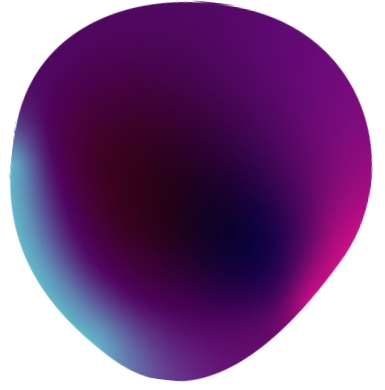




Creating a personal Brand that attracts HQ Affiliate Partnerships

Become the Go-To Person

By Stefan “Affpal” Muehlbauer

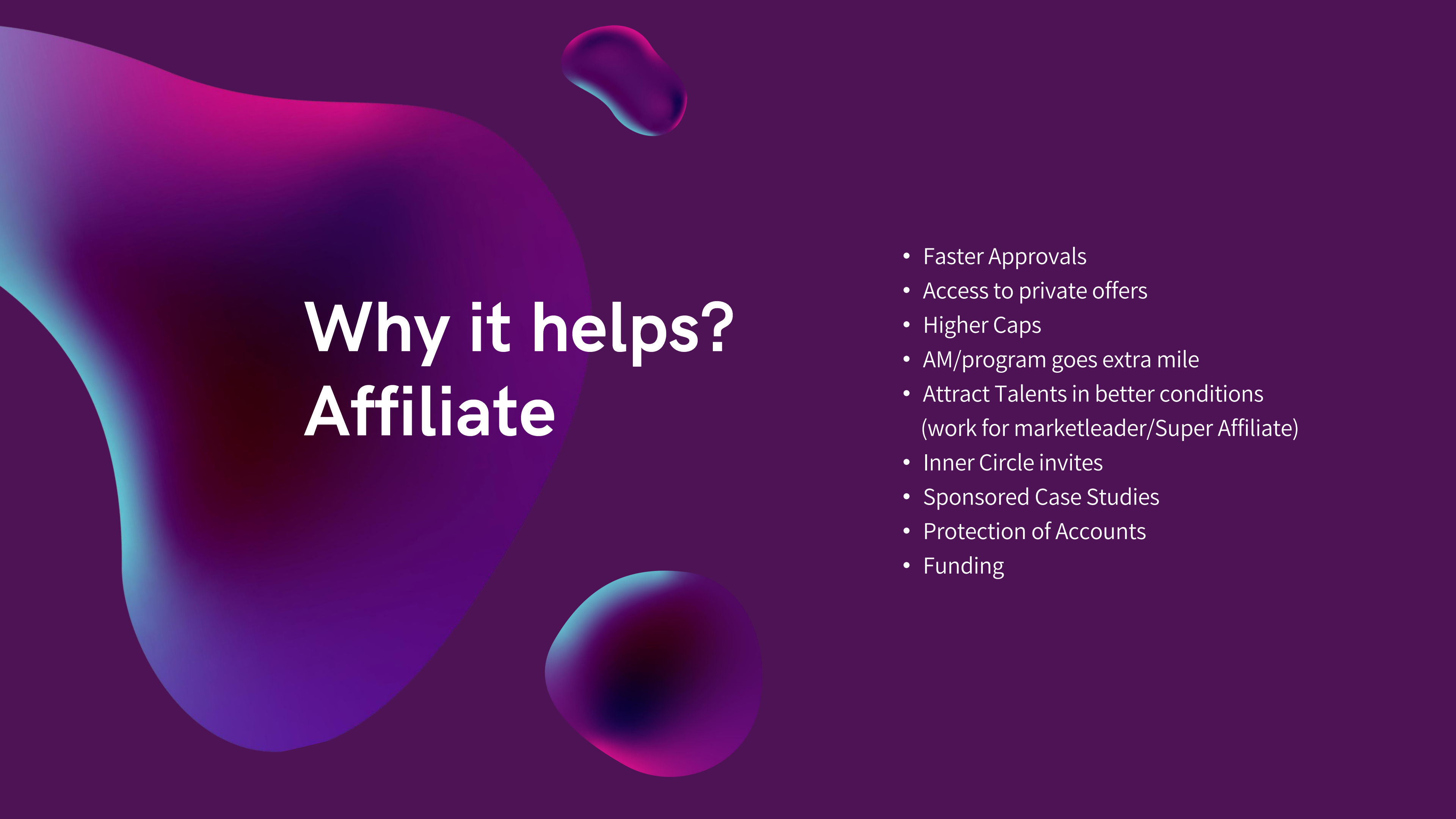
Who are you?



Today we will see how you increase your reputation and visibility but stay true to yourself

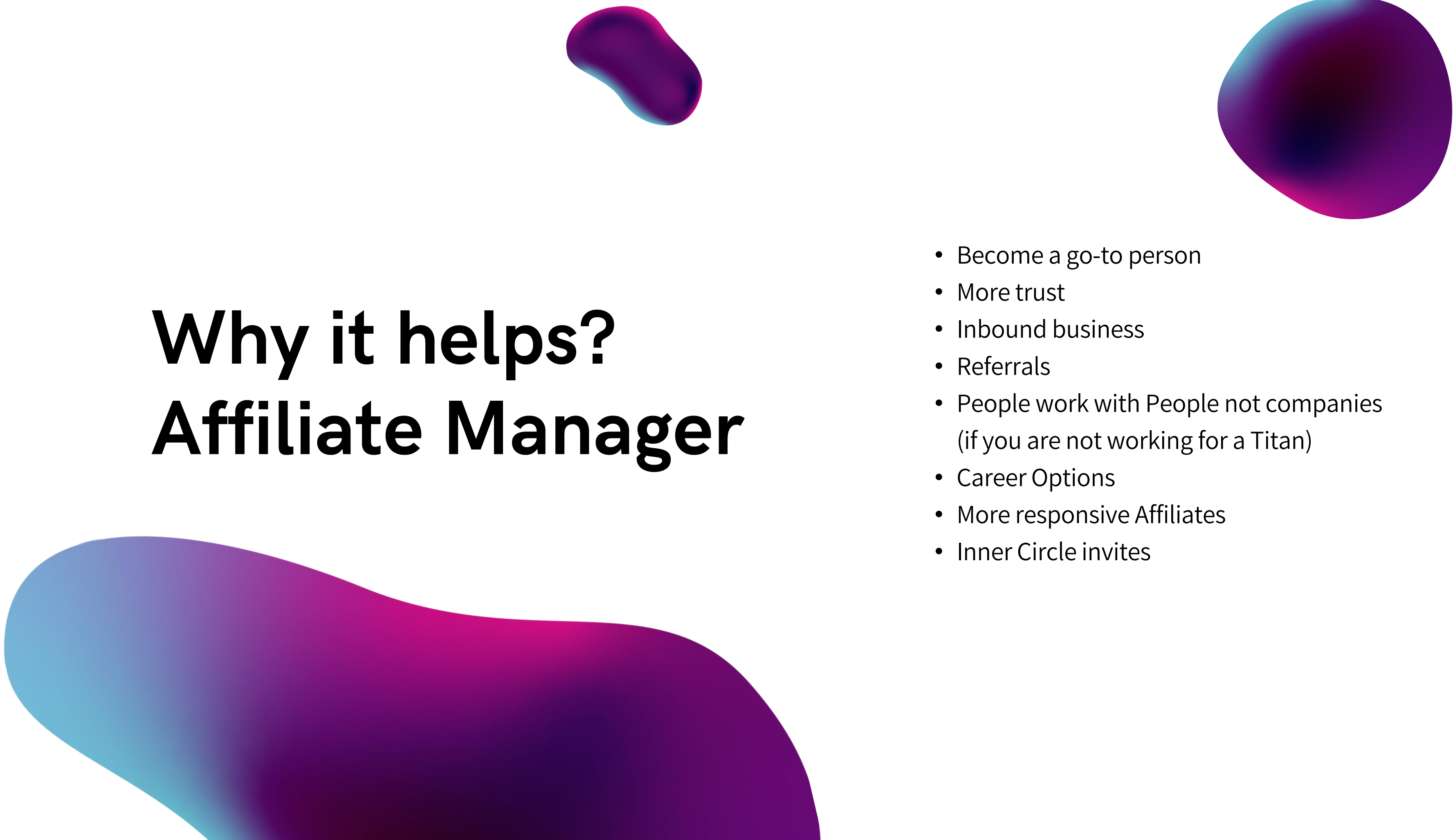


How people see you!



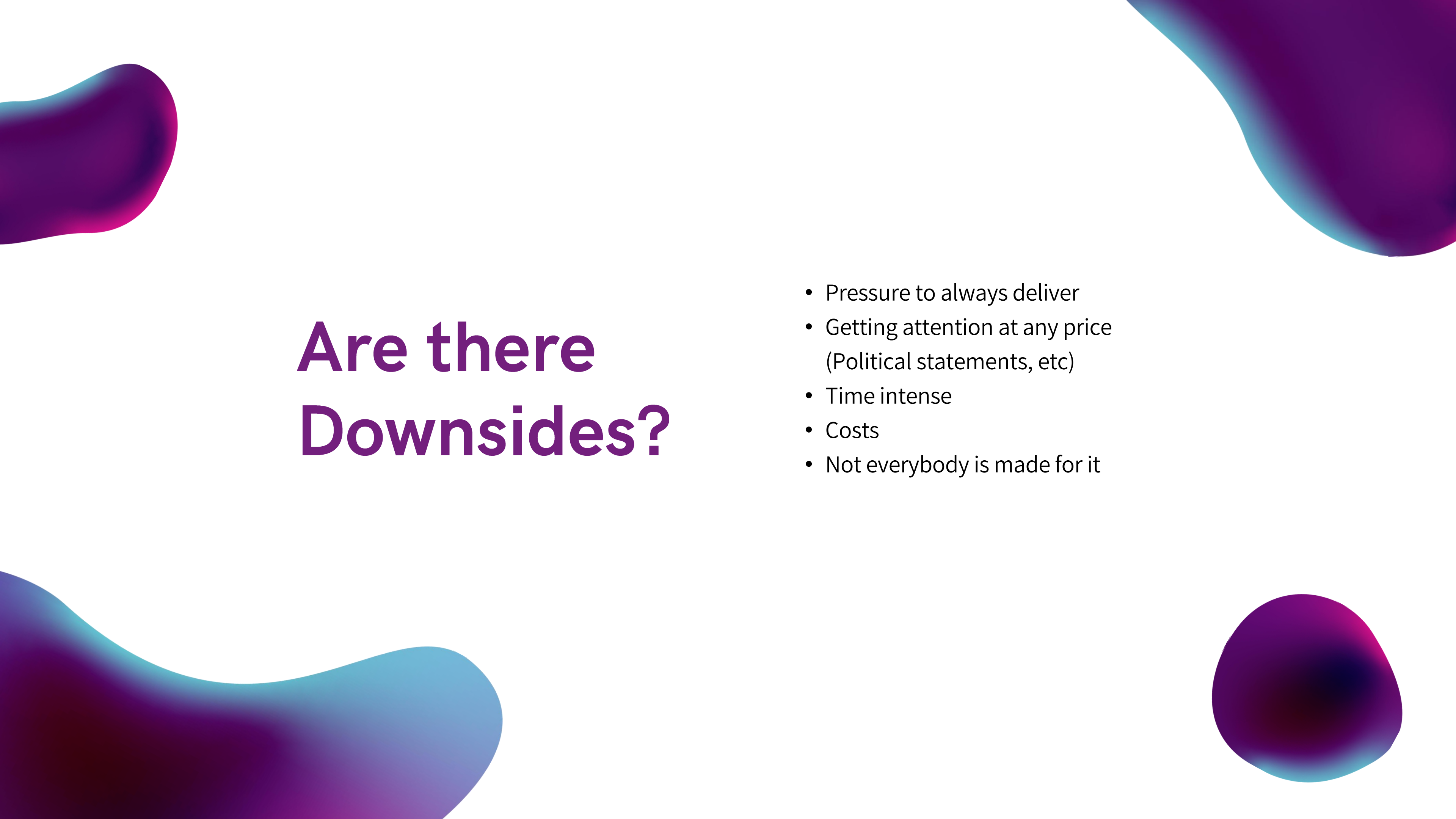
Why it helps? Affiliate

- Faster Approvals
- Access to private offers
- Higher Caps
- AM/program goes extra mile
- Attract Talents in better conditions
(work for marketleader/Super Affiliate)
- Inner Circle invites
- Sponsored Case Studies
- Protection of Accounts
- Funding

The slide features several abstract, organic shapes in shades of purple and blue. A large, irregular shape is at the bottom left, a smaller one is at the top center, and a circular one is at the top right.

Why it helps? Affiliate Manager

- Become a go-to person
- More trust
- Inbound business
- Referrals
- People work with People not companies
(if you are not working for a Titan)
- Career Options
- More responsive Affiliates
- Inner Circle invites



Are there Downsides?

- Pressure to always deliver
- Getting attention at any price
(Political statements, etc)
- Time intense
- Costs
- Not everybody is made for it

What “influencer” are you?

Mentor

- Focus on Content
- Keynote Speaker
 - Blogger
- Podcast Guest
- Opinion Leader

Deal Maker

- Known for great service
 - Goes Extra Mile
 - Helpful
- Great Networker

**The Majority of Professionals
Should aim for Deal Maker, but
implement best practice of the Mentor**

Deal Maker

- Being reliable and skilled, is giving you already a better reputation than 90% of your peer group
- Find Custom Solutions for your partners
- Use tools to never forget a task
- Connect people without expecting anything in return (don't be shy to ask at the right moment for referral)
- Attend conferences





Deal Maker goes Mentor

- Have LinkedIn Professional
- Post your experiences without any polishing
- Join a Panel or Podcast (keynotes are too much for the start)
- Meet the team marketing

The background features a dark purple gradient with several large, soft-edged, organic shapes in lighter shades of purple and blue. A large, light blue circle is prominent in the center, partially overlapping the text. Other shapes are visible in the corners, including a blue and purple shape in the top right and a purple shape in the bottom left.

I maybe went a bit over the top!



- Leading Jobboard in the industry
 - More than 8000 Candidates
 - Scaled without paid ads



- Promotion to Head of Program
- 60% of Affiliates acquired over Content, Referrals & Conferences
- Sidehustles are big benefit for company
- Exclusivity on small advertisers

What personal branding got me!



CatStats

- Bootstrapped SaaS
- Automatization and Data Analytics for Networks
- Paying Customers after 1 months



- Invite to up to 25 speeches annual
- Highly lucrative Consultant Business
- Recruitment Agency that relies fully on referrals and content (900 candidates and 350 jobs in 1.5 years)

What I did for all that

The suits (Peakcocking)

- 15 years of professionalism
- Always keeping the word
- Writing a book about Affiliate Management
- Giving more than 250 speeches
- More than 150 recorded Podcast + countless posts
- Getting more than 50 people jobs as a favor
- Connecting people without asking always for a favour

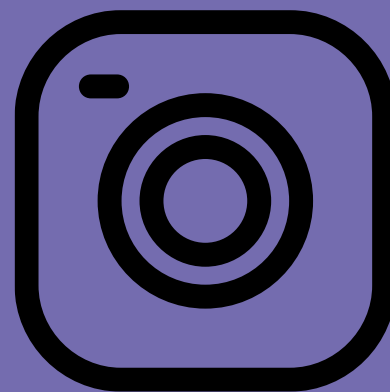
Most important:



Lets Stay in Touch



/affpal



@Umbalabob

