate links in them. I have some about email marketing that compare various tools. I have one about webinar platforms that compare various tools and all of those have affiliate links in them.

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You can also create a brand new opt in offer just to promote an affiliate link. Karen Thaxton has a great resource on how to do that, and I'm going to link to that in the show notes. But basically, what you're doing is you're creating a freebie, you're creating a lead magnet, whose sole purpose is not only to grow your email list, but to promote a specific affiliate link. You're helping your visitors, you're helping your subscribers to learn how to do something, or to take advantage of a resource. And you're providing your affiliate link to that resource. Super smart way to both serve your audience and earn some commissions on the back end. So that's number four, offer a free resource or a training product, specifically, based on that particular affiliate program.

Number five is to include affiliate links in your email signature. I'm talking about your personal email signature here. So you send an email out of Gmail, maybe you're responding to a customer question, maybe you're reaching out to a potential new customer, whatever the case may be. You've got an email signature, it's got your name, and it's got your photo, and it's got your social media links. You can also have a link to a current favorite affiliate product. You know, sometimes, whatever you are using is the thing that you are most excited about right now and you want to share it everywhere.

I find that I am that way with things like Air Table or Trello. I'm just really excited about how they work and what I'm learning about them. And those are perfect things to put someplace like your email signature. Hey, I'm checking out this new platform or I'm checking out this program or I'm using this thing in this way and if you're interested, check it out here. It's super subtle, it's not salesy at all. It's just an unobtrusive link. But if people are interested, they can go check it out.

You can also use your email signature to point back to your resources page. You might say something like, Curious about the tools I use to run my business or train my dog or grow my garden or whatever your niche is, if you're curious about the tools I use, click here for my current list of recommendations, and then send them back to your resources page. This works no matter what you teach. Whether it's cooking or rock climbing, the only thing that changes is that list of recommendations. So that's number five in your personal email signature.

Number six is on your unsubscribe page. I will admit this is one that I had not thought of. So I have to give credit to Troy over at LeadParamedic.com for coming

up with this one. But ask yourself, if you were unsubscribing from your mailing list, what tool or resource would be the most use to you in that moment? And link to that on your unsubscribe page. Why not, right? What have you got to lose there? What is anybody going to do once they land on that page or they're just going to close it, they're either going to click a link for something that you recommend, or they're going to close the page and go away. So why not make that affiliate link obvious on your unsubscribe page.

Number seven, on your About page. Think about what tools you love and use the most or what you are especially known for and make sure that those links are on your About page. And listen, you don't have to say Hey, I love using Air Table and you should go check out Air Table, click here to get a free account. Or hey, I am using Trello to manage my to-do list and I think you should use it to click here to sign up through my affiliate link. I'm not talking about any of that I'm talking about things like, if you're telling your readers that you are an Air Table Certified Trainer, then use your affiliate link where it says Air Table if you got yourself out of debt thanks to YNAB which you need a budget by the way. If you got yourself out of debt thanks to them and you talk about that on your About page, then where it says you need a budget link to You need a budget, have an affiliate program. If you spend your free time reading Tom Clancy novels, then where it says Tom Clancy on your About page link to your favorites on Amazon. Again, super subtle, we're not selling anything here, we are just providing the links. And you would be surprised at how many people click those links and go on to make a purchase. So that's number seven, in your About page.

Number eight, in your content, your blogs, your podcasts, your videos, wherever you're creating content online, you should be linking to affiliate offers. Now you might be thinking, Well, that's obvious, Cindy. But trust me, it's really not. And again, I'm not talking about putting a big call to action at the end of your blog post. I'm talking about in that blog post you wrote about creating a style guide, where you casually mentioned Canva, and PicMonkey as tools to use, link to Canva and PicMonkey. Where those words are mentioned, there's no fanfare, there's no call to action, it's just a simple link. And while you're at it, remember to link to images as well. You would be surprised at how many people actually click on the graphics in a blog post. So make sure that you are linking those up to the appropriate affiliate program. Don't just leave them non clickable, let people click on them. Just make



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sure that you are determining where they go when they do. So that's number eight, in your content in your blogs, in your podcasts in your videos.

Number nine is in your content upgrades. I am a big fan of using content upgrades to grow your mailing list. I even have a course on this, if you're a Six Figure Systems VIP Member, you will find it in your study vault. Now a content upgrade, if you are not familiar with this is an opt-in offer that's exclusive to the content that your site visitor is currently reading or watching or listening to. It's the next step that they should take to dig deeper into a topic or to do more with what they just learned. This freebie is a great place to include affiliate links or recommended resources. You're going to see content upgrades on many of my podcast episodes and blog posts. But here's a trick. Even where I don't have an explicit content upgrade, meaning I didn't create something just for that episode or that blog post, I do have the option always to download a PDF of the blog post that uses a tool called Post Gopher. And one of the advanced options with Post Gopher that I really appreciate is the ability to add a Resource page to the end of the PDF that it generates.

So I use that to list all of the tools and training that I recommend to anyone starting or growing an online business. Yes, I'm going to have a link in the shownotes to post go over and yes, that is my affiliate link. By the way, you will need to purchase the upsell. If you want the option to create that additional page with Post Gopher in your PDF downloads, just a heads up on that.

So that is nine ways that you can promote affiliate links without actually promoting anything. Number one, inside your products and course materials. Number two, on your Resources or Start Here page. Number three, in your help desk or your FAQ pages. Number four, through a free resource or a training project. Number five, in your personal email signature. Number six, on your unsubscribe page. Number seven, on your About page. Number eight, in your content, your blogs, your podcasts, your videos. And number nine, in your content upgrades. If you've been hesitant to promote affiliate offers because you were concerned about your community and how they might react, or maybe you thought you'd have to have some crazy aggressive email schedule to make it work. And I want to encourage you to try a few of these ideas on for size.

Also, I want to let you know that if you are hearing this episode in real time, meaning before June 21 of 2022 and you want to learn more about making affiliate

marketing work for you, then now is the perfect time to join us inside [Six Figure Systems](#). Our June workshop is called Getting Started with Affiliate Marketing. And it happens live on Tuesday, June 21 at 2pm Eastern, I'll have the link in the show notes where you can learn more about Six Figure Systems. So check that out. And I hope to see you on the 21st. Of course, if you're coming to me in the future, I'm not leaving you out. You can still join Six Figure Systems and catch the replay at any time so don't let that hold you back. Meanwhile, you will find the show notes for this episode at [TinyCourseEmpire.com/45](https://TinyCourseEmpire.com/45) along with all of the resources I mentioned in the episode.

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**I'll teach you the simple  
systems that lead to  
**BIG RESULTS**  
even if you're brand new  
to online business.**

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