

COURSE NOTES + ACTION CHECKLIST

Affiliate marketing can be an extremely powerful & profitable strategy for your business.

In this special Fizzle course Pat Flynn of [Smart Passive Income](#) breaks down his strategy for affiliate marketing.

He'll cover the soft pitch pipeline and how relationships, products, experience, proof, and pitching all play a role in whether or not you can make a sale.

Please follow along with this document as you complete the lessons.

LESSON 2: SOFT PITCH PIPELINE

THE SOFT PITCH PIPELINE IS THE PROCESS FOR BUILDING UP TRUST WITH YOUR AUDIENCE BEFORE THEY BUY THROUGH YOUR AFFILIATE LINKS.

The Soft Pitch Pipeline consists of:

- ☐ Relationships
- ☐ Products
- ☐ Experience
- ☐ Proof
- ☐ Pitch

LESSON 3: RELATIONSHIPS

PEOPLE PREFER TO BUY STUFF FROM PEOPLE THEY KNOW. THAT'S WHY BUILDING A RELATIONSHIP WELL BEFORE YOU PITCH IS SO IMPORTANT.



In this lesson Pat covers a few of the best ways to build that relationship.

- ☐ Be transparent.
- ☐ Get your audience involved.
- ☐ Random acts of kindness.
- ☐ Stop trying to be so interesting and start being interested.

LESSON 4: PRODUCTS

CHOOSING WHICH PRODUCTS YOU RECOMMEND IS A KEY PART OF THE SOFT PITCH PIPELINE.

In this lesson Pat covers how to choose products that are the best fit for your audience.

- ☐ Always recommend products you've used before.
- ☐ What is the ultimate goal for the people that visit your site?
- ☐ Know where your audience is and where they want to be.
- ☐ If the products you want to recommend don't have a public affiliate program, see if they have a private one.

LESSON 5: EXPERIENCE & REVIEWS

THE POWER OF REVIEWS ONLINE ARE HUGE.

In this lesson Pat covers how you can use your experience with a product to increase the likelihood that someone will buy from you.

- ☐ Experience is powerful and experience sells.
- ☐ Unbox the mystery.



- ☐ People want to see what they are going to buy before they buy it.
- ☐ Screenflow for Mac: fzzl.co/screenflow
- ☐ Camtasia: fzzl.co/camtasia

LESSON 6: PROOF

WHEN PEOPLE ARE BUYING THINGS ONLINE THEY WANT TO SEE TANGIBLE PROOF.

In this lesson Pat walks through different ways you can show proof with the products you recommend.

- ☐ Niche Site Duel: fzzl.co/niche
- ☐ Think about your affiliate products as if they were your own.

LESSON 7: PITCHING

EVEN IF YOU'VE DONE THE OTHER FOUR STEPS OF THE SOFT PITCH PIPELINE YOU STILL HAVE TO PITCH

In this lesson Pat walks through the best way to pitch your affiliate products to your audience.

- ☐ The best sales pitch is no sales pitch at all.

1. BE HONEST

- ☐ Disclose that your links are affiliate links.

2. OFFER SUPPORT

- ☐ Let people know that if they have questions or problems you are there to help.



3. GIVE BONUSES

- ☐ Think of extras that you include with a product (that is directly related to it).

4. CREATE A RESOURCE PAGE

- ☐ People go to this page looking for answers. Make it extremely helpful.

