

# 30 Day Affiliate Action Plan

## DAY 1: Affiliate Kickstart Plan: Let's Do This!

Welcome to Day 1 of the BBI Affiliate Kickstart Plan!

Let's crush this!

This is the first of your 30 days of mini-missions. Every day you'll find fresh nuggets and action steps in your inbox to help you stay on target, and keep moving up to the next check and rank.

TODAY'S MISSION:

[Super EZ]

Explore your Affiliate Dashboard

- Get familiar with it
- Review the training videos
- Check out all the resources and materials you can use to supercharge your biz
- Make sure you've signed and returned your affiliate agreement
- Download the NEW CLIENT INTAKE FORM [save it to your devices and print some extra copies so that you are always ready]

Get into your dashboard here: <https://blackbeltinvestors.com/affiliate-dashboard/>

## DAY 2: Kickstart Your Website

TODAY'S MISSION:

- Use the content from your dashboard to add a page to your website and let people know about your new product

Or

- Make sure your new website is ordered and in progress.

If you've already done this – start texting your contacts with your new website/webpage link!

## DAY 3: Order Some Fresh Business Cards

We've added a template for the back of your business cards in your dashboard to show off your new product and service.

Just reload on cards with your current provider and have them add this to the back.

Or, if you don't have cards, get in touch with my friend Lawrence over at JabberMouthMarketing.com and he'll hook you up!

## **DAY 4: Check it Out...**

Check out what's happening in your real estate markets.

If you haven't done some local research for a while, this might be a good day to spend a few minutes doing that. Figure out where the need is, and who you can help with this new opportunity.

Then check out what's happening in Cleveland. Browse the news, check the latest stats, and learn more about the fundamentals [here](#).

If you haven't yet, make sure you have reserved your place for the Cleveland Investors' Tour, and use [this link](#) to invite your friends.

## **DAY 5: Let's Spread the Word!**

Mail Out Letters & Emails to Your Contacts

Start with:

- Friends & family
- Ex-coworkers
- Professional partners
- Your current database

In your affiliate dashboard you'll find templates for both Emails and Direct Mail Letters. Use those, or recreate your own.

If you are doing it manually yourself – get out at least 25.

If you have an assistant or automated service you can get out several hundred to several thousand.

## **DAY 6: Get Social!**

Get social today and keep spreading the word!

You'll find a number of social media posts in your affiliate dashboard. You can use those just as they are, customize them with your brand, or create your own.

Post them on:

- Facebook
- Twitter
- Instagram
- LinkedIn

To streamline the process, you can get a cheap virtual assistant, or use a social media management dashboard like Hootsuite to schedule out your posts for the next month in advance. Set it up, and let them roll!

## **DAY 7: It's Time to Chill Out!**

You've probably been hustling pretty hard for the last week. If you've been working your missions, you are already getting noticed. It'll pay off soon.

Take a day off. You deserve it.

Relax with the family, escape to your favorite place just to chill out, or go do something exciting!

You'll be back in the game in 24 hours, so don't waste a minute.

## **DAY 8: Get Some Buzz**

Create Some Buzz, get NOTICED!

In your dashboard we've provided a press release template.

Use it to get noticed online and in the news.

Just plug in your custom fields, tweak it as you like, or recreate your own.

Distribute it online to generate powerful links back to your website, get more leads, and build your brand.

You can:

- Publish for free on PRLog.com
- Pay to get it in top news
- Send it to local bloggers and journalists for them to publish
- Submit the story to your local free newspapers and community newsletters

## **DAY 9: Let's Talk About it!**

Today: Pick up the phone and tell some people about this exciting opportunity

Spend at least an hour calling your contacts.

You can begin with friends and family, local industry vendors, and any existing client database you have.

There are pre-written scripts you can use to handle both outbound and inbound calls in your dashboard.

If they don't answer – leave a voice message.

## **DAY 10: Plan a Meetup**

One of the best ways to get new leads and turn your existing leads into deals is to get together in person.

Plan a small meetup or get together where you can deliver your presentation.

This can be over coffee, lunch, dinner, happy hour, a backyard BBQ, or at a local meeting space. Make it as professional or casual as you like.

There is a PowerPoint presentation already made for you in your dashboard.

If you don't want to do this in person yourself, you can either:

- a. Make it an online webinar
- b. Invite them to the Cleveland Investors Tour and let Sensei do the talking

### **DAY 11: Let People Know**

Let people know about your upcoming event.

Send emails

Send post cards

Hand out flyers

Post in on your social media

### **DAY 12: Polish Your Sword**

Get your presentation or pitch down. Practice it.

Go over it as many times as you need to perfect it, and memorize it.

Get together with a family member, friend, or another affiliate to role play if that helps too.

### **DAY 13: Let's Build That List!**

"The money is in the list!"

How many deals you get to do demands a lot on the size of your contact list. Buff up your list size and you increase your deal volume and the ROI on all your other efforts.

Check out the 15 Tips sheet in your affiliate dashboard for ways to get more referrals, find more contacts, and even acquire big lists instantly.

Start putting them in a database. You can start with a simple spreadsheet.

### **DAY 14: Rest Day!**

Cut yourself some slack today.

You've been working the system, making new contacts, and your efforts are out there doing some work for you. Let them marinate for a day, while you reenergize.

Grab your board and hit the surf, go play some games, or watch a Walking Dead marathon on Netflix.

### **DAY 15: Build That List**

"The money is in the list!"

Keep working those 15 Tips sheet in your affiliate dashboard for ways to get more referrals, find more contacts, and even acquire big lists instantly.

Spend at least an hour on this.

Stay consistent with building that database!

### **DAY 16:**

"The money is in the list!"

Keep working those 15 Tips sheet in your affiliate dashboard for ways to get more referrals, find more contacts, and even acquire big lists instantly.

Spend at least an hour on this.

Stay consistent with building that database!

### **DAY 17: Follow Up!**

Lead generation and list building is essential, but it really comes together in the follow up.

He who follows up first wins.

Take time out to follow up with your leads today. Touch base by voice, leave messages if needed, text, then call them, or send thank you notes.

One way or the other – don't leave any loose ends hanging out there today.

### **DAY 18: Get Blogging!**

Blogging is one of today's best ways to attract website visitors, keep them coming back, and convert prospects into deals.

Add a blog to your site if you don't have one, or amp it up if you do. If you don't have the free time and a passion for writing; keep focused on the best ROI on your personal time, and outsource your blogging to [JabberMouthMarketing.com](http://JabberMouthMarketing.com).

### **DAY 19: Blast Out Those Emails!**

Get out a new round of emails today.

Update your list with new news about Cleveland or the market, and recent deals done. Or create a regular monthly newsletter update to keep them trained to look out for your tips and opportunities.

### **DAY 20: Hit THose Mailboxes!**

Get out more mail today.

Find new local buyers and send them handwritten letters, fire out a postcard to your list, or use the letter templates in your dashboard to send to the new members of your database you have added in the last 20 days.

### **DAY 21:**

Give yourself the day off!

Rest your mind and body, knowing that you sent a lot of work out there, and it is marinating and doing its job for you.

Relax, re-energize, and get ready to hit it hard with a revitalized mind and body tomorrow..

### **DAY 22: Let's get social!**

Catch up on your social media. Reply to those you haven't, add some new connections, share the love by liking and sharing others' posts.

Then get to it, and line up another 30 days of social media posts for your pages. Set them up, let 'em roll.

### **DAY 23:**

Take an hour or two to set up your next presentation.

Do this even if you haven't conducted your first yet. Choose your location, time, and decide who you'll invite.

Start inviting them!

### **DAY 24: Time to Get Bizzy**

You Mission Today:

Hand out at least 10 business cards.

Hand out 20 if you are a boss!

You can hack this by going to a local networking event, trade show, or office. Or just pass them out as you go about your day. Give them to the mailman, the gas station clerk, the gym attendant, the waiter, the Uber driver, and your neighbor.

Practice your introduction and 'elevator pitch' as you go. Tell people what you do, and ask how you can help them. You'd be surprised at what the results can be.

No Excuses: If you are out of business cards, or don't have new ones in yet - you can get them printed same day at many local office supply stores.

### **DAY 25: Keep It Going**

Time for round 2 from yesterday.

Take 10-20 business cards with you. Put them in your front pocket or on the dash of your car. Don't let yourself go back home until you've handed them all out.

Make this a daily habit.

### **DAY 26: Beef Up Your List**

Take an hour to build your list today.

Refer back to your lead gen tip sheet in your dashboard.

Look up new contacts on social media.

Flip your previous days' mission, and ask 10 to 20 other people for their business cards.

Get them in your database.

### **DAY 27: Back to the Dashboard**

Head back into your affiliate dashboard today.

Look around, see what's new.

Check out new materials and tools.

Find new ideas.

Let them marinate.

### **DAY 28: Time Out**

Take a time out.

Let those ideas you picked up from yesterday kick around your mind.

Besides that, try to do anything but real estate.

Stay in, or get out. Hang out with friends or family, or find new people to mingle with.

### **DAY 29: The Results Are In!**

Today it's time to tally up the results!  
Breakout your spreadsheets.

What have you accomplished in the last month?

How many business cards did you hand out?  
How much bigger did you grow your social media accounts?  
How many more visitors did you get to your website?  
How many more people did you add to your contact list?  
How many leads did you respond to?  
How many people did you present the opportunity to?

What didn't work so well yet?  
What has worked?

How many potential leads do you have to follow up on and get into the pipeline?  
Where are you going to focus more of your energy next?

Write it down.

### **DAY 30: Celebration Time**

Seriously! Today's mission is to celebrate.

Celebrate the work you've put in, the courage and discipline you've shown, and even the tiniest results.

Whether you've put 30 or 3 deals into the pipeline, or have just had 30 solid conversations that should convert; take time to celebrate. Enjoy the journey and reward yourself.

Go out on a date, take friends out for a guinness, throw a house party, or head off to your favorite spot and chill.

### **DAY 31: Don't Stop Now!**

Congratulations on completing the 30 day affiliate challenge!

The results WILL pay off.

Now keep going. Repeat these missions, focus on closing the gaps, and nurture database to increase conversions.



You can do this!

Black Belt Investors