



20 Magnetic Email Swipes To Attract New
Affiliates & JV Partners To Promote Your
Products

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About the Author Nick James



After selling his first information product online in 2001 **Nick James** is now widely considered to be one of the Internet's leading independent information publishers and product developers.

Nick James is also the developer of the best-selling WordPress Plugin ***wp Affiliate Surge*** which creates fast and attractive *Affiliate Tools Pages*. He is also the author of the popular '***Affiliate Traffic Game Plan***' training course which provides simple actionable steps to manage and promote an effective and profitable Affiliate Program.

More Free Training...



If you enjoy this Free PDF Report, and you would like to receive **additional free training to help you with setting up an affiliate program**, then you will be pleased to know there are a total of 4 free reports in this series:

- 20 Magnetic email Swipes To Attract New Affiliate & JV Partners
- Ultimate Free Traffic
- 7 Types Of Affiliate Marketing Tools & Resources That Work Wonders
- The Secrets To Motivating Affiliates To Take Massive Action

To download the rest of the PDFs in this series, simply visit the following website for further details and click on the link to the **FREE DOWNLOADS**:

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Introduction

This PDF contains a selection of **email swipe files** for virtually every situation of recruiting new Affiliates and JV Partners to work with you in your referral program.

To get the best out of this resource, **I highly recommend that print out this PDF report** and ensure you keep it near your computer. So that you always have ideas to hand ... and that these swipe files will never become “lost” on your computer hard drive to collect ‘digital dust’ ...

... This single tip will be worth thousands of extra dollars to you over the months and years ahead!

As you work through these email swipe files you may instantly recognize opportunities to tweak and adjust the contents to suit your own personality, niche market and other industry specific requirements. You are ENCOURAGED to make such changes.

This is because these emails do not need to be used ‘*verbatim*’ but rather as models with you can swipe, edit, customize and use for your own specific requirements.

Note on the Type of Product You Sell: You’ll find that a lot of the emails appear to be written from the perspective of selling an information or a software product. If you don’t sell an information product, you can still use these email templates and modify them as I have suggested above. Unfortunately, I can’t provide swipe files that include the precise wording for every type of product known to man... even though I wish I could. 😊

Keys to Making the Swipe Work:

- **Take your time:** Take the time to craft and ensure each message is the best it can possibly be – before you send it. Even if your product is about to launch, you don’t need all your affiliates on board at that very moment. After all, you’re going to be selling this product for a long time, right? Plus, if you have sales conversion statistics to provide to potential affiliates, they are much more likely to get on board.
- **Be patient and always have a reason to reach out.** Nagging and hounding your potential affiliates isn’t going to help you with your recruitment goal. The last thing you want to do is get on their nerves. So, always ensure that you give people time to reply and always have a reason to follow-up, other than to say, “Are you doing it yet?”. The swipe files go into more detail about this.

Enjoy!

Template #1: Recruiting Email For After You Promote Someone Else's Product

Subject: Quick question, [first name]...

Hi [First Name],

It's [your name] here - you might recognize my name from your affiliate program. Last month I promoted your offer and generated [number of sales]. It's a pretty easy sell because you have a great product that really helps people [solve some particular problem].

The reason I'm writing to you today is because I have a product that perfectly complements [name of prospective partner's product]. Most everyone who buys [name of YOUR product] also buys your product, because they're such a good fit. That's why I'd like to extend an invitation to you to introduce your prospects and customers to this product.

The standard commission rate is [your commission rate], but when you join the program I'll extend a special partner's commission rate to you of [special rate]. That means you'll make [dollar amount] for every sale you generate - that adds up fast.

Now you're probably wondering a bit about the product.

[Name of your product] helps people [briefly explain main benefit]. You can download your copy here to see for yourself: [download link]

I think you'll agree this would be a good fit for your audience.

To get started, just grab your affiliate link right here: [affiliate sign up]

Thank you for your time, and I hope to be able to cut you a big check soon...

[sign off]

P.S. I'll be promoting your offer again at the end of the week. Here's to us making money together!

Template #2: Reciprocation Email When Someone Asks To Return Your Favor

Subject line: Since you asked...

Hi [First Name],

I'm so glad the [whatever favor you did for them] is working out. The pleasure is all mine.

You asked if there is anything you can do for me, and I'd like to take you up on that. Let me quickly explain...

I have a product called [name of product], and it [explain what it does]. You can see it for yourself at [download link].

This product would be a great fit for your audience because [reasons why]. That's why I'd like to extend an invitation to you to join my affiliate program at the special partner's commission rate of [commission rate]. You'll get [amount of commission] every time someone buys through your link.

I really think your audience would love this, because it fits in perfectly with [the person's products, blog posts, etc - be specific].

If you agree, then please send me your preferred PayPal address, and I'll get you set up.

Thanks!

[your name]

Template #3: Personal Invite After Privately Engaging Via Social Media

Hi [First Name],

I have something that I think would be a really good fit for your audience, because it [quick one-line explanation of what your product does/what problem it solves].

It's called [name of your product], and it [share a main benefit]. Here's a free copy for you: [download link]

I'd like to extend an invitation to you to join my "inner circle" of marketing partners. As part of the inner circle, you'll get a special commission rate of [commission rate], plus you'll enjoy [other perks, such as instant commissions].

To get started, all you have to do is tell me your PayPal email address, and I'll set up your special partner's account for you.

Of course if you have any questions, don't hesitate to ask.

[sign off with your name]

Template #4: Follow-up Email Proposal For After Meeting Someone At An Event

Subject: I have an idea...

Hey [first name],

How's the [specific shared interest or project] coming?

[Briefly fill in details of how you're doing with the common interest. E.G., you caught a big walleye last week, or you placed third in the local marathon.]

There's something else I wanted to ask you about...

I have a product called [name of product], and I think it would be a good fit for your audience because [explain why briefly].

It's as solid product that's getting a lot of good reviews. You can see for yourself by downloading your copy right here [download link].

I'd like to extend to you a special invitation to promote this product for the preferred-partner's commission rate of [commission

rate]. Right now the sales letter is converting at [percentage conversion rate], so those [amount of commissions] commissions add up really fast.

If you like what you see, hit me back with your PayPal address and I'll get you all set up with affiliate link.

Thanks!

[your name]

P.S. I'd also like to return the favor by promoting [name of marketer's main product] to my list of [number] subscribers and social media followers.

Template #5: Interview Request Email

Subject line: I'd like to feature you on my site, [name]

Hi [First Name],

My name is [your name], and I run [name of your site or blog].

The reason I'm writing is because I'd like to interview you [via a webinar or via email], and then make the interview available to audience. It will just take about [estimated number of minutes] minutes of your time, and in exchange you'll get:

- Exposure to all [number] of my subscribers, social media followers and blog readers.
- Backend sales opportunities by mentioning your offers.
- The rights to the interview to do with as you please. You can give it away to subscribers, sell it, or even offer it as a bonus.

Just hit reply to let me know that you're interested, and I'll set everything up.

Looking forward to hearing from you!

[sign off with your name]

Template #6: Email For Requesting A Tiny Favor From A Potential Partner

Subject: Two minutes of your time = [estimated number] visitors?

Hi [First Name],

My name is [your name] from [your blog/site]. I'd like to ask a super-quick favor of you - and in return, you'll get free exposure to my [number] of subscribers, social media followers and blog readers.

All you have to do is answer one simple question:

[insert simple question]

I'll compile your answer into a report along with answers from your colleagues, and you'll also get the rights to this report. This report will be ready to roll in just [length of time from now], so you'll start seeing the traffic soon.

Just hit reply to send me your answer, along with your preferred link and the blurb you'd like to use for exposure.

I look forward to seeing your answer!

[your name]

P.S. I'm looking for answers no longer than around 100 words. So go ahead and hit reply now, because it just takes a minute or two. Thank you!

Template #7: Email For Requesting A Larger Favor From A Potential Partner

Subject line: Thanks again - and an invitation...

Hi [First Name],

Thanks once again for making the [name of project/product] such a success! [Explain how their contribution was really beneficial]. I hope in return you've started to see a nice influx of traffic.

I have one other quick thing you may be interested in...

[insert your affiliate invitation or other JV using one of the other templates from this module]

Thanks for your time, and I look forward to making money with you in the future!

[your name]

Template #8: Request Email For An Introduction To Other Partners

Subject: [First name], a quick favor to ask...

Hi [First Name],

I noticed that you know [name of person you'd like to meet]. Could you do me a favor and introduce us, please?

In return, I'll introduce you to any of my partners whom you think might be a good fit for your business, such as [name of your partner] or [name of your partner].

Thanks so much!

[sign off]

Template #9: Sample Note To Include When Shipping To Potential Partners

Hi [First Name],

My name is [your name], and I run [your site]. Our mutual friend [name of mutual friend] thought we might be able to work together.

You'll see I've enclosed [name of your product], which I think would be a good fit for your audience. Take a look at it and see if you don't like what you see.

If you agree this is a good fit, then I invite you to join my inner circle of special partners, where you'll enjoy the special commission rate of [commission rate] for every copy you sell to your audience.

All you have to do to get started is go online to [link], or call me at [phone number] and I'll get you all set up.

I look forward to hearing from you!

[your name]

Template #10: Follow-Up Email For Item Shipped To Potential Partner

Subject line: What did you think, [name]?

Hi [First Name],

You should have received a package in the mail last week with a copy of [your product name]. Tell me, what did you think? Do you agree that it's a good fit for your audience?

If so, please hit reply and let me know your PayPal address so I can set you up in the special partner's program.

I hope to hear from you soon,
[your name]

Template #11: Telephone Script For Use When Calling Potential Partners

<they answer>

You: Hi [first name], it's [your name] from [your website]. I sent a package containing [name of product] to you last week, and I'm just following up to be sure you received it.

<they reply>

You: That's great. Have you had a chance to look through it?

<they reply>

At this point the next thing you say will depend on whether they looked through it or not...

- They reply yes, and you say: Good, then I think you'll agree this is the sort of product your audience will respond to. Right now the sales letter is converting at [percentage], so it's a good seller. And with your preferred partner commission rate of [commission rate], those commissions can really add up fast.

One thing I didn't mention in the letter is that I have an audience of [number], and I'm prepared to promote your [the partner's flagship product name] product in exchange for you promoting mine. I think this would be a really beneficial arrangement for both of us. What do you think?

- They reply no, and you say: Sure, it's hard to carve out time to sit down and read. So let me give you a quick overview of what you'll find inside the product.

[Explain main points and emphasize how and why it would be a good fit for their audience.]

One thing I didn't mention in the letter is that I have an audience of [number], and I'm prepared to promote your [the partner's flagship product name] product in exchange for you promoting mine. I think this would be a really beneficial arrangement for both of us. What do you think?

<they reply>

At this point they'll either agree to the deal or not.

- If they agree, then you can go ahead and hammer out the details, such as letting them know how to get their affiliate link. Be sure to thank them, and ask them if there is anything else they'd like you to do for them.
- If they say no, then thank them for their time, and tell them to contact you if there is anything you can do for them.

- If they just need more time to look through the materials, let them know you'll follow up again, and ask them when is a good day for that. Then thank them for their time and let them know you look forward to speaking with them again.

Template #12: Email For Securing Guest Blog Posts

Subject: Your readers are asking about [topic]...?

Hi [First Name],

My name is [your name], and I run [your blog]. The reason I'm writing is because I've noticed your readers are asking about [some specific topic] - and I'd like to give you an article to post on your blog that gives your readers a good overview of how to [solve some problem/do something].

This is a completely exclusive article, so your readers won't see it anywhere else. I'm offering it to you for free - and I'll even tell my [number] blog readers, subscribers and Facebook followers about your site once the article is published, which is great exposure for you.

In exchange, all I ask for is a short byline at the end with a link back to my site.

You can see the article here: [link]

If you agree this is something your readers will love, then just hit reply to let me know when you'll publish it. That way I can get ready to tell my readers about your site.

Hope to hear from you soon,

[your name]

Template #13: Email For Requesting An Interview

Subject: I'd like to interview you, [first name]

Hi [first name],

It's [your name] here from [your site]. I'm writing today to ask if you'd do me the honor of granting an interview.

My readers have been clamoring to know about [specific topic], and there's no better person on the net to tell them about it than you.

So what I'm asking for is 30 minutes of your time to get on the phone and talk about [specific topics]. In exchange for this ½ hour you get:

- Complete rights to the interview.
- Exposure to my [number] blog readers, subscribers and social media followers.
- The opportunity for backend sales when you promote your offers during the interview.

It's a great opportunity for a small investment of time.

To set up an interview, or to learn more about it, get in touch today by replying to this email or calling me at [phone number].

I look forward to hearing from you,

[sign off]

Template #14: Email To Request Co-Creation Of A Webinar

Subject: What do you think of this idea?

Hi [First Name],

It's [your name] here from [your site].

You know what? We serve the same market. And that gave me the idea that we should do a webinar together.

Here's what's in it for you:

- A free product that we create together - sell it, give it away, the choice is up to you.
- Backend sales opportunities during the webinar - it's a great time to promote your offers.
- Access to my [number] subscribers, social media followers and blog readers.
- Joint ownership of the email list we create together.

I'll set everything up - all you have to do is show up and we can talk about [specific topic] for 30 minutes.

Hit reply or call me at [phone number] to get more details, or to let me know when would be a good time for you to do a webinar.

I look forward to hearing from you!

[your name]

Template #15: Email For Requesting A Contribution To A Report or eBook

Subject: I'd like to feature you in an upcoming book, [name]

Hi [First Name],

My name is [your name], and I run [your site]. The reason I'm writing to you is ask if you'd like to be featured in an upcoming book about [specific topic].

All you have to do is answer a simple question, and in exchange for a few minutes of your time you'll receive:

- 100% commissions on any books you sell during launch.
- Full resell rights to the book one week after the launch.
- Access to my [number] [niche] subscribers, Facebook followers and blog readers.
- Potential exposure to thousands of prospects who download the book.
- Backend selling opportunities.

All you have to do to enjoy these benefits is answer this simple question:

[insert question]

Then tell me how you'd like your name and link to appear, and I'll compile your answer along with your colleagues' answers in the upcoming book. It launches on [date], so don't delay!

[sign off and your name]

P.S. You're my first choice since you're the top [type of] expert in our market. But if you don't want this spot in the book, let me know so I can release it to someone else. Thanks!

Template #16: Proposal Email For Exchanging Thank You Page Ads

Subject: Here's a thought, [First Name]

Hi [First Name],

My name is [your name], and I sell a product called [product name] that really compliments yours. I think a lot of people who buy my product would love to buy yours too - and vice versa.

So here's what I propose - let's swap links on our product download pages. You can even put your affiliate link for my product on your page so that you make money every time someone buys it.

Right now I'm selling [number] products a month, so that's a nice chunk of people seeing your sales link on my download page.

What do you think?

Before you make a decision, here's a copy of [your product name] so you can see for yourself what a good fit it is for your audience:
[download link]

Take a look and get back to me - I look forward to hearing from you!

[sign off]

Template #17: Proposal Email For Exchanging Solo Mailings

Subject: Grow your list? Make more sales? (Idea inside)

Hi [First Name],

It's [your name] here from [your site]. We cater to the same market, and I believe that we can work together to grow our businesses.

What I'm proposing is a simple solo ad swap. I'll send your solo ad to my [number] subscribers, and in exchange you can my ad to [same number] of your subscribers.

Right now on average I'm getting a [percent] open rate and a [percent] click-through rate, so my subscribers are really responsive. Plus your [product name] and even your [newsletter name] would be a really good fit for my audience, so I know they'd respond well.

If this sounds like a good idea to you, or if you'd just like to learn more about how we can work together, just reply to this email or call me at [phone number].

Thank you for your time, and I hope we can work together soon!
[your name]

Template #18: Proposal Email For Requesting Link In Each Other's Products

Subject: Here's a thought, [First Name]

Hi [First Name],

My name is [your name], and I sell a product called [product name] that really compliments yours. I think a lot of people who buy my product would love to buy yours too - and vice versa.

So here's what I propose - let's swap links within our products. You can even use an affiliate link for my product so that you make money every time someone buys it.

Right now I'm selling [number] products a month, so that's a nice chunk of people who'll be seeing your link.

What do you think?

Before you make a decision, here's a copy of [your product name] so you can see for yourself what a good fit it is for your audience:
[download link]

Take a look and get back to me - I look forward to hearing from you!

[sign off]

Template #19: Proposal Email For Requesting Physical Product Ride-Alongs

Subject line: I noticed you sell [type of product]...

Hi [First Name],

Your [name of their product] caught my eye because I sell a product called [name of your product] which is very related. In fact, I think people who buy my product would also like to buy yours too.

So here's what I propose...

I'll send a flyer advertising YOUR product with every shipment I send out. In exchange, I just ask that you tuck my flyers into your shipments as well.

We can start off with a small test - say 100 flyers each? If it goes well, then we can agree to continue our partnership.

I think this could be a really good way for you to reach new prospects and get new customers. If you agree, then let's talk about the details. You can email me at this address or call me at [phone number] to learn more.

Let me know what you think - this would be a great way to work together for mutual benefit!

[sign off]

Template #20: Proposal Email For Requesting A List-Building Joint Venture

Subject: An idea for growing your mailing list, [name]

Hi [First Name],

My name is [your name], and I publish the [name of your newsletter] newsletter. This newsletter covers a lot of topics that nicely compliment your newsletter. In fact, I think people who join my list would really like your newsletter as well.

So here's what I propose: a co-registration joint venture.

When people visit my opt-in page, they'll get asked if they want to join your mailing list at the same time. In exchange, your lead page will give your subscribers the chance to join my list too.

Right now I'm getting [number] traffic hitting my lead page every month, so that's a lot of exposure for you. It would be a great way for you to grow your list without any extra effort on your part.

If you'd like to set this up, or if you just want to talk about it, please reply to this email or call me at [phone number].

I look forward to hearing from you..

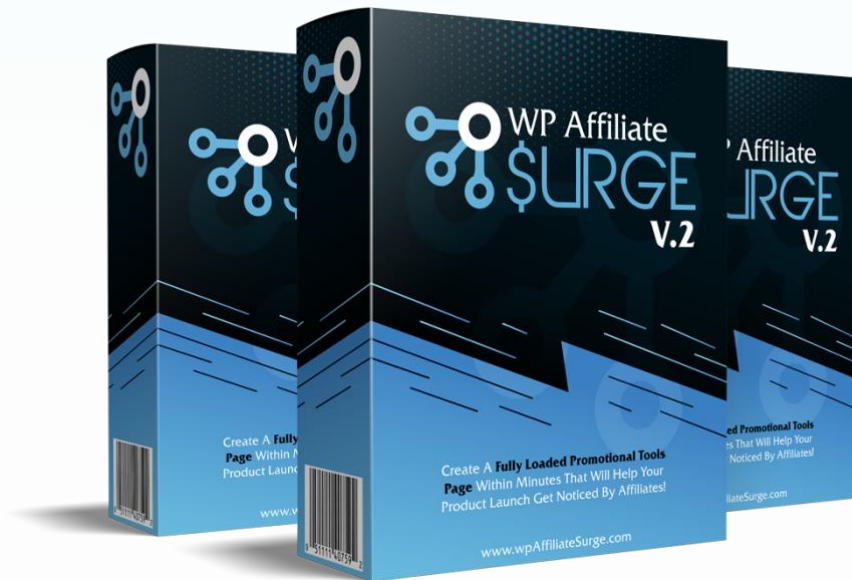
[your name]

Conclusion

So there you have them: A total of ~~twenty email swipe files~~ to help you recruit new Affiliates and JV Partners to your referral partner program.

Every style of approach you will need can be found in these examples, so all you need to do now is copy, paste and edit these for your own specific requirements.

“Create A Fully Loaded Promotional Tools Page Within Minutes That Will Help Your Product Launch Get Noticed By Affiliates!”



Once you have recruited new affiliates, it's time to move onto **stage two**.

The next logical item on your agenda is to also to provide your affiliates with the **tools and resources** they can use to '*quickly and easy*' promote your product in the most efficient way possible.

And this is where the recently updated **Wp Affiliate Surge** WordPress Plugin can help you. Within just a few minutes you can create a fully loaded Promotional Tools Page that provides your affiliates with everything they need to promote your product / service.

Including:

- Twitter Promotional Tools
- Email Tools
- Articles & Blog Posts
- Banner Ads
- Re-Brandable PDF Reports
- And Many More.

For full details visit:

wpAffiliateSurge.com

Recommended Resources

SeriousAboutSixFigures.com Our 'flagship training course' which provides simple actionable steps to complete every fortnight in order to generate a 'six figure a year online income' SeriousAboutSixFigures.com

OutSourcingGamePlan.com Get a lot more done, work less hours and allow your business to become H.A.N.D.S. F.R.E.E. This details home study course shows you how. OutsourcingGamePlan.com

Simple Product Profit Formula. If you can write simple 7-15 page reports, you can make a living from the comfort of your own home, working to your own schedule. SimpleProductProfitFormula.com

Free To Fee. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. FreeToFee.com

Sales Copy Game Plan. Learning how to write good sales copy is one of the most valuable and profitable skills you can pick up in your business career. Because once you know how to craft irresistible, sizzling sales letters, then you'll have the power to sell anything to anyone! This 50+ page hands-on course put together from proven sales copy ideas will give you a step-by-step guide for crafting your very own high-response sales letters. SalesCopyGamePlan.com

Email Marketing Game Plan. If you want your customers to buy from you again and again then you need to keep in regular contact with them by email. The Email Marketing Game Plan will show you how to educate and entertain your readers every time. Maintaining high open rates and click through rates every time you email them. EmailMarketingGamePlan.com

Affiliate Traffic Game Plan. If you have a traffic problem, you have a business problem. Here's the amazing no-cost strategy for getting other people in your niche to send you their very best customers. You never have to worry about traffic again when you find other people who are willing to get visitors to your website for you! You can put the exact strategies and emails that the experts use to work for you too. AffiliateTrafficGamePlan.com

Premium Product Profit Formula. Discover how to create your own \$97 products in 48 hours or less! Ramp up your sales quickly by creating your own "premium" products in just two days. PremiumProductProfitFormula.com

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