



## ServeNoMaster 128: Affiliate Marketing (How Awesome Friends Get Rich)

### Highlights:

[1:09] Affiliate marketing is about talking your friends to doing something and getting paid for it.

[3:03] Key Principles:

- 1 - You get paid for recommending stuff
- 2 - Recommend stuff you believe in

[4:39] Critical component: Say who the product is for.

[9:38] Integrity is core of your business when you do affiliate marketing.

[12:03] Real affiliate marketing is when you recommend something you would use anyway.

[17:31] When you find something you like, create a custom link to it and share it when someone asks for it online.

[29:49] Valuable in Affiliate Marketing - tell people what they are actually getting. You can start with the small things you use

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