



SPI Podcast Session #56 – LinkedIn, Likability and Leveraging Your Affiliates with Lewis Howes

show notes at: <http://www.smartpassiveincome.com/session56>

Pat: This is the Smart Passive Income Podcast with Pat Flynn, session #56. [Humming the "Doug" theme song.] Dooo do dooo do dodo doooo do doooo do do! Dooo do dooo do dodo dooo do dooo do do (mana mana mananana na na!)

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later!

And now your host: His favorite time of the day is playtime--Pat Flynn!

Pat: Hey, what's up everybody? This is Pat Flynn and welcome to session 56 of the Smart Passive Income Podcast! I have to let you in on a little secret, something that I'm doing right now, actually, as I'm recording this podcast session for you.

It's funny because Leslie Samuel from becomeablogger.com actually called me out on it after my last session, session 55, with Trevor Page, and he was like "Dude, Pat, you just seemed so much energetic in this episode of your podcast, even right from the very first sentence! What did you do differently?"

And I told him--and I'm actually doing it right now--I'm standing! I'm actually standing while recording this podcast session, and for some reason I do feel more energetic, more alert and focused. I've been using a new desk in my office, one that actually converts from a regular height, you know, position that you can use a chair for, I think that's what, like, 2'10" or something? And it converts to standing height.

So I do all my work in my office now standing up. And I have to say, I do feel way more productive and when I speak, whether it's on Skype with somebody or on a podcast like right now, I just feel like I'm on top of it. You know, I don't know what it is, maybe it's because I'm standing and I can't get lazy or feel too relaxed, but...yeah. That's my little secret. Just thought you'd like to know!

They actually have treadmill desks now. Treadmill desks! But I'm not exactly sure how well that would work while recording up a podcast session.

Anywho, today we're bringing back a guest that we've had on the show before by special request, actually, by several people, and there's been a lot of that, actually. There have been many requests to bring back Dane Maxwell from Podcast session #46,



the most downloaded SPI Podcast to date. And I do plan to bring him back and also some of his students from his training program when they're ready. Right now they're sort of in the middle of a course, and there are a lot of people in that course who are on the move. They've done the research, found the niche with the pain, and they're actually building software solutions as we speak.

I'm actually talking to them--some of those students--as this is happening. And it's amazing! It's just so awesome because there are just so many incredible opportunities out there, it's ridiculous. I love it.

I've also had many requests to bring back many of the people who we've had on the show who've told their success stories. Again, these are success stories in totally random niches like scrapbooking and cooking and speech therapy. They're from some of our earlier sessions of the podcast, but we'll get to that later.

Today, I'm happy to welcome back a great friend of mine and a great friend of the SPI community, Lewis Howes from lewishowes.com. Lewis is doing some amazing things right now in his business and in his life, which we'll talk about. We'll get into how he's hoping to be part of the Olympics in 2016, he has a brand-new podcast and amazing guests that he's having on the show.

I also want to talk about LinkedIn. Lewis is a LinkedIn expert and I wanted to talk strategies for using LinkedIn, because it's definitely a social platform that I have an account for, but beyond that I don't really do much with it.

But after speaking with Lewis, I just might, and I wanted to chat with him on strategies for having a strong affiliate team, meaning if you have a product to sell, how can you better serve your team of affiliates who will promote your product for you. You know, what can you do to get them to go just all out with promoting your product? There's some really good information there.

And you know, with this session, imagine us just chilling out in a coffee shop together. You know, all 5'8" of me and 6'4" of him--which actually happened just a month ago; we went out and had coffee together and just chilled and chatted it up! Imagine that is happening right now and you're right there with us listening it.

So here we go, let's welcome back Lewis Howes.

Dude, Lewis, what's up, man? Welcome back to the show!

Lewis: Thanks brother Pat! How you doin'?



Pat: [laugh] Doing good. I have to tell you, the episode where we had you on, I think it was [episode 29](#) when we talked about webinars, one of the top 5 downloaded podcast sessions I've had, and definitely one of the most I've gotten feedback about, with the emails where people are thanking me, like, "Dude, thanks for having Lewis back on the show! You got to have him back!"

Lewis: Yeah. I get emails actually through LinkedIn a lot, but every week I'll get a few people saying "I just listened to your interview with Smart Passive Income" and they loved it, so I appreciate, my man.

Pat: Nice! That's cool, man. Let's talk about LinkedIn really quick. I mean, I kind of wanted to have you on to talk about a whole bunch of stuff, we don't really have an agenda here. I mean people who listening, maybe you can pretend you're like a fly on our wall just listening to us talk or whatever.

But I wanted to talk about LinkedIn because I don't know much about it. It's that sort of one social media platform that I know I probably should be on, and I am on, and I have an account and I have a bunch of connections and every two weeks I go on there and just accept all the invites, and then I don't do anything else. What am I missing out on by not being on LinkedIn and being active on it?

Lewis: You know, the best thing for someone like you would be to create your own group on there. And this is probably the best thing for any small business owner, entrepreneur, anyone looking to create passive income on the side or just get more leads, traffic, and sales to create their own group.

Step 1 would be, first, to optimize your profile, just make it look better than it already is. I guarantee 90% of the people on here have a crappy looking profile. Just clean it up! If you want to mimic how mine looks, go ahead and mimic mine, but tell a better story about yourself! A lot of people think they want to make it like a resume, so it's kind of boring and corporate looking when I look at people's profiles. But just try to spruce it up a little bit, have some fun, share your story, so you have a little bit better optimized profile.

You can now add straight YouTube links right to your profile so you can have these videos that just pop up, you can have multiple videos, [SlideShare](#) presentations, documents that you can upload straight to your profile that'll show on there. So you can add some character to it.



But once you get that done, the key for everyone is creating their own groups. So I've got a group that's got over 110,000 members, all sports executives and professionals from around the world, and what it does, it just builds my list for me on autopilot.

So I've got an automated welcome message that says "Thanks for joining, make sure to confirm your subscription to this group on my site" which sends them back to my site, I'm getting about 100 opt-ins a day that way through my sports business, and it just allows it to grow on autopilot.

So from there we've got a good sequence, driving people to our membership site, and so on and so on. So create the group that's the audience you want to attract. So don't create the Smart Passive Income group--actually you could create that for yourself, but if your company name is Tree Lawn Care Inc., you don't want to create the name of that, you want to create it under something of the audience that you're trying to attract, or the audience you're trying to educate about lawn care or something like that, or keeping your lawns clean, or whatever it may be.

So think of it in terms of that, or really focus on creating a cool profile and then starting your own group.

Pat: Okay. So I started a group about lawn care, how do I get people to find that group?

Lewis: Yeah, well, lawn care--Well, let's make your example. Smart Passive Income. How do you get people to find that group?

First off, optimizing it with keywords inside LinkedIn Groups. So people are searching on LinkedIn Groups for different stuff. So they might be searching for jobs, they might be searching for business tips, for sports.

I remember when I first joined LinkedIn, I was searching for sports professionals, sports marketing. So I was typing in keywords in the search box for the groups section and there were a ton of sports groups that popped up, and I just wanted to create my own so I could have my own group as well.

So make sure it's keyword optimized, but also if you type in my group name in Google, if you just type in "Sports Industry Network" it shows up in Google as well, so think about what people are searching for on Google as your group will also show up in Google when people are searching.



But then the other obvious ways are if you have an email list, if people have listened to you and learned how to build their email lists, then make sure to promote it to their email list. Right after they start it, ask them to share it with their friends, post it on Facebook and all over social media and kind of get the group going that way.

Pat: Do you have to be active in your group?

Lewis: You know, I was originally, but I've got like 10 different groups now and I've got managers for each group, so you don't have to be. But the benefit of having a group--say you get 5,000, 10,000, 100,000 members. Now you can send an email once a week to those members of that group absolutely for free.

So a good friend of mine, Michael Crossan, I remember talking to him a couple of years ago when he had a group called the Social Media Marketing Group and I think it had like 30,000 members at the time I first met him, and I remember saying to him "You know what? You could grow this group to be HUGE and you could quit your multiple 6-figure a year income job, your 9 to 5, and you can just run this group."

And for about a year and a half he was very hesitant. He started making more money with just the group than he was making from his 6-figure job, and I said "When are you going to quit to do this thing full time so all you have to do is send a message once a week and make more money than anybody could dream of from a LinkedIn group?"

He finally did it, and the last couple of years he's been making more money from a LinkedIn group than he was from a fulltime job, and he's really living [inaudible].

Pat: Wow.

Lewis: So you can do a lot of creative, interesting things. Now you got to make sure that you're not just relying on LinkedIn Groups to send messages. You want to get those people on your email list so you have complete control over that. But there's a lot of potential for growth, for making money, for getting your brand out there and driving traffic and getting leads.

Pat: All right. I was going to ask you, then--I mean--should I have an email list at the same time? But you just answered that. And yes, because then you can control--you have ultimate control of your email list. If LinkedIn were to die, you'd still have your list.

Lewis: Exactly.



Pat: I know you got started on LinkedIn, that's kind of how you...your claim to fame is, and you got started through creating group on LinkedIn, right?

Lewis: Right, yeah. Kind of broke in.

Pat: So how does one make money from a group? I mean, it sounds like--do you just, like, every week send an email with a promotion or, like, can you just say, "Hey, put cash in my PayPal account!" right on the group, or...?

Lewis: [laughs] You can, yeah! It depends on your business. I'll tell you all the ways that I've done it and the ways that other people have done it.

Originally I started doing it by promoting live events. So I would, I created these local business groups in various cities like Columbus, OH, Cleveland, St. Louis, Los Angeles, New York. And I created these groups that would have 10, 15, 20,000 members and so I just said "You know, I wonder if I can bring people together and just try to add value and let them network together for three hours at a dinner or a bar place, right?"

And I started doing that, I'd get 300-500 people to show up. The first time I did it for free for people to come, just to see if I could do it, but I got \$1000 worth of sponsorships from tables, so I made \$1000 that way.

Then I started charging people through these messages on LinkedIn Groups--\$5, \$10, \$20 for the entry to get into this event. Then I started selling books, selling more sponsorships, started leveraging this audience at these events and getting a cut from the food and bar sales. So I started getting consulting, I started doing a lot of different things from just promoting these events and leveraging it that way.

After that, I started promoting them--once I learned about webinars, which is really how I learned how to leverage my expertise and built a real business out of what I have was through webinars. Once I learned webinars, I started promoting those to these groups early on with my business partner, Sean Malarkey, and these groups were what's getting us 1000 people on the webinars. Just these groups, because we didn't have an email list. All I had were these LinkedIn groups.

Our first webinar we made \$12,500 in sales just from promoting these LinkedIn groups.

Pat: So these were free webinars people can join from the group....

Lewis: Yeah. Free webinars that we would send people to, so they would opt-in for free from a message from the group to a webinar registration page. They would opt-in for free. We gave them 60 minutes of free great content that they could apply and use



on their own, but if people wanted advanced training they could buy our product that we had, and that's how we made our sales there.

And that's kind of been the model for us ever since, is promoting free great training or education or resource tools, content, and offering something at the end if people want more training or more whatever it is they're looking for.

And, yeah, so just promoting them great stuff that's related to them through the LinkedIn groups, and then leveraging that way. So you could promote your books, your physical products from your groups, your events, live coaching, a membership site. You know, virtual events. A number of different things you can sell from these groups.

Pat: What do you feel is the benefit of having a group as opposed to just having an email list? Is it because it can be found and it's on this network and there's sort of a pre-existing professionalism that goes on with LinkedIn?

Lewis: yeah, I think it's great for me--I like it because it grows organically by itself by about 5000 people a month right now, my main group. The other groups grow as well, just because LinkedIn continues to grow. There's over 200 million professionals on there. When I started out there was 17 million people or something.

So it's constantly growing, it's credible, it's one of the top ten, I think it's still one of the top ten or top twelve websites in the world in terms of traffic, and it's just a powerful place to be.

I mean, your profile's ranking high on Google when you do a search for your name, it's usually in the top four results for people, so you want to make sure you have something on there. And I think it just gives you a lot of credibility as well. I get a lot of emails from people coming from that group. I get a lot of requests, people ask them to promote things, I get a lot of just interviews from it, so it just adds credibility.

Pat: Yeah. I mean, I can attest to that, too. I'm just there because I have a profile and I haven't even been active on it, and my profile's ugly based on what you said, and I still get lots of people contacting me through there. I get messages of people wanting to connect with me, some really high end business professionals too, actually.

Lewis: Right.

Pat: So do you really feel like those of us who are spending our time on Facebook and Twitter are missing out by not being on LinkedIn?



Lewis: I'll tell you what, man. Here's a big secret--I love Facebook, even though I've built my business on LinkedIn, I use Facebook more than I do LinkedIn right now. Part of it's probably because you spend three, four years on one site, you get kind of burnt out.

Another part of it is I'm leveraging other mediums and Facebook's just growing crazy right now as well. And I've kind of got LinkedIn on autopilot from me, so I've set it up in the right way where it's like , it's pretty much on autopilot, I go in there once or twice a week and accept all the invitations I get to connect with people and reply to some messages, but other than that it's just a matter of sending out a message to my groups once a week, and kind of just keeping upkeep on my profile.

You don't have to do too much with it. I use [Hootsuite](#) to--I think I've got around 2500 connections, so that's a valuable asset, because I can download that list at any time and promote to that audience through my email marketing provider. But what I do do is I drive a lot of traffic back to my site using LinkedIn.

Whenever I have an article that I publish, I have that little LinkedIn share button, and I share it to 50 different groups and to my status update on LinkedIn, and I'm seeing a lot of comments and Likes from my status update on LinkedIn, more so than I would on the same status update on Twitter.

I'll get more comments and more likes sometimes on LinkedIn than I do Twitter. And I have 100,000 followers on Twitter, whereas i have 25,000 on LinkedIn. So I'm seeing a lot of traffic still coming from it, and you just don't have to be on there as much.

Pat: Hmm. and the sort of status update that you're talking about on LinkedIn, it sort of works just like Facebook does, right?

Lewis: Yeah, it's Facebook's--I think, I'm not even sure how many characters, it's probably 160 or 200 characters, but it's more than Twitter. You can post on there for a status update.

Pat: Huh. And it's like legit etiquette to post links up there and stuff?

Lewis: Yeah. I mean, obviously you want to do it the same way you do it like on Twitter or Facebook, just have something that's a resource for people or information. Promote yourself a little less than you do, really just sharing good content.

Pat: Mmmhmm. Cool, cool. Thanks, man. If you just combine what we just talked about and episode #29--webinars, you'd probably be killing it right now.



Lewis: Yeah, haha!

Pat: So next I want to talk about--like I said, there's so many things we can talk about, so many things that I love about what you do, but I think one of the things I want to talk about and kind of get your perspective on is just everybody loves you. Like, everywhere I go, everybody talks about you. I even got my wife and her friends digging all your stuff and they're not even in internet business.

It might be weird to answer this question which is about you, but why do people like you so much, or what do you think people can do to get people to react the same way like they do to you?

Lewis: See, I don't know if this is good or bad, because I know Seth Godin's always talking about "You need all these haters to know that you actually made it and you're making a difference." So maybe I need to get more people to hate me! But...you know, I guess it is a little hard to say, talking about it, but I think that...

Pat: Maybe the question might be, you know, if there's a person out there who feels like they just want to make connections with people and build great relationships with people, how would they go about doing that?

Lewis: Here's the thing, yeah. I feel like you've just got to be true to yourself.

For me, I'm constantly doing what I love when I want to do it, how I want to do it, and I'm just having--I'm genuinely having fun a majority of my time. And I try to portray that with everything I do. So I'm not trying to be fake, not trying to do what other people want me to do, or what I think I'm supposed to be doing, I'm pretty much just living my life the way I want to live it, and taking a lot of chances and just going after things.

Whereas a lot of people hold themselves back a lot. Or they say "I'm not going to go do this thing because it's not what my parents want me to do or it's not what--you know, my boyfriend or girlfriend may not like that about me, or something.

For me, I want to do what I want to do, and I'm not going to let anyone hold me back from it, and I think you either like it or you don't like it. So for anyone else who wants to sort of, you know, be in the same place, I think you just got to focus on doing what you love.



Pat: Yeah, because I--the reason I bring this up is because for me, I feel like you are really successful because you are so able to create these deep relationships with people. It just seems really easy for you to do that.

Lewis: Well, you know, if I break it down on a childhood psychological level, if you want to go that deep for a second...

Pat: Let's get that deep.

Lewis: I felt like, you know, I was the youngest of four and I was always kind of left behind, I felt like, and for me it was a matter of wanting to feel connected. My entire childhood--I remember I really didn't have any friends until I was about 13. I was about 6'4. I was a big ogre when I was like 8 years old, right?

So for me, I was just this goofy looking kid, didn't really have social skills, pretty much everyone made fun of me, so I just really wanted to have connections with people and build quality relationships with people and just feel like I was as part and feel like people accepted me. So I think I just learned how to really connect with people at that point, because I was always striving as a child to have connection.

So that's why I think it comes easier for me than maybe some is because it's something I always wanted to learn how to do as a kid, and I really just figured it out, kind of in my--you know, in my teenage years.

Pat: I think one thing you do great that I've sort of picked up on too is that you're not afraid to make fun of yourself, too. I think a lot of people were trying to put themselves in the best of light, when sometimes it's just all about being real.

I remember one time watching a presentation of yours and you were talking about your first webinar and how sweaty you were?

Lewis: Oh man, I was like sweaty.

Pat: And that like--I remembered that for some reason, and now you're talking about how lanky and ogrely like you were, and it's sort of just--I don't know. I think people need to do that more, you know? Not like tear themselves down, obviously, but I think that sort of stuff makes us easily connect with you Lewis, and I know that's the same way for me when I talk about some of my failures or you know, struggles with parenthood or whatever. I think that you're just more real of a person that way.

Lewis: Well, I'll be sure to keep making fun of myself then!



Pat: [laugh] Yeah, I mean, we don't want to make fun of you because you'd pound us to the ground with your superhuman strength.

Lewis: [laughing]

Pat: Another thing I want to talk about is...another thing I picked up when kind of following you and your partner, Sean, is how you treat your affiliates.

So you have these products you promote and you get affiliates on board to help promote those products, too. What are some of the strategies that you do to get your affiliates to perform the best? To promote your product as best as possible and to get them excited?

Because, you know, you had me sign up on your list where you were sharing information with your affiliates just to get a feel for how that was. This was maybe a couple of years ago. And I was just blown away by the kind of relationship you were building with your affiliates! I mean, this is not just your customers, but the people that are promoting your product for you. Talk about that a little bit.

Lewis: I think it's really simple when you break it down. For me it is, at least. I think a lot of people...I get this with some of my students who I help coach with their online business. They'll send me a message and say "Here's the email that I'm going to write with these affiliates that I've never talked to in my life" and it's these long emails talking about their product and why they should promote them, and I'm like "Do they know who you are and have you built a relationship, a friendship with them first?"

And none of these people have. And I'm like, "Here's a reason why you're not going to get anyone to promote you because you haven't really built a friendship with them first."

When you build a friendship with someone, they're willing to do pretty much anything for you, in most terms. For most of my friends, I'll take a bat to the head for some of my best friends. You know, I'll do anything for them, right? If you look at your affiliates as just people to promote you, then that's all they're going to be, and it's going to be hard to get them to promote you.

But if you start building friendships and actually really caring about people's lives, what they're involved in, what they're family life is like, talking about things besides business and really showing them how much you care about them as a person rather than how big their email list is, you're able to build quality relationships, and they'll promote you if it makes sense.



If it doesn't make sense, or if it's not the right timing, then it won't happen. There's too many people that reach out to me and ask me to promote them and then when I say "Listen, I would love to maybe sometime, but we can't do it for the next year" or whatever. "We're booked up for six months. Or it's just like "No, you know what? This product doesn't work for me." They'll be really friendly with me to try to get me to promote and then they'll stop talking to me.

And I'm like "Uh, I wonder if their whole intention was to get me to promote, that's why they were being friendly with me for two months and trying to make me feel good about myself."

To me, like, I don't think you've actually ever promoted one of my products, Pat. Correct me if I'm wrong, but I don't think you actually have, and I still keep talking to you. So maybe I should stop talking to you because you haven't promoted, but we're still friends and I understand that it's not in your business model to promote my type of products right now, because you have other stuff going on and that's ok with me. And I'm not going to get offended or mad by it! I'm still going to be friends with you because I like you as a person.

So, I kind of went on a rant--

Pat: [laughs]

Lewis: But really, really what you want to be focusing on is building these friendships first and showing how much you care about them as a person as opposed to, you know, just having them promote.

And once you learn how to build a relationship like that, you're going to get all the affiliates you want. And once you can show and portray how much you care and really love your friends, who happen to be these affiliates as well, that's when you're going to get the promotions, because they're going to want to give you that in return, and they're going to be more than happy to promote you if you have something that's valuable, that's going to make them look good to their audience, and that's also going to bring them a profit as well.

Pat: Yeah. I think that makes complete sense--I mean, if you're out there looking for affiliates, it's obviously going to be someone who is--you know, whose audience overlaps with you a little bit, who's in the same niche as you. You should be making friends with everybody in your niche like that, you know. Not just because of the affiliate-related possibilities and the JV possibilities, but just because you're just together working to help this target audience achieve something. And...



So talk about some of the actual strategies that you do during an affiliate promotion, like with the emails and stuff, the videos--that stuff is really interesting to me.

Lewis: If we're sending them an email to the entire affiliate list, we've got I think, 6000 affiliates who've signed up to, you know, say they'll promote our products. What we do is a little contest where we'll send an email out, just announcing people who are involved in the promotion already, who've signed--said they agreed to promote. So that kind of helps people to stay accountable.

If you talk to people and say "Hey will you promote?" and they yes, well make it public to everyone, and say "Look, these people who said they would--look, Pat Flynn said he's on board. I just talked to him last night, he's pumped to come on board" and announcing it almost makes sense that "Okay, now I actually have to commit to it, because he's announced into it and I've said it, so I'm going to look like a dummy if I don't. So you're kind of using some little playful games as well..."

Pat: Yeah. That's smart. That's smart.

Lewis: So using their names as much as possible, we've realized that when we do an affiliate promotion or launch, people really don't care that much about the prizes. We'll have a bunch of cool prizes, we'll give away iPhones and iPads and computers and bottles of Dom and big boxes of meat and all sorts of cool different prizes, we'll giveaway. Which, with some people, it incentivizes them to win a prize. But not everyone! A lot of our top affiliates, they could care less about the prize. They got enough money, they don't need an extra \$1000 MacBook Air.

What they want is recognition. They like seeing their name in the first place. They like seeing their name over and over listed in the emails to over 6000 affiliates. These are influential people in our industry that are getting these emails and they KNOW that. So they want to be seen as kind of the go-to person, someone who can drive traffic, someone who is credible and who gets results.

And so that's what really people are fighting over is, making it in the top five spots or the top 3, #1. It's more of like bragging rights and just saying "Yeah I'm the main or the woman and I can make thing happen."

So we make sure that we're sending videos almost every update, letting people know, announcing people's name in the video, talking about how awesome they are and making it more personalized that way and really showing how much we care about



these affiliates. And kind of having these videos, personalizing them, and announcing people's names throughout as many times as we can, that's what really helps trigger people to promote.

Pat: Yeah. I've noticed that. I mean, I was on that list, I wasn't promoting that particular product at that time--I think it was like a YouTube video package of some sort--and I was just watching and I'd get an email every day with like...it was like a video and you were there just walking on the street, talking and just thanking everybody for doing promotions, talking about the great number of sales, which gets everybody amped up, and then you namedrop the top three, or someone who was behind who just did a promotion who's now ahead of everybody else.

It was just really cool, and I was getting excited, watching that happen! I wasn't even involved and I was like "Oh dude, like, is Derek gonna pull it out?" I don't know.

Lewis: [laughing] Exactly! I think it's making it playful, making it more fun. You know, we talk about--business can get boring or draining sometimes, and the more of a game or fun or just like making it exciting or just changing it up a little bit than what other people normally do and just say "Oh, just, if you promote this you're going to get \$5.7 EPC and...you're going to get this and this and this." I don't care as much about that as I do, as you showing how much you care about me as a person.

Pat: Yeah.

Lewis: And I think that we try to live by that and show our affiliates how much we care about THEM as human beings, and having fun with it, and creating something awesome but also having fun, and that's what really gets people excited, I think.

Pat: Right. I mean, I have--on Green Exam Academy, my LEED exam site, I have like four affiliates, just because there's that many people in the industry who have websites I can potentially promote that through.

Lewis: Right.

Pat: So I don't have my own product yet that I could pull affiliates in for, but I try to think about how I would do that if I had, say, a course or something. I mean, what is the best way to get that list of affiliates? It sounds like this strategy, you really need that list of people who are going to promote. Like, how do you begin to find people, or do you just kind of open it up to everybody who's going to be promote your stuff?



Lewis: You know, for someone like you, you've got a great audience of people already at this point, a lot of people that you've interviewed or people that read your site that you already know from speaking at conferences that you could reach out to and say "Here's a list of 30 of my top potential affiliates who would be perfect for promoting a product like this that I'm coming out with.

What I would do, if I were you, I would email all of those affiliates and then follow up with a personalized phone call to each one of them, letting them know "Hey, I'm thinking about in like six months launching this program that's called XY&Z, it's all about how to do this. I know you do some promotions and I was just wanting to see if you'd be interested in just being notified of it in the future when it comes out. I'd love to keep you in the loop. But I didn't want to pressure you or anything or hassle you if you weren't interested. So let me know and we can talk more about it when I've got stuff coming up, but I think it's going to be really exciting, it's going to blow it up online, and you know, it's going to be in front of everyone, and I'd really like you to be one of my top affiliates."

I think if you approached it like that, you're going to create this intrigue and mystique. "Oh, what is it going to be? Yeah, I'd love to be a part of this!" I mean, especially if you said "This is going to be my first product, I'm probably only going to have maybe 50 affiliates as opposed to opening up to everyone to start, and I'd love for you to be one of the premiere people promoting it." I think you would be able to get anyone you wanted to, to do that. And you'd be set up to have a great launch for this product.

Pat: Mmhmm. Now, what would you tell someone who maybe wasn't known in an industry and they were coming out with a product that they wanted to get affiliates for?

Lewis: I'll tell you what I did when I first started out, which was--you know, I was brand new back in 2009. And...I had a LinkedIn book that came out in, what was it? March or May or something of 2009. And I didn't have a product yet.

I came out the products like a LinkedIn training series online, and eventually--I didn't have anything. All I was doing was building relationships first before I had a product for about a year. From the middle of 2008, 2009 when I launched my book, I was building relationships, I went to so many different trade shows, you know, went to affiliate summit and BlogWorlds and all over the place, and I just was connecting with people, not asking them to promote me at all. All I was doing was promoting them, connecting



them to other people that could help them with any challenge they had, and trying to add as much value as I could. I was a nobody.

And I think, again, building friendships and not asking people for help or advice or to promote you, is the way to go to start. Building friendships and adding value to people.

Then showing that you are of value, putting in the work and actually having something that's worthwhile for them to promote--you know, none of this going to happen unless you put in the work. Pat, you've had your blog for, what, four or five years now, right?

Pat: Yeah, four years.

Lewis: I mean, you put in the work! You're doing your show. You used to do your show once every few weeks, now you're doing it every week. You've been consistent for four or five years, you've done a ton of work. But if you just started off today, no one would want to promote you because you haven't put in the work.

So people, you have to put in the work for at LEAST six to twelve months, I'm assuming, in order to get the big dogs to promote you, or anyone worthwhile promoting you, unless you already have the relationship. If you've already got the relationship, then great. You might be able to pull it off. But really, some of this stuff takes time. You've got to have the relationships in order to make things work like that.

Pat: Yeah. I mean, it's so hard because I get a lot of people emailing me saying "I'm struggling, I need money now." And it's like, so hard to help sometimes, because it does take time, and you don't--yeah, how would you react to someone who says something like that?

Lewis: I tell you what, man. I had a really good friend of mine who was my mentor when I was starting out back in--before I wrote my book I was working with a mentor on inventing this product, because I was injured. I got injured playing football, had surgery, was recovering for about a year with this cast on my arm and I created this product that would help me make my cast softer and didn't smell and it covered my cast and all that stuff.

So I was trying to get it licensed and sell it, and I was working with this inventor who became a good, great friend of mine [inaudible] day and is still a mentor of mine. I was working with him for like 6, 9, 12 months. And I wasn't making any money. He was



paying me \$500 a month as like an intern/working for him. I was trying to figure out what I could do to bring him money.

I started doing a little bit of these events but it still wasn't bringing me any money at the beginning, and I asked him, I was like, "Man, it's been like a year, and I've been busting my butt doing everything that I can do and I'm still making nothing. I'm really struggling right now. I'm still on my sister's couch, I have three credit cards that I'm still in debt with that I'm living off of. My car's broken down, all I have is a laptop and that's about to die."

I was like "I could really use money." And if anyone is in this situation, I definitely feel your pain, because it does not feel good. You feel very depressed, you feel like you're not worthy, you feel that you're--that you can't get anything accomplished, you don't have hope, it just--it's not a fun place to be in. So I understand the feeling.

And this is the best advice he gave me--It's the worst thing to hear, but it's was the best advice. He said "Money will come to you when you're ready for it." And I remember thinking "You know what, I'm really ready to receive this money right now. I could really use this." And he said "I understand where you're coming from, but money will come to you when you're ready for it."

And, you know, sure enough within the next 6 to 9 months, I started to make a little bit and more and then more and more and more and it started to exponentially grow after that. But if I'd have gotten \$10,000 at that time, I was not mentally ready for it. I was not prepared, I was not where I needed to be, and I probably would've blown the money, done the wrong things with it, and I'd still be screwed.

So I think you got to just trust that money will come to you when you're ready for it, and you have to continue to put in the work. If you're surrounding yourself with good people and you have great mentors or a coach, and you continue to listen to this podcast that teaches you--

Pat: Thanks, Lewis.

Lewis: I'm serious! This stuff that you put out here is AMAZING, and the episodes that you share with the people--you can't hire some of these people to teach you this stuff for enough money, right? You can jump on these episodes, download one of these and listen to it once a week and you're going to get information. You just need to take action and apply this stuff that Pat's sharing with you, because this is what's going to



help you once you do enough of the work, you show that you're valuable enough to the world and to your audience. That's when the money will come to you.

Pat: Well, man...very, very wise words. The money will come when you're ready.

Lewis: Exactly.

Pat: Now...before we finish up, I want to talk about something new that's kind of on the horizon for you that you actually just came out with, which is YOUR podcast!

Lewis: Yep.

Pat: So, you kind of, you know, very awesomely just hyped up mine, now I'm going to hype up yours.

Talk about your podcast really quick! What's it called and kind of what can we expect from it?

Lewis: Yeah. It's call the [School of Greatness](#), and you can expect to hear interviews from the most inspiring business minds, world class athletes, and influential celebrities on the planet to share with you and help you understand what makes great people great.

And my goal is to really branch out from just talking about business and marketing all the time, which I do mostly on my website and my webinars, and kind of share more stuff that I'm really interested in and passionate about. Stuff I've been studying since childhood all the way through today, which is really [inaudible] minds and more inspirational motivational things.

There will be some focuses on business and how to grow your business, but it's going to be, you know, very diverse and talking more about the stories of some of the most inspiring people and how they got to where they are. So that's something I'm very excited about.

Pat: Nice. Can you share who you've had on, or who you plan to have on?

Lewis: Yeah! So far I've had on a guy named Bob Harper who's the host of [The Biggest Loser](#). Really inspirational guy that I actually work out with during--in my Crossfit gym and we kind of have a friendly banter to see who can beat who each day.



We train together. He's got an interesting story and has been on 14 different seasons, I think, of *The Biggest Loser*. You know, huge audience, inspiring millions of people to lose 100s of pounds. An amazing guy! He's on there. It's basically like an Oprah-style interview. He's very inspiring.

I've got Robert Green, international best-selling author of [The 48 Laws of Power, and Mastery](#) and [The 50th Law with 50 Cents](#). I've got Tim Ferris, who you've had on. I've got a couple of world class athletes, a guy named [Bryan Clay](#) who's the world's greatest athlete back in 2008 when he won the Olympic gold medal and the decathlon.

And then I got [Graham Holmberg](#) who won the 2010 Crossfit Games. He's known as the fittest man on the planet that year from winning that competition.

So, some people who've done some extraordinary things, getting inside their head and their mind of what it means to be great.

Pat: Hmm, love it! I'm really looking forward to it. I mean, it's live on iTunes right now. *The School of Greatness* with Lewis Howes.

Lewis: That's correct.

Pat: Check it out.

Lewis: That's correct.

Pat: All right, man. We can talk for hours, I'm sure, but we're already at the 40 minute mark and we've got to save some stuff for the next time you're on.

Lewis: Okay. We'll talk handball next time.

Pat: Oh, dude, aw! Talk about that really quick! I, I--

Lewis: Hah!

Pat: I sent out a tweet the other day that was like "What do you want me to ask Lewis about?" and like 4 people were like "Talk about handball!" And I totally forgot.

Lewis: Ahah!



Pat: So you are playing a sport called handball, and it's not like the playground style where you're hitting a ball against the wall, it's like--this is a sport that not many people know about. Tell us how you got involved and what is it, exactly?

Lewis: Yeah. If you guys go to YouTube and just search "[handball highlights](#)," one of the first videos up there, just click on it and watch it and you'll see what I'm talking about. It's basically water polo meets rugby on a basketball court, and it's extremely intense, extremely exciting--it's one of the more popular sports, actually, in the world.

No one actually has heard of it in the US. So if you watch the Olympics this past year, you may have seen it, and you may have heard of all the US broadcasters and journalists talking about this sport on ESPN and Sports Illustrated. Everyone was talking about it, but now it's kind of faded out because we have no developmental program in schools, and no professional league. So it's hard to get some momentum going.

But I joined the US National Team about six months ago. I've been playing for a year and a half, and my goal is to make the Olympics in 2016 and keep trying for 2020, if we don't qualify then. But it's been an amazing journey, it's a very fun sport, and I'm in love.

Pat: That's so cool, man! The US has never won a medal in this, right?

Lewis: We've never--it's one of three sports that the US has never got a medal in. I forget the other two, I think it's badminton and ping pong, or something. But yeah, so, we--unfortunately the Olympic committee doesn't really fund this national team that much, it's basically the lowest on the totem pole because we haven't seen success.

It's kind of like chicken before the egg thing, we've got to be successful, then they'll give us money, but if we don't have money then it's hard to train together and be successful. So that's where it's at right now.

Pat: Dude, well now that you're on board we're going to see a gold medal, right?

Lewis: [either a wince or a laugh, maybe both] We're going to see--well, let's get to the Olympics first. Haha!

Pat: Hah, okay!



Lewis: There's some AMAZING teams! These guys have been playing since they were like six years old and they're just freak athletes, so...

Pat: Crazy. I'll put a video up in the show notes and kind of introduce everybody to it and...we'll just see where it goes from there.

Lewis: Awesome, man. I appreciate it!

Pat: All right, man, thanks for coming on the show, as always, and...you know, if you--you're everywhere now but where can people go to find out more about you right now?

Lewis: Best place, go check out lewishowes.com and say hi to me there.

Pat: Alright, man. Thanks Lewis!

Lewis: Thanks Pat! See you bro.

Pat: All right.

All right, I hope you enjoyed that interview with Lewis Howes from lewishowes.com. That's lewishowes.com. Probably one of my most favorite people in the world. He's just so disgustingly likeable! And he's so NICE, it's crazy. So, it would be a benefit of you to try and get to know Lewis if you can.

As always, show notes and everything we talked about in this session, all the links and whatnot are available at smartpassiveincome.com/session56. You can find the transcript there as well in case you're searching for anything or want to hand the transcript off to anybody, you can do that.

And lastly, I just wanted to mention, today's February 3rd, which is Superbowl Sunday. Next week, I'm going to be in Nashville to present at Michael Hyatt's platform conference and I am incredibly excited. I've never been to Nashville, so I'm really excited to see the area. Hopefully the weather cooperates with us!

And also, I'm last to present at the event and I'm really excited about that. So, you know, I don't know if I can use the recording and share that later, but if I can, I definitely will. If not, just wish me luck and I'll tell you all about it later.



And if you're going to be there at a meet up with the SPI fans or at the conference, I really look forward to meeting you. Please, please just come up to me, say hi, and...you know, I'm interested in what you have going on.

So thank you, take care, I'll see you in the next session, session 57, next week! Which is actually going to be--that's going to go live when I'm in Nashville, so that'll be awesome!

All right, I'll see you guys later, thanks so much, and I'll talk to you soon! Bye.

Announcer: Thanks for listening to the Smart Passive Income Podcast at www.smartpassiveincome.com!

Pat: [humming the Doug theme song again] Doo do doo dododo dooo do dooo do do!
Dooo do dooo dododo dooo dodo do do!

show notes at: <http://www.smartpassiveincome.com/session56>