

THE AFFILIATE MINI COURSE

Checklist



ENDLESS
AFFILIATE PROFITS



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The Complete Set Of Affiliate Checklists

Your prospects aren't "one size fits all." So if you send out a preselling email that appeals to one type of prospects, that email is going to fall flat with the other prospects.

So here's the solution: send out a series of three emails with a different appeal in each email. Specifically, send out a Fear, Logic, Gain sequence.

Use this set of templates to get started...

The Fear Email

Some people respond best when you push the fear button, such as when you make a limited time offer so they miss out on something good if they don't act fast. These are the types of folks who'll line up around the block and camp out for days so they don't miss out on a Black Friday door buster at their favorite store.

Here's an example email of how to move people towards the order button by appealing to the potential of missing out...

Subject: Don't miss this incredible offer!

Hi [Name],

People are freaking out over this sale. That's because we've never offered such a steep discount, and we're unlikely to ever offer it gain.

Yeah, it's that big.

Here's the scoop...

Act now, and you'll get a whopping 50% discount on [product name]. All you have to do is go to [link] to claim your discount!

But hurry, this offer ends in 72 hours, so order now while you still can!

[sign off]



P.S. If you act now, I'll also toss in a bonus offer that you won't find anywhere else: [describe a limited-time bonus that you're offering as part of this sale]. But this bonus offer ends when the sale ends, so order now to avoid disappointment!

PPS. You're going to kick yourself if you miss out on this incredible offer, so order now before it's gone forever: [order link]

The Logic Email

This is the email that appeals to those who are very logical when it comes to a sales pitch. They don't respond to hype. They don't respond very well to all those stories and attempts to push their emotional buttons. But give them facts, figures and proof, and they'll justify the purchase.

Here's an example email...

Subject: The results are in – this really works!

Hi [Name],

You've probably been hearing a lot about [Name of Product]. People are saying some pretty amazing things about it, aren't they?

They're saying this product [delivers some benefit]. They're saying [it delivers some other benefit]. They're even saying [name of product] [produces some other desirable outcome].

I don't know about you, but all of that makes me pretty skeptical.

So I set out to find out for myself if any of this is true by doing my own case study. And you won't believe what I found...



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[Insert your case study here. Remember that the people who are influenced by logic want real data, statistics and proof. So be sure your case study is well documented and full of data.]

The bottom line: everything people are saying about [product name] is absolutely true – and my case study undeniably proves it.

But you don't even have to take my word for it. See for yourself at [affiliate link].

[sign off]

P.S. The results absolutely blew me away! Now just imagine what sort of results YOU'LL get. Find out for yourself at [affiliate link].

The Gain Email

The gain email is all about appealing to those folks who are most concerned about the benefits of an offer. These are the readers who are thinking, "What's in it for me?" as they read your email. So not only should your email cover the benefits of the affiliate product, but you need to also mention the bonus you're offering when they buy through your link.

Here's an example email that you can feel free to swipe, tweak and use...

Subject: The best way to [get some benefit]?

Hi [Name],

If you're like me, you've been looking for way to [get some benefit].

And let me guess what you've found...

Most solutions epically fail you.

Am I right?



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Here's why...

The reason why most [types of products] don't work is because [succinctly explain some reason why these products don't work].

Makes sense right?

And that's why [Name of Product] is so totally different than everything else you've tried. This product [explain succinctly how it's different – how it overcomes the problem mentioned before].

End result?

You [get some benefit].

And that's not all. Because [this product is different in some other way], you also [get some other big benefit]. And [you get some desired result].

No other product on the market even comes close to [delivering some big result for you]. Simply put, this is the absolute best way to [gets some good result]. So if you too want to [get a good result], then you need to get your hands on [Name of Product] right now.

Click here to get yours: [affiliate link]

[sign off]

P.S. There's never been an easier, faster or better way to [get some good benefit]. But don't take my word for it – see for yourself right now at [affiliate link]

PPS. I almost forgot! If you order now, you'll also get [bonus product] absolutely free! This product [describe what it does and how it enhances the use and enjoyment of the main offer].

So order [product name] now to get [the bonus product] free! Click here to get yours: [affiliate link]...



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Conclusion

Your prospects are all different, so you need to send out different emails to appeal to those who operate based on fear, logic or gain. If you send out this sort of three-email sequence for every product you promote, I'm betting you'll see a nice boost to your commission checks!



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