



# THE SELF-PACED AFFILIATE CHALLENGE

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*Identify easy-to-fix gaps & fine-tune your approach with these tips, tricks and tasks.*

[WWW.LYRICALHOST.COM](http://WWW.LYRICALHOST.COM)

# Getting Started

## WITH THIS DOWNLOAD

If you're looking to bump up your affiliate marketing results or come back to it after some time away, this set of tips and tasks is just what you need. If you haven't promoted in a while, it's likely you've picked up new visitors or followers who have missed you mentioning us and the other brands you promote, plus it's always good to remind the "oh I was going to sign up for that" followers who just forgot to get round to it.

The content in this download first appeared as a series of posts in the [Lyrical Host Blog and Business Squad](#) as a month-long challenge, but you can take it at any pace you like. There's a mix of guidance and specifics covering different areas, so you can adapt it according to your needs or use it to create a schedule of repeat tasks that make sense for your programs and goals.

You don't need a lot of experience to give these challenges a try, but you may want to download the beginner's guide to affiliate marketing from the Affiliate Resource Center if you've never done any before. If you have any questions, please start a new thread in our Facebook group.

Please don't share or copy this guide – it's for your use only. We hope you find it useful!

– The Lyrical Host team

# Revise, Review, Relate

## GETTING YOUR DUCKS IN A ROW

We're kicking off with a "choose your own adventure" type of task. Replace the references to the Lyrical Host affiliate program with others if you prefer! The goal of this challenge is to help you earn some kind of affiliate payment to top up your income.

If you've already created affiliate content, here's a super quick checklist:

1. Check your blog post about us is up to date (especially if you've used screenshots or referred to pricing or what's included as we add more to each plan yearly).
2. Review your old social media posts. Do they need updating? Can you reschedule them as they are?
3. Download/recap the guide for seasoned affiliates located in your affiliate dashboard (<https://hub.lyricalhost.com/affiliate.php>) to kickstart some inspiration

If you've never created affiliate content before:

1. Sign up to our affiliate program – you'll automatically be approved so no jumps to jump through! (<https://hub.lyricalhost.com/affiliate.php>)
2. Download the Getting Started guide.
3. Create your first link or discount code and write a short social media post. Tip: if you don't blog about blogging, a "look behind the scenes," "day in the life," or "tools I use" post may work better for your audience

# Why Now Is The Right Time

## (YES, REALLY!)

“It doesn’t feel right to be promoting stuff when the economy is like this,” is a common (and very natural) perspective. But.

### **1. You could potentially be saving people money.**

Many web hosts charge (a lot) extra for things like malware cleaning, or people are paying for premium services to do it. There’s one host that charges \$200 to clean up malware, then an extra \$50 a month in “security” services from then on, so it adds up to a lot very quickly.

Here’s a quick list of things that most other hosts charge for that we include for free:

- Domain privacy
- SSL certificates
- 24 hour malware scanning and cleaning
- 24 hour backups and 30 days’ worth of backup restores
- 10GB email accounts
- Integrated CDN
- Rebrands (i.e. switch to a new domain, have all the redirects set up, just pay for the new domain name)
- Google Analytics & Search Console setup and help
- Plugin security reviews.

# Why Now Is The Right Time

## (YES, REALLY!)

Plus we have a ton of stuff in the [Resource Library](#), the [Speed Boost](#) course and full WordPress support (not just hosting/email/domains).

Other hosts also increase prices a lot on renewal, so people may be unaware that their prices have crept (or jumped!) up.

Other price tricks are listed in this post: [Domain And Hosting Pricing Tricks: What Your Web Host Doesn't Want You To Know](#).

### **2. We don't hard sell - and we don't want you to either.**

The best people for our community are drawn to us - they naturally want to be here, and no one is forcing them. The last thing we want is for affiliates to be pushing people into signing up, or telling them they can make millions overnight from their website, or anything like that.

You're not chasing - just providing the info/your opinion, and letting people choose to do what they want with that (if anything). It doesn't even need to be anything more than you recounting a time where the support team helped you out.

# Why Now Is The Right Time

## (YES, REALLY!)

### **3. You're offering a fishing rod, not a fish.**

All kinds of digital skills are only becoming more important. And having a website means people can earn money and/or build skills for side hustles, resumes, college applications, businesses, or even mental health. It's one of the most affordable ways someone can invest in themselves, and it can be a stepping stone to all kinds of things. It's honestly life-changing for some people, who have conditions or dependents that mean limited time or ability to get to real-life places.

### **4. There are fewer people to compete with right now.**

Pushing forward when others are pulling back is great if you don't have a big audience, or your audience crosses over with big names. Normally summer is a quieter time, but since the weather is keeping people indoors, there are more people online and more opportunities than there otherwise would be. Plus, starting now means people are all ready for back to school season rather than playing catch up.

### **5. Signal boosting small companies is more important than ever.**

It really makes a difference to a small business owner's day even to see they've had a share or tag – it's a real positive. Even just as a motivation boost, it helps someone to see they're valued. Some small companies may work off a more informal system, but if there's a company you love, consider asking them if they have any kind of referral scheme or bonus, even if it's not a full on affiliate program.

# Content Ideas

## KEEPING IT FRESH

The most popular forms of affiliate content tend to be reviews or how to sign up (you can grab downloads and images to help you with both of these from the [Affiliate Resource Center](#)).

But if you've been an affiliate for a while, below are some more content ideas to try out or inspire you. They're non-technical, so don't worry – you don't have to be a techy person to recommend us, and in many cases it's actually an advantage not to be, because people want to hear recommendations from people they can relate to.

All of these can work for blog posts, social media content, podcasts, videos, downloads, emails – wherever your audience is at. It also works well to have different types of content on hand, so that if someone asks a specific question or you want to explain a side of your recommendation in more detail, you already have something prepared.

# Content Ideas

## KEEPING IT FRESH

### **Do a vs. comparison**

If you've come from another web host, write up a comparison post. This works well for search engines because you're avoiding the standard highly competitive hosting keywords while also reaching people very close to buying (they're trying to decide between two particular companies).

### **Share a personal experience**

People relate much better to stories, and it also shows your authenticity and why your recommendation is genuinely meaningful. This could be a time that the support team really helped you out, or a turning point you reached with your blog or business that changed everything for you, or a fun memory you have of taking part in a contest or event.

### **Talk about the community**

The community is such an important part of what we do, and it's super easy to share your own unique experience. As well as our Facebook group and Slack workspace, you could also talk about someone you've met through the group and collaborated with or created a strong friendship with. If you've enjoyed taking part in a contest or felt inspired by someone or something in the community, that's an interesting thing to mention too.



# Content Ideas

KEEPING IT FRESH

**Write about one of these key talking points**

Or create a short series of posts!

- The Resource Library (example resources people can download are here: <https://www.lyricalhost.com/free-resources/>)
- Causes we support, including tree planting (info here: <https://www.lyricalhost.com/causes-we-support-%e2%9d%a4/>)
- Free migrations (info here, plus there are sign up screenshots in the Affiliate Resource Center: <https://www.lyricalhost.com/moving-in>)
- Speed Boost, which is free for customers: <https://lyricalcourses.com/speed-boost/>
- The Lyrical Host blog, which is so different to other hosting blogs: <https://www.lyricalhost.com/blog>
- Our environmental policies: <https://www.lyricalhost.com/wp-content/uploads/2021/05/Environment-Information-Lyrical-Host.pdf>

# Content Ideas

KEEPING IT FRESH

## Do a Q&A

Ask your subscribers/followers for questions or use any/all of these to create a post:

- How did you originally hear about Lyrical Host and what drew you to sign up?
- What are the most important things to look for in a web host?
- What are the advantages of hosting with a smaller company?
- How does the support work?
- What's something that surprised you about your experience?
- Why is having a good web host important?
- What's something that Lyrical Host does that's different from other companies?

There are more content ideas in the Affiliate Resource Center if you're still looking for inspiration!

# Unique Incentives

## & WHY THEY WORK

For affiliate programs that give you a lot more than pennies per sale (like ours!), it can be worth taking the time to offer an extra bonus. Check the program rules or ask the company if you're not sure if you're allowed to do it – you can with ours.

### **Why offer your own incentive?**

- Encourage someone to pick your affiliate link/code.
- Keep the credit (i.e. it stops someone reading your post, and later googling for discount codes and grabbing someone else's).
- An extra incentive to remember the code at checkout (we do the affiliate discount to give people a good reason to enter your code, but this is another reason).
- It gives you a good/new talking point in your content. You could even offer different options or switch them up every so often to see which are more effective.

# Unique Incentives

## & WHY THEY WORK

### What kind of incentives to offer

The best incentives are ones that don't require a ton of time or effort on your part, fit your blog/business, and appeal to your audience.

So that could be something like:

- A small bundle of stock photos, an ebook template, Pinterest pin templates, or a free download.
- A "be the first to read it" chapter of your upcoming ebook.
- An exclusive one-page cheatsheet or similar download.
- A 20 min discovery or coaching call.
- An updated or reinvented version of something you've released previously, in a new format or with new additions.

The best incentives are ones personalized to you, but we do have a bundle here you can offer if you're stuck (please don't advertise it as being an exclusive though!): <https://lyricalhost.com/free-resources>

What you offer could even be an upsell if it's relevant to what you do, for example you could provide a free 30 min website help service, and give your rates or sell a workshop course if people need help beyond that.

# Unique Incentives

## & WHY THEY WORK

### Framing your incentive

The format of your incentive could be an email to your subscribers, a lesson in your course, a shoutout in your podcast, a social media post, a blog post, a video/story/live, or all the above.

It will typically be most effective when:

- There are few distractions surrounding it, so for example giving it its own lesson in your course, or making it the only point in your email.
- You're extending it beyond the pitch – e.g. telling a short story and/or explaining the benefits of what you're offering and why someone needs it.
- It's visually eye-catching – if you don't have anything "physical" to show, even attractive images and videos can help.
- It's easy to understand – keep your incentive/offer simple. (Don't forget to include a deadline if it's something you don't want to offer forever!).
- You're providing value – even if someone doesn't want to buy, them enjoying your content or finding it useful means they still walk away satisfied.

# Visual Appeal

## STYLING YOUR IMAGERY

As you already know, how your content looks is so important in stopping the scroll and getting people to click through to read or watch more.

For web hosting, it's not always easy to think of obvious images or video setups compared to say fashion or food affiliate products. However, the flipside is that there are also no restrictions.

You could use images that fit with your brand style and colors, feature yourself, pick something general (such as a desk mockup with screenshot), or choose something more abstract that represents the topic (e.g. a bee for productivity).

When you're creating content around web hosting, picking imagery that appeals to you and your audience is a quick win in that it instantly shows relevancy. So much stereotypical web hosting imagery is about men in suits looking seriously at server racks, or women smiling in headsets, that a cute desk setup or a real person is a breath of fresh air. Not to mention that picking something that fits in with your usual content ensures trust and authenticity.

# Visual Appeal

## STYLING YOUR IMAGERY

You'll find imagery in the [Affiliate Resource Center](#), ranging from stock photos to done-for-you infographics. Resize and optimize for your emails and blog posts, or upload straight to social media - no image credit required.

You could update an existing blog post or a recurring social media post with them, or create something brand new (take a look back at the Content Ideas for tips and a copy-paste Q&A).

If you've read affiliate posts before, or watched affiliate content - what drew you in visually and why? Have a think about what really grabbed your attention, and what kind of imagery would put you off or make you think the content wasn't for you.

# Plugging The Gaps

## TO MAXIMIZE YOUR INCOME

Everything is so fast paced when it comes to the internet that it's likely you have some things you haven't had a chance to look at yet for affiliate marketing. New social networks have sprung up, you may have started a new project or pivoted, or you may have picked up new followers or readers who haven't seen you mention something yet.

Plugging gaps can give you a new platform or something new to talk about without much effort. Importantly, it can also help you bump your affiliate balance to cash out level.

### **1. Where can you add a link/code that you haven't before?**

For example:

- A newer social media profile
- Social media bios/landing pages
- The footer of specific email newsletter groups/specific areas of your website
- Related podcast episodes or course lessons
- Your resource library
- As part of a download or presentation.



# Plugging The Gaps

## TO MAXIMIZE YOUR INCOME

### **What opportunities are you missing?**

For example you may have written a blog post about Lyrical Host, but not our Navigating SEO course (there are sample lessons on the landing page plus resources in the Affiliate Resource Center so you can talk about it honestly). Navigating SEO has separate commission but it goes into your same affiliate account, so having someone sign up for both hosting and the course can be a big win.

With other affiliate programs, you could check to see if you're on their mailing list for limited time/seasonal opportunities, or even email the relevant person at the brand to see if they have any additional or upcoming opportunities, or to recap their current offerings.

### **How can you extend beyond your own audience?**

If you feel like you've covered every opportunity with your own audience, have a look for people looking for recommendations on social media or consider what collaboration opportunities are available to reach other audiences. This could be things like writing for someone else's newsletter, doing a social media takeover, guesting on their podcast, or being part of a summit or bundle. You may not want to use the space to promote directly, but most likely you want to attract new followers who you can then speak to from your own space and have links/codes as appropriate in emails, on your website, as part of downloads etc.

# Plugging The Gaps

## TO MAXIMIZE YOUR INCOME

People are looking for value and passion, so as long as you're sharing genuine reasons/a story, the context makes sense, and you're being respectful, it won't be perceived as spam.

### **Do you have a quarterly plan?**

A plan – or even just a quarterly calendar reminder – can help remind you to check over your affiliate content, clarify things that have confused people, plan for fresh messaging and images, and check your stats. If you create time-themed codes, for example SPRING10 or HOSTING2024, this can also remind you to update them; some people will assume the code has expired if the year, month or season looks off to them.

### **Use stats to improve**

The Lyrical Host affiliate dashboard shows you clicks and conversions, so you can see what contexts your links and codes are working best. It also gives you a chance to see patterns you may not otherwise be aware of, what messaging is most helpful to people, and so on. For these reasons we recommend creating different codes and links for different situations – your emails, each blog post, each social media network, your course lessons, specific campaigns you're doing and so on, to make it easier to see the sources of your clicks and conversions.

# Summary Checklist

## TO MAXIMIZE YOUR INCOME

We've reached the end of the challenge, so here's a quick checklist of the areas we've covered so you can create a plan based on the tasks you want to do.

- ☐ Download the beginner or seasoned affiliate guides from the Resource Center
- ☐ Review what you have already and update as needed
- ☐ Consider your recommendations from a help-first perspective
- ☐ Make a plan for creating fresh content
- ☐ Create your own bonus incentive
- ☐ Investigate or create new imagery
- ☐ Identify any gaps to plug
- ☐ Create a quarterly affiliate plan or reminder