

*For More Resources:*

[http://www.ObviousAuthority.com](http://www.obviousauthority.com/)

A close up of text on a black background

Description generated with high confidence

This book contains strategies and links to additional step-by-step training you can put to IMMEDIATE use to **establish your online authority, create your personal brand, and gain the trust and loyalty of your audience.**

**Join us NOW at** [www.ObviousAuthority.com](https://www.obviousauthority.com/)

**Legal and Copyright**

Copyright ©2017 ObviousAuthority.com

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

ObviousAuthority.com

1235 Upper Front St. #285

Binghamton, NY 13795

VIP@ObviousAuthority.com

www.ObviousAuthority.com

Disclaimer:

Ordering Information:

Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the publisher at the address above.

Printed in the United States of America

First Edition

**Table of Contents**

[Introduction & Instructions 6](#_Toc494444482)

[Chapter 1: Autoresponder Tokens 11](#_Toc494444483)

[Chapter 2: Mining Gold with Autoresponders 16](#_Toc494444484)

[Chapter 3: People Interested in Resale Rights 43](#_Toc494444485)

[Chapter 4: People That Bought Your Book 66](#_Toc494444486)

[Chapter 5: People That Downloaded Your Software 87](#_Toc494444487)

[Chapter 6: People That Joined Your Membership Site 108](#_Toc494444488)

[Chapter 7: People That Signed Up for Your Newsletter 130](#_Toc494444489)

[Chapter 8: People Who Have Bought Your Product 152](#_Toc494444490)

[Chapter 9: People Who Joined Your Affiliate Program 173](#_Toc494444491)

[Chapter 10: People Who Signed Up For Your Free Report 194](#_Toc494444492)

[Chapter 11: People Who Signed Up for Your Marketing Course 214](#_Toc494444493)

# Introduction & Instructions

This short introduction is meant to familiarize you with some of the workings of these messages and how you can use them most effectively.

As you noticed, you received 10 Word documents with this package. Each of these documents is loaded with 10 messages that you can arrange into a follow up sequence based on the action of your prospects.

You’ll notice that you have follow up campaigns for subscribers, customers, affiliates, etc., which covers the entire spectrum of online business.

It’s incredibly essential that you follow up with all of the people who show interest in your business or product offering to make sure that you gain maximum profit potential from all of them.

If you just let people sit dormant on a subscriber list but never mail them, you are in for a world of hurt when it comes to trying to sell to them in the future.

You might be asking yourself the question “Are you saying that mailing my subscribers more will actually keep them more active and responsive?”

And the answer to that is 100% YES!

You see, if someone subscribes to your list and then they don’t hear from you for months you run the risk of them not remembering you and just deleting all of your messages or even worse, reporting it as Spam!

That’s the whole point of follow up! You want to build a relationship with your clients, customers and subscribers so that they value and trust what you have to say in the future.

Until recently, this has been a painful process and has required extensive experience in copywriting. Now the good news! All that work has been done for you in this 100 Autoresponder Marketing Emails Kit!

Plug in the appropriate messages for whichever area of your business that you need a message for and you’re all set!

A quick note on using the messages…

In each of the 10 Word documents that you received, you probably noticed that there are a bunch of codes at the beginning of each document.

These are called “Tokens”

A token is simply a part of the message that requires your attention and customization.

The beginning of each of the 10 documents lists all of the tokens you will find throughout the messages and explains what each is briefly.

All you have to do is go through and insert your personal information and product information where these tokens are and your messages are 100% customized to you!

Sure, we could have just written generic messages that didn’t require tokens; it would have been easier for us to do that.

The reason that we didn’t do that was because people that get a generic message will actually be more turned off by it than anything and will probably start deleting all of your messages!

That’s why we took a considerable amount of extra time and expenditure to create messages that allow you to quickly and easily customize them to your business 100%.

I recommend that you read each of the tokens at beginning of each of the word documents so that you can get familiar with the type of information that you are going to need to provide to fill in all of your messages.

The information that you need to provide is pretty easy to put together and really something that can likely be done on the fly as you put the messages into your auto responder.

We created them with ease of use and speed of implementation in mind.

After you’ve read through the tokens in the beginning of the document simply go through each message and just replace the tokens with the appropriate information.

Once you’ve done this give them a look over to make sure that they’re just how you want and if they are, go ahead and load them up into your auto responder and save them.

That’s really all there is to it.

Also, one thing that you seriously need to consider is the fact that you can use these messages in any way that you want in your business.

If one of them works for a solo mailing, grab it customize it and send it out. If you want to mix and match messages from each of the series’, then by all means do so.

If you want to make one huge follow up sequence that you load up and customize for your main list, go ahead and do that.

The possibilities are really endless here when you think about the fact that you have 100 follow up messages already created for you!

# Chapter 1: Autoresponder Tokens

This first section contains all of the tokens for your messages. They appear in this section in the order that they appear in your messages. I suggest you fill these in on the first few pages, then print them out and then go through each of the messages inserting the correct data.

Tokens

{First Name} - This is the personalization code for your auto responder to insert the first name of your subscriber.

{Offer 1} - This is the first paid offer that you are going to make to your subscriber.

{Offer 1 URL} - This is the URL for your first paid offer.

{Your Name} - This is your full name.

{Your Email Address} - This is your e-mail address.

{Your Web Site} - This is the URL to your website.

{PS 1} - This is your chance to end this message and restate your offer in your first message.

{Features 1} - This is the first feature of your first paid offer.

{Features 2} - This is the second feature of your first paid offer.

{Features 3} - This is the third feature of your first paid offer.

{Free Offer 1} - This is your first free offer you are going to make to your subscriber.

{Free Offer 1 Benefit 1} - This is the first feature of your first free offer.

{Free Offer 1 Benefit 2} - This is the second feature of your first free offer.

{Free Offer 1 Benefit 3} - This is the third feature of your first free offer.

{Free Offer 1 Benefit 4} - This is the fourth feature of your first free offer.

{Free Offer 1 Testimonial 1} - This is the first testimonial of your first free offer.

{Free Offer 1 Testimonial 2} - This is the second testimonial of your first free offer.

{Free Offer 1 Testimonial 3} - This is the third testimonial of your first free offer.

{Free Offer 1 Testimonial 4} - This is the fourth testimonial of your first free offer.

{PS 2} - This is your chance to end this message and restate your offer in your fourth message.

{PS 3} - This is your chance to end this message and restate your offer in your third message.

{Free Offer 2} - This is your second free offer you are going to make to your subscriber.

{Number 1} - This is the number of people you want them to share your message with.

{Free Offer 2 Testimonial 1} - This is the first testimonial of your second free offer.

{Free Offer 2 Testimonial 2} - This it the second testimonial of your second free offer.

{Free Gift Name 1} - This is the fame of the first free gift that you are giving them.

{Free Offer 2 Features 1} - This is the first feature of your second free offer.

{Free Offer 2 Features 2} - This is the second feature of your second free offer.

{Free Offer 2 Features 3} - This is the third feature of your second free offer.

{Offer 1 Testimonial 1} - This is the first testimonial of your first paid offer.

{Offer 1 Testimonial 2} - This is the second testimonial of your first paid offer.

{Admin E-Mail Address} - This is your e-mail address.

{PS 4} - This is your chance to end this message and restate your offer in your fourth message.

{PS 5} - This is your chance to end this message and restate your offer in your fifth message.

{Offer 2} - This is the second paid offer that you are going to make to your subscriber.

{Offer 2 URL} - This is the URL for your second paid offer.

{Offer 2 Benefits 1} - This is the first feature of your second paid offer.

{Offer 2 Benefits 2} - This is the second feature of your second paid offer.

{Offer 2 Benefits 3} - This is the third feature of your second paid offer.

{PS 6} - This is your chance to end this message and restate your offer in your sixth message.

{Offer 2 Testimonial 1} - This is the first testimonial of your second paid offer.

{Offer 2 Testimonial 2} - This is the second testimonial of your second paid offer.

{Offer 2 Testimonial 3} - This is the third testimonial of your second paid offer.

{PS 7} - This is your chance to end this message and restate your offer in your seventh message.

{Special Report Name} - This is the name of a special report you are going to give your subscribers.

{Special Report} - This is the subject type of the special report you are going to give your subscribers.

{Referral Product 1 Type} - This is the type of product your first affiliate/referral product is.

{Referral Product 1 Name} - This is the name of your first affiliate/referral product.

{Referral Product 1 Action} - This is the action(s) you’d like your subscriber to take on the 1st affiliate/referral product.

{Referral Product 1 features and benefits} - These are the benefits and features of your first affiliate/referral product.

{Buy or Join} - This is the wording you want to use on taking action. Buy, Join, Purchase, etc.

{PS 8} - This is your chance to end this message and restate your offer in your eight message.

{Affiliate Features 1} - This is the first feature of your affiliate program.

{Affiliate Features 2} - This is the second feature of your affiliate program.

{Affiliate Features 3} - This is the third feature of your affiliate program.

{Affiliate Features 4} - This is the fourth feature of your affiliate program.

{Affiliate Features 5} - This is the fifth feature of your affiliate program.

{Affiliate Features 6} - This is the sixth feature of your affiliate program.

{Affiliate Program URL} - This is the URL to your affiliate program web page.

{Affiliate Testimonial 1} - This is the first testimonial of for your affiliate program.

{Affiliate Testimonial 2} - This is the second testimonial of for your affiliate program.

{Affiliate Testimonial 3} - This is the third testimonial of for your affiliate program.

{PS 9} - This is your chance to end this message and restate your offer in your ninth message.

{E-zine Name} - Name of your eZine newsletter.

{E-zine Subject} - This is the subject of your eZine newsletter.

{E-zine Interval} - How frequently is your eZine is published.

{E-zine URL} – This is the URL to your eZine web page.

{PS 10} - This is your chance to end this message and restate your offer in your tenth message.

# Chapter 2: Mining Gold with Autoresponders

Message #1

Subject: {First Name} – Here’s the Secret to mining Gold using Autoresponders

Dear {First Name}

You asked for more information on how you can use autoresponders to boost your sales, and here it is:

Autoresponders are automated “sales people” that tirelessly follow up with your customers so you don’t have to. You simply create a series of letters and decide how often you want them to be sent. Then, when people sign up for your autoresponder series, each follow-up letter is sent on the exact schedule that you’ve established. Now, how easy is that!

What can you do with autoresponders?/ You can do anything that you can do with e-mail. Here’s some of the most popular ways that people are using autoresponders:

* Deliver FREE Reports
* Provide Technical Support
* Deliver Online Sales and Training Courses
* Deliver Frequently Asked Questions
* Process Online Forms

There are essentially three types of autoresponder available. Each autoresponder has its own pros and cons, and it’s up to you to decide which one meets your needs the best.

Let’s look at your options:

**PC-Based Autoresponders**

This is a software package that you install on your PC. It processes incoming mail through the e-mail client on your computer and responds to messages that meet your pre-set criteria.

**Advantages**

* There is usually a one-time fee that you pay and then you own the software.
* It’s easy to use.

**Disadvantages**

* It typically provides only very basic autoresponder services
* It only works when you are connected to the Internet.
* It’s only as fast as your Internet connection
* Your ISP may not allow you to send large quantities of mail.
* You could get shut down by your ISP if a subscriber makes a SPAM complaint

**Owner Managed Autoresponders**

This is software that you install directly on your own website. While some of these packages are fully-featured, many are not.

**Advantages**

* There is usually a one-time fee that you pay and then you own the software.
* Premium versions often have advanced features.
* It sends emails according to the speed of your Internet connection.

**Disadvantages**

* You need more advanced technical skills to install and maintain it.
* You have to own your own web site and domain name.
* You may exceed your web host’s daily bandwidth limits if your autoresponder series is popular.
* You could get shut down by your ISP if a subscriber makes a SPAM complaint

**Autoresponder Service Provider**

This is an autoresponder service that you simply sign up to use. Everything is hosted on the service provider’s web site. You pay your monthly fee and you have full use of the service.

**Advantages**

* You don’t need any technical knowledge
* You don’t need to own your own web site or domain name
* You don’t have to worry about e-mail or bandwidth limits
* Autoresponder operators realize that SPAM complaints are usually false, so they are generally more lenient when you do get one.

**Disadvantages**

You pay a monthly fee but, in most cases, it’s worth it to not have to deal with all the hassles of running your own autoresponder software.

Most marketers opt for using an autoresponder service. It just makes sense.

Deciding what type of autoresponder you want is just the first step. No autoresponder is a good deal if you don’t understand the secrets of using them to make money.

In my next e-mail, I’ll reveal the first of my “Secrets to Mining Gold using Autoresponders.” I’m also going to give you a 100% FREE gift just for reading the e-mail.

Until then, take a look at {Offer 1}. It’s the autoresponder that I use. Yep, you guessed it, it’s the one that I’m using right now to communicate with you!

You can check it out right here: {Offer 1 URL}.

Until next time!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, It’s {Your Name} and I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to visit {Offer 1 URL} and check out the {Offer 1} features and benefits. If you haven’t visited yet, then you don’t know about this…

* {Features 1}
* {Features 2}
* {Features 3}

Go ahead and take a moment to visit {Offer 1 URL} and then come back to get the first of the my “Secrets to Mining Gold using Autoresponders.”

**Autoresponder Secret #1**

Successful marketers know that it takes at least 7 messages to convince a customer to make a purchase.

This means that you’ll have to write at least 7 responder messages and space them out over a period of time. How much time? That depends upon your offer and how long each message is. Shorter messages can be spaced a few days apart. Longer messages should be spaced at least a week apart.

Keep your messages as short as possible. If you provide too much copy then you can end up losing a reader early on in the series.

Personalized auto responder messages work best. What are personalized messages? They are messages that come from autoresponders that lets you set variables that will be automatically filled in from the autoresponder database.

Here’s an example:

Dear {First Name}, this is a personalized autoresponder message from {Offer 1}, the autoresponder message that I use at {Offer 1 URL}.

See how that works? My autoresponder automatically filled in your first name along with the name of the web site and the URL. Pretty neat huh?

I almost forgot! I promised you a F~R~E~E Gift. Here’s the deal:

Take a minute to visit the {Offer 1} web site at {Offer 1 URL} and then click the Reply button in your e-mail client. Send me back an e-mail saying “I visited {Offer 1 URL} and here’s what I liked and didn’t like.

Just give me your opinion and, in return, I’ll give you {Free Offer 1} at no charge.

{Free Offer 1} is an amazing {Product or Service} that gives you all of this:

* {Free Offer 1 Benefit 1}
* {Free Offer 1 Benefit 2}
* {Free Offer 1 Benefit 3}
* {Free Offer 1 Benefit 4}

Here’s what some people have to say about {Free Offer 1}:

* {Free Offer 1 Testimonial 1}
* {Free Offer 1 Testimonial 2}
* {Free Offer 1 Testimonial 3}
* {Free Offer 1 Testimonial 4}

And it’s all yours if you follow my simple instructions!

Next time I’ll tell you why it was worth it to me to give you {Free Offer 1} just for sending me a simple e-mail, and I’ll share another autoresponder secret with you..

Until next time!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s why I offered you {Free Offer 1} the other day.

Dear {First Name},

The last time I wrote to you, I offered you {Free Offer 1} just for visiting the {Offer 1} web site at {Offer 1 URL} and sending me an e-mail telling me what you liked and didn’t like about the offer. Hundreds of people responded to that offer and I gave away hundreds of copies of {Free Offer 1}.

Why did I give you something just for sending me an e-mail? Well, it wasn’t because I wanted your e-mail address. I already have it. I gave away {Free Offer 1} to see who was paying attention and reading my e-mail. I found out something very important about the people who took me up on the deal, and I found out some very important things about the {Offer 1} web site.

The people who responded let me know who was serious about earning a second income (or replacing their income) on the internet. I also learned what people liked and didn’t like about {Offer 1} which will help me make that site even better. It was a win-win for everyone.

**Today’s secret is this:**

When you use autoresponders to communicate with people, it’s important to keep their attention. The best way to do that is keep them involved either by offering F~R~E~E gifts or giving them a task to perform or a question to ask.

No, it doesn’t work every time, nothing does. What does happen however, is that your autoresponder becomes an automatic qualifying system that eliminates people who are not interested in your offer, and keeps the interest of the people who are closer to making a buying decision. And that’s a good thing!

Speaking of keeping people’s interest, the next time we get together I’m going to give you a SUPER free gift. It’s one that will knock your socks off. But you’re going to have to work a little bit harder to get that one ☺

Until then!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

**Message #4**

Subject: {First Name}, Here’s the next FR~EE gift that I promised.

Dear {First Name},

I told you that I had a SUPER free gift for you this time and I wasn’t kidding. I’m going to make you an offer that will knock you out, but I need your help first.

You see, {Free Offer 2} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Offer 1} to just {Number 1} people.

If you want to know why {Free Offer 2} is so valuable, take a look at what two of our customers have to say:

{Free Offer 2 Testimonial 1}

{Free Offer 2 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Offer 2} just for introducing {Offer 1} to them. They don’t even have to buy.

Just look at all you get with {Free Gift Name 1}:

* {Free Offer 2 Features 1}
* {Free Offer 2 Features 2}
* {Free Offer 2 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Offer 1} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

Recently, I found out about {Offer 1} from an e-zine that I joined and I am so impressed by it that I wanted to let you know about it. It gives you the ability to market your product or services just like you see the “Big Name Marketers” doing. Here’s just a peek at what you get:

* {Features 1}
* {Features 2}
* {Features 3}

And I’m not the only one who thinks that this deal is hot. Here’s what other users think of {Offer 1}:

{Offer 1 Testimonial 1}

{Offer 1 Testimonial 2}

You can find out more about {Offer 1} by visiting {Offer 1 URL}

I think you will be pleased!

(your name)

--- SNIP ---

After sending your letter to {Number 1} friends, just list their e-mail address in a message and send it to me at: {Admin E-Mail Address} and I’ll send you {Free Offer 2}. It’s as easy as that!

Why not grab the best tool there is for getting your share of the money that’s waiting for you. Visit {Offer 1 URL} right now and get started.

Oh yeah, one more thing. Wait until you see the secret that I reveal in my next letter!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

**Message #5**

Subject: {First Name}, Here’s the next autoresponder secret that I promised

Dear {First Name},

Last time I wrote to you I promised to reveal yet another reprint rights secret. Although this is a biggie, it’s not the “blockbuster” secret that I’m saving for later. That secret is so powerful that you will be stunned when you learn it. But you’ll have to hang in with me until I’m ready to reveal it.

Over at the {Offer 1} web site we offer a “smart” autoresponder that lets you send personalized e-mail messages to anyone who requests more information about your product or service.

You can use autoresponders like the ones at {Offer 1 URL} to make more sales than any other tool you’ll find.

But no autoresponder is capable of turning a bad offer into a good one. Today’s secret is a short one, but it’s one of the most valuable ones that you’ll receive from me.

In order to make a sale you must have:

1. A good product or service at a fair price.
2. A professional landing page or web site that makes you look good
3. A way to follow up with your prospects even when you’re sleeping, on vacation, or at your day job.
4. Compelling sales copy that makes the person want to buy

I can’t help you with #1 or #2, but I can help you with #3 and #4! Let’s deal with #3 today and I’ll save #4 for when I reveal my “blockbuster secret” in one of my future messages to you.

{Offer 1} has made me more money than anything I have ever used to run my business. This amazing autoresponder doesn’t replace any of my marketing or advertising, it enhances it.

I still have to get people interested enough in my product to get them to sign up for my autoresponder series but, after that, it’s all on auto pilot.

My autoresponder not only follows up on my direct offer, but it gives me the power to make up sell and cross-sell promotions easily.

That means that I can use my autoresponder to make multiple streams of income by combining multiple offers into one autoresponder series.

Want to see how that’s done? I’ll show you in my next message.

If you haven’t seen the power of autoresponders yet, then you’re simply not looking. There is no better way to increase your sales than by putting an automatic salesperson on your team.

What in the world are you waiting for? Hop on over to {Offer 1 URL} and get your hands on {Offer 1} right now!

Do you think you’re now ready to discover the “blockbuster” secret I mentioned? We’ll see the next time we get together. Don’t miss my next email!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

**Message #6**

Subject: {First Name}, Here’s the next autoresponder secret that I promised to tell you.

Dear {First Name},

In my last message I told you how easy it is to earn multiple streams of income using {Offer 1} to automate your sales response and add the power of up sell and cross-sell. Today I’ll show you how it works:

Let’s suppose that you sell two different products or services. One is the main offer that the autoresponder series is focused on, and the other is something entirely different.

While your main goal is to sell your primary product or service, there’s nothing wrong with offering your other product or service while you’re at it. This second offer should be subtle so it doesn’t detract from your main offer.

Here’s one way to do it:

Dear {First Name},

As you know, I’m a great believer in the power of autoresponders. That’s why I spend most of my name promoting {Offer 1} at {Offer 1 URL}. But, like most successful marketers, I always have my eye open for something new and interesting to offer my customers. Now when you’ve been on the ‘Net for as long as I have, it takes something pretty extraordinary to get your tail wagging and that’s just what I think {Offer 2} is – something extraordinary.

When I friend of mine suggested that I visit {Offer 2 URL}, I almost didn’t do it. I was pretty busy that day and I didn’t have much mindshare available to invest in checking out a new product, but – I was stopped dead in my tracks when he told me this:

{Offer 2 Benefits 1}

{Offer 2 benefits 2}

{Offer 2 Benefits 3}

Honestly, I didn’t believe that anything could offer all of that, so I went over to {Offer 2 URL} to see for myself.

Well, seeing IS believing and, in this case, he was 100% right. {Offer 2} just may be the most amazing thing I’ve seen lately. Decide for yourself by visiting {Offer 2 URL}.

Do you see how easy it is to use autoresponders to create multiple streams of income? And do you know what? I was able to make that offer to you because I know the “blockbuster secret” of using {Offer 1} to deliver my sales messages. I’ll reveal that secret to you in my next message.

Until then,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

**Message #7**

Subject: {First Name}, Here’s the BLOCKBUSTER autoresponder secret that I promised to tell you.

Dear {First Name},

I hope that you made it over to the {Offer 2} web site at {Offer 2 URL} and checked out that amazing deal that I told you about last time. I know that many of you did because I’m already hearing things like this…

* {Offer 2 Testimonial 1}
* {Offer 2 Testimonial 2}
* {Offer 2 Testimonial 3}

But I’m also hearing from people who went to {Offer 1 URL} and got their own autoresponder service. Here’s what they’re saying:

* {Offer 1 Testimonial 3}
* {Offer 1 Testimonial 4}
* {Offer 1 Testimonial 5}

These people, and hundreds of more like them, have leveraged the power of autoresponders start their own marketing empire. They’re smart enough to use autoresponders to run their own sales business 24/7 without any additional effort on their part!

There is no limit to the opportunities that exist for people who know the secrets of using autoresponders in general, but it’s especially true for people who know the BLOCKBUSTER secret that I’m about to reveal right now!

Not only is {Offer 1} a “Smart Autoresponder” that lets you define variables that get filled with real data as each message is sent, but it **comes with pre-written autoresponder series that cover most of the things that people use autoresponders for**.

That’s right! If you start using {Offer 1} to automate your sales response, you’ll get access to sales-pulling autoresponder messages that cover these subjects:

* People that bought your software
* People that downloaded your software demo
* People that bought your Book-
* People that joined your Membership Site-
* People that signed up for your F~R~E~E report
* People that signed up for your newsletter list-
* People that are interested in reprint rights
* People that interested in internet marketing
* People that joined our affiliate Program-
* People that want to use autoresponders

So, what are you going to do? You can let a great opportunity slip by, or you can take advantage of autoresponders and let them help explode your sales using professional, pre-written sales messages as well as any other messages you want ti use!

Just go to {Offer 1 URL} and see how easy it is to start using {Offer 1} right now. Remember, you get all of this and more!

* {Features 1}
* {Features 2}
* {Features 3}

You can be the next Internet Marketing Success Story for practically nothing.

Next time we get together I’m going to give you ANOTHER F~R~E~E gift. You’re going to love it

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

**Message #8**

Subject: {First Name}, it’s {Your Name} with that ~FR~E~E Gift that I offered!

Dear {First Name},

Hi, it’s {Your Name} again. When you asked for information on marketing with autoresponders, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

Of course, some people are selling {Special Report}, and others are bundling it with expensive offers. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Referral Product 1 Type} called {Referral Product 1 Name}. I think it will totally revolutionize the way that you {Referral Product 1 Action}. It’s destined to be the hottest {Referral Product 1 Type} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Referral Product 1 Name} is all about:

{Referral Product 1 features and benefits}

And here’s the deal that I’m willing to make:

I don’t care if you buy {Referral Product 1 Name}. I just want you to take a look at it and see if it’s for you. If you like it then you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report} just for checking it out.

All you have to do is visit {Referral Product 1 URL} and look around. Then, whether you bought or didn’t, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I bought {Referral Product 1 Name}.

I didn’t buy {Referral Product 1 Name} because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report} and never actually visit {Referral Product 1 URL}. That’s OK, but you’re cheating yourself because {Product or Service} could change your life!

Thank you for your interest in {Offer 1}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

**Message # 9**

Subject: {First Name}, Our Affiliate Program is HOT!

Dear {First Name},

It’s {Your Name}. I wasn’t sure if you knew about our affiliate program, and I wanted to make sure that you weren’t missing out on all of the extra money you could be making. We realize that not everyone who hears from us is going to end up using our autoresponders, even though they include these benefits and more…

* {Affiliate Features 1}
* {Affiliate Features 2}
* {Affiliate Features 3}
* {Affiliate Features 4}
* {Affiliate Features 5}
* {Affiliate Features 6}

That’s why we designed our affiliate program so you can at least make some money promoting our service to other who need autoresponders for their business. You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring buyers to your special affiliate URL.

Just go here ({Affiliate Program URL}) and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial 1}

{Affiliate Testimonial 2}

{Affiliate Testimonial 3}

You don’t have to work hard. In fact, all that some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

**Message #10**

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from {Offer 1}. I’ve shared all of my autoresponder secrets with you now, and this may be the last time that you hear from me on this subject.

I hope that you realize how powerful autoresponders are, and that you’re ready to get your own by visiting {Offer 1 URL}.

Here’s something else that I want to tell you while I have your attention…

I love hearing from our customers. They always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our customers in person while I was traveling recently.

We had been discussing some of the ways that I market and sell {Offer 1} when one of them said, “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {Subject Matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 3: People Interested in Resale Rights

Message #1

Subject: {First Name} – Here’s the secret to making REAL money with reprint rights

Dear {First Name}

You asked for more information on how you make money with reprint rights, and here it is:

**Reprint rights let you buy a book or report one time and then you have the right to sell that copy over and over again!**

Now don’t confuse this with an affiliate program that only pays you a commission for referring orders to the product owner’s web site. This is TOTALLY different. When you have the reprint rights to a product, you get to keep 100% of the money for yourself. And it’s LEGAL!

Now are you starting to see how valuable reprint rights are?

Someone else spends all of the money and time that it takes to produce a new special report or book and then you get to sell it as if it were your own. Your investment = 0 and your upside potential is only limited by your imagination!

But what I’ve just told you is only the tip of the iceberg. You see, there are some insider-only secrets to multiplying your profit potential that all of the “big dogs” use, but the average guy like you and me are locked out. Well, you’re not going to be locked out because I have the key and I’ll share it with you next time we get together.

In the meanwhile, if the lure of big money has you drooling hop over to {Offer 1 URL} and take a look at {Offer 1}. It’s one of the best reprint rights deals I have ever seen!

Until next time!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to visit {Offer 1 URL} and check out the {Offer 1} reprint rights deal. If you haven’t visited yet, then you don’t know about this…

* {Features 1}
* {Features 2}
* {Features 3}

Go ahead and take a moment to visit {Offer 1 URL} and then come back to get that “key” to unlocking even more profits using the insider-only reprint rights secrets that the “big dogs” use.

**Here’s The Secret that the “Big Dogs” Use**

You’ve probably heard of a marketer named Ron Popeil of Ronco. He has invented hundreds of products that he sells on TV infomercials. In fact, Ron is the guy who coined the phrase “Wait, there’s more!”

Ron’s secret to becoming a billionaire is simply giving the customer more F~R~E~E products than they can imagine they would ever get just for purchasing his primary products.

This method works so well that thousands, maybe millions, of Internet marketers have copied him. That’s why you see most marketers offering one, two, three, even ten F~R~E~E bonuses when you buy their primary product. The question is, how do they do it?

The secret is in combing multiple reprint rights deals. Yep, it’s that simple. All you have to do is buy a few different products that come with reprint rights and you’re in the instant “bundle” business. Just decide what your primary offer is and then use your other reprint rights packages to create your F~R~E~E bonus offer. Your sales will soar!

Seeing is believing, right? So here’s a deal that I can offer you right now thanks to the reprint rights that I have for various products.

Take a minute to visit the {Offer 1} web site at {Offer 1 URL} and then click the Reply button in your e-mail client. Send me back an e-mail saying “I visited {Offer 1 URL} and here’s what I liked and didn’t like.

Just give me your opinion and, in return, I’ll give you {Free Offer 1} at no charge.

{Free Offer 1} is an amazing {Product or Service} that gives you all of this:

* {Free Offer 1 Benefit 1}
* {Free Offer 1 Benefit 2}
* {Free Offer 1 Benefit 3}
* {Free Offer 1 Benefit 4}

Here’s what some people have to say about {Free Offer 1}:

* {Free Offer 1 Testimonial 1}
* {Free Offer 1 Testimonial 2}
* {Free Offer 1 Testimonial 3}
* {Free Offer 1 Testimonial 4}

And it’s all yours if you follow my simple instructions!

{First Name}, reprint rights are hot! You can be putting together offers just like the one that I made you simply by visiting {Offer 1 URL} and checking out {Offer 1}

Next time, I’ll tell you why it was worth it to me to give you {Free Offer 1} just for sending me a simple e-mail.

Until then!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s why I offered you {Free Offer 1}

Dear {First Name},

The last time I wrote to you, I offered you {Free Offer 1} just for visiting the {Offer 1} web site at {Offer 1 URL} and sending me an e-mail telling me what you liked and didn’t like about the offer. Hundreds of people responded to me, and I gave away hundreds of copies of {Free Offer 1}.

How much did it cost me to give all of that away? Nothing; I had reprint rights that allowed me to make that offer.

Why did I give you something just for sending me an e-mail? Well, it wasn’t because I wanted your e-mail address. I already have it. I gave away {Free Offer 1} to see who was paying attention and reading my e-mail. I found out something very important about the people who took me up on the deal, and I found out some very important things about the {Offer 1} web site.

The people who responded showed me who was serious about earning a second or replacement income on the ‘Net. And I learned what people liked and didn’t like about {Offer 1} which will help me make that site even better. It was a win-win for everyone.

You see, when you have reprint rights to a whole pile of products, you’re in control. You set the rules, and you have all of the tools that it takes to drive thousands of visitors to your web site. Traffic is King and your web site can be the Kingdom! All you need is some reprint rights. And the best place that I know of to get started is at {Offer 1 URL}.

Why don’t you get started making serious money in reprint rights? It’s easy and, as you’ve probably already seen if you visited {Offer 1 URL}, it’s inexpensive as well.

Next time we get together I’m going to give you a SUPER free gift. It’s one that will knock your socks off. But you’re going to have to work a little bit harder to get that one ☺.

Until then!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

**Message #4**

Subject: {First Name}, Here’s the next FR~EE gift that I promised.

Dear {First Name},

I told you that I had a SUPER free gift for you this time and I wasn’t kidding. Thanks once again to my many reprint rights packages, I’m going to make you an offer that will knock you out, but I need your help first.

You see, {Free Offer 2} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Offer 1} to just {Number 1} people.

If you want to know why {Free Offer 2} is so valuable, take a look at what two of our customers have to say:

{Free Offer 2 Testimonial 1}

{Free Offer 2 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Offer 2} just for introducing {Product Name} to them. They don’t even have to buy.

Just look at all you get with {Free Gift Name 1}:

* {Free Offer 2 Features 1}
* {Free Offer 2 Features 2}
* {Free Offer 2 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Offer 1} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently found out about {Offer 1} from an e-zine that I joined and I am so impressed that I wanted to tell you about it. It gives you the ability to make special and F~R~E~E offers of products just like you see the “big dogs” doing. Here’s just a peek at what you get:

* {Features 1}
* {Features 2}
* {Features 3}

And I’m not the only one who thinks that this deal is hot. Here’s what some other users think of {Offer 1}:

{Offer 1 Testimonial 1}

{Offer 1 Testimonial 2}

You can find out more about {Offer 1} by visiting {Offer 1 URL}

I think you will be impressed!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to me at: {Admin E-Mail Address} and I’ll send you {Free Offer 2}. It’s as easy as that!

And THAT is the kind of deal that you can make when you have reprint rights. Go ahead and grab your share of the money that’s waiting for you. Visit {Offer 1 URL} right now and get started.

Oh yeah, one more thing. Wait until you see the secret that I reveal in my next letter!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

**Message #5**

Subject: {First Name}, Here’s the next reprint rights secret that I promised

Dear {First Name},

Last time I wrote to you I promised to reveal yet another reprint rights secret. Although this is a biggie, it’s not the “blockbuster” secret that I’m saving for later. That secret is so powerful that you will be stunned when you learn it. But you’ll have to hang in with me until I’m ready to reveal it.

Over at the {Offer 1} web site we offer products that come with reprint rights. Up until now I’ve really only focused on giving away bonus products when someone buys your primary offer. If that’s all you did with your reprint rights products you’d be much wealthier than the average marketer is, but that’s just the cake. Here’s the icing:

You can use reprint rights products like the ones at {Offer 1 URL} to make up sell and cross-sell deals that really packs the money into your bank account.

Suppose you sell an book that teaches people how to market using autoresponders. And further suppose that you have the reprint rights to another book that teaches people how to write sales-pulling copy? Now you’ve got all it takes to make an up sell offer.

Right after the person makes the decision to buy your book, you pop up an offer to let them add on the copywriting book for just a few dollars more. Your customers will instantly see the value and many of them will bite. You made more money and it didn’t cost you a penny!

That’s a secret worth knowing and that’s just the kind of thing you can do when you have reprint rights like you can get at {Offer 1 URL}.

If you haven’t seen the power of reprint rights yet, then you’re simply not looking. There is no better way to increase your sales than by getting your hands on products that you can sell and keep 100% of the money.

What in the world are you waiting for? Hop on over to {Offer 1 URL} and get your hands on {Offer 1} right now!

Do you think you’re ready to discover the “blockbuster” secret I mentioned? Hmmm, I don’t know. We’ll see what I think the next time we get together. Don’t miss my next email!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

**Message #6**

**Sequence: 35**

Subject: {First Name}, Here’s the BLOCKBUSTER reprint rights secret that I promised to tell you.

Dear {First Name},

In addition to all of the benefits that you can get when you have reprint rights to an book or special report, there is another level of rights that are even more profitable. I’m talking about something called Master Reprint Rights.

Now reprint rights, like the ones that you get over at the {Offer 1} web site, are definitely worth their weight in gold, and you should snap them up by visiting {Offer 1 URL} right now. Because you’ll want to have something that you can give away or sell to people in order to introduce them to Master Reprint Rights.

So, what are Master Reprint Rights? Well, as you know, reprint rights give you the right to sell a product and keep the money all to yourself. Master Resale Rights take it to the next level by giving you the “Right to sell the rights”! That means that you can appoint other people as authorized resellers and give them resale rights! Imagine how much more money you can make once your customers find out that you can sell them the rights to keep all the money they make themselves! They’ll go wild.

Master Reprint Rights are hot and you can see how hot they really are by visiting {Offer 2} website at {Offer 2 URL}. They have one of the best master Reprint Rights deals I’ve ever seen. Just look at what you get:

{Offer 2 Benefits 1}

{Offer 2 benefits 2}

{Offer 3 Benefits 3}

Jump over to {Offer 2 URL} and check this deal out for yourself.

Next time we get together I’ll show you how some people are making a fortune combining reprint and master reprint rights.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

**Message #7**

Subject: {First Name}, Here’s how people are turning master Reprint Rights into their own personal publishing empire.

Dear {First Name},

I hope that you made it over to the {Offer 2} web site at {Offer 2 URL} and checked out their Master Resale Rights deal. I know that many of you did because I’m already hearing things like this…

* {Offer 2 Testimonial 1}
* {Offer 2 Testimonial 2}
* {Offer 2 Testimonial 3}

These people, and hundreds of more like them, have leveraged the power of reprint and master reprint rights to start their own publishing empire. They’re smart enough to acquire the resale and master resale rights to multiple products that they then use to build repeat sales. How do they do that?

* Some people use autoresponders to “drip” follow-up offers to customers who have bought the primary offer. They carefully select products with reprint and master reprint rights to make sure that every customer has the opportunity to buy something else from them.
* Some people start membership sites where they charge a monthly fee and each member gets a new resale rights or master reprint rights product that they can use or sell.
* Some people build web sites where they offer their entire reprint and master reprint rights package then buy Google AdWords to drive traffic.

There’s no limit to the opportunities that exist for people who know the secrets of reprint and master reprint rights. Now that you’re one of those people, what are you going to do?

You can let a great opportunity slip by, or you can take advantage of both of the knock-out deals that we’ve been telling you about.

Go to {Offer 1 URL} and see what {Offer 1} is all about. Remember, you get all of this:

* {Features 1}
* {Features 2}
* {Features 3}

Then go to {Offer 2 URL} and grab some master resale rights with all of these benefits:

{Offer 2 Benefits 1}

{Offer 2 benefits 2}

{Offer 3 Benefits 3}

You can be the next Internet Publishing tycoon for practically nothing.

Next time we get together I’m going to give you ANOTHER F~R~E~E gift. You’re going to love it

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

**Message #8**

Subject: {First Name}, it’s {Your Name} with that ~F~R~E~E Gift that I offered!

Dear {First Name},

Hi, it’s {Your Name} again. When you asked for information on Reprint Rights, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}. Of course, it has reprint rights as well.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

Of course, some people are selling {Special Report}, and others are bundling it with other offers. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Referral Product 1 Type} called {Referral Product 1 Name}. I think it will totally revolutionize the way that you {Referral Product 1 Action}. It’s destined to be the hottest {Referral Product 1 Type} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Referral Product 1 Name} is all about:

{Referral Product 1 features and benefits}

And here’s the deal that I’m willing to make:

I don’t care if you buy {Referral Product 1 Name}. I just want you to take a look at it and see if it’s for you. If you like it, then you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report} just for checking it out. All you have to do is visit {Referral Product 1 URL} and look around. Then, whether you bought or didn’t buy, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I bought {Referral Product 1 Name}.

I didn’t buy {Referral Product 1 Name} because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report} and never actually visit {Referral Product 1 URL}. That’s OK, but you’re cheating yourself because {Product or Service} could change your life!

Thank you for your interest in buying {Offer 1}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

**Message # 9**

Subject: {First Name}, Our Affiliate Program is HOT!

Dear {First Name},

It’s {Your Name}. I wasn’t sure if you knew about our affiliate program, and I wanted to make sure that you weren’t missing out on all of the extra money you could be making. We realize that not everyone who hears from us is going to end up buying reprint rights for {Offer 1}, even though it comes with these benefits…

* {Affiliate Features 1}
* {Affiliate Features 2}
* {Affiliate Features 3}

That’s why we designed our affiliate program so those people can make some money promoting our products. You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring buyers to your special affiliate URL.

Just go here {Affiliate Program URL} and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial #1}

{Affiliate Testimonial #2}

{Affiliate Testimonial #3}

You don’t have to work hard. In fact, all some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

**Message #10**

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name}. I love hearing from our customers. You guys always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our customers in person while I was traveling recently.

We had been discussing some of the ways that I market and sell {Offer 1} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {Subject Matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 4: People That Bought Your Book

Message #1

Subject: {First Name}, thank you for buying {Product Name}.

Dear {First Name},

Thank you for ordering {Product Name}. You have joined a long list of satisfied readers who use what they’ve learned from {Product name} regularly.

I want to make sure that you received the book OK, and also let you know that we are available to answer any questions that you might have. Just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems downloading {Product Name}, or if you haven’t received it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to read {Product Name} by now. Sometimes our customers tell us that it takes them a few days to find the time to get started. Just in case you fall into that category, I want to make sure that you’re aware of the top things that our readers enjoy the most:

* {Features 1}
* {Features 2}
* {Features 3}

It’s easy for us to brag about our book, but we love it even more when our customers do the bragging for us. Just look at what some {Product Name} users have to say:

{Testimonial 1}

{Testimonial 2}

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts for you just to say “Thanks” for buying {Product Name}. There are no strings attached. These gifts are 100% FREE!

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus #1}

{Bonus #1 Features}

{Bonus #2}

{Bonus #2 Features}

To get your free gifts just go to here: {Bonus URL}.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {Product Name}

Dear {First Name},

I hope that you are enjoying the gifts that we sent you last week. I have a really super gift that I want to give you, but I need your help first.

You see, {Free Gift Name 1} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Product Name} to just {Number} people.

If you want to know why {Free Gift Name 1} is so valuable, take a look at what two of our customers have to say:

{Free Gift Testimonial 1}

{Free Gift Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Gift Name 1} just for introducing {Product Name} to them. They don’t even have to buy.

Just look at all you get with {Free Gift Name 1}:

* {Free Gift Features 1}
* {Free Gift Features 2}
* {Free Gift Features 3}

And you can get all that just by referring {Number} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Product Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently bought a copy of {Product Name} and I am so impressed that I wanted to tell you about it. Not only is it easy to read, but it tells you everything you’ll ever need to know about:

{Subject Matter}

Here’s what some other readers think of {Product Name}:

{Testimonial 1}

{Testimonial 2}

{Testimonial 3}

You can find out more about {Product Name} by visiting {URL}

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} from {Product Name}. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {Product Name}. I just wanted to make sure that you’re still enjoying {Product Name} and that you got all of the gi~fts that you’re entitled to. If you missed any, you can download them from here {Bonus URL}.

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

You see, we know that testimonials from happy customers like you go a long way towards convincing people that they should buy {Product Name}. Even though we have plenty of customer testimonials on file, we’re always looking for new ones.

So here’s the deal. I’ll trade you a copy of {Free Gift Name 2} if you’ll send me an e-mail telling me how much you like {Product Name} and what reading it has done for you. Please include your full name and the town or city that you live in. It would be great if you could also include a photo of yourself, but it’s not a requirement.

In turn, you’ll get your own copy of {Free Gift Name 2}, which offers all of these features and benefits:

{Free Gift 2 Features}

Now that’s what I call a win-win. Just send your testimonial to me at: {Admin E-Mail Address} and I’ll send you your link to {Free Gift Name 2}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, {Product Name}’s Affiliate Program is HOT!

Dear {First Name},

It’s {Your Name} from {Product Name}. I wasn’t sure if you knew about our affiliate program, and I wanted to make sure that you weren’t missing out on all of the extra money you could be making.

You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring buyers to your special affiliate URL.

Just go here {Affiliate Program URL} and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial #1}

{Affiliate Testimonial #2}

{Affiliate Testimonial #3}

You don’t have to work hard. In fact, all some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team at {Product Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {Product Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Free Gift 2} which is a {Dollar Amount} value.

Here’s what {Free Gift 2} is all about:

{Free Gift 2 Features and benefits}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {Product name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What newsletters or e-zines do you subscribe to?

5. Tell us one thing that {Product Name} has changed in your life.

Thank you for taking the time to complete this survey. We’ll send you your {Free Gift 2 as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Product Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. When you purchased {Product Name}, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report Name}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Product or Service} called {Product or Service Name}. I think it will totally revolutionize the way that you {do something}. It’s destined to be the hottest {Product or Service} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Product or Service} is all about:

{Referral Product or Service Features and Benefits}

And here’s the deal that I’m willing to make:

I don’t care if you buy {Product or Service}. I just want you to take a look at it and see if it’s for you. If you like it, you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report Name} just for checking it out. All you have to do is visit {Referral Product URL} and look around. Then, whether you bought or didn’t buy, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I bought {Product or Service Name}.

I didn’t buy {Product or Service Name} because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report Name} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report Name} and never actually visit {Referral Product URL}. That’s OK, but you’re cheating yourself because {Product or Service} could change your life!

Thank you for buying {Product Name}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} from {Product Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. We are constantly hearing from our readers about how great {Product Name} is, and how they wish there was a sequel that went into even greater detail. We’re glad that no one is ever satisfied, because it’s our readers’ requests that keep driving us to make {Product name} even better.

Now we have a sequel on the drawing board and I wanted to see if there were any subject matter that you would like added. So, just for taking a few minutes to tell us what you would like to see in the next edition, I’m going to give you a special coupon that’s good for {Discount Percent 1} off of the sequel! That means that not only will you get the latest and greatest information on {Subject}, but you’ll save an additional {Percent} off of the normal price.

All you have to do is hit the Reply button and tell me what new subject matter you would like to see added to {Product Name}. In return for your comments I’ll send you the discount coupon that will be valid for the next edition no matter when it’s released.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Discount Percent 1} off discount coupon will be sent to you automatically!

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Product Name} users.

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for buying {Product Name}. We know from our surveys that our users think that {Product Name} is one of the best investments they have ever made on the ‘Net. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a {Discount Percent 2} off coupon good for the purchase of {Product Name}. Not only will they enjoy the same benefits that you’ve been enjoying, but we’ll also give them all of the F~R~E~E gifts and bonuses that we’ve given you.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that automatically gives them the {Discount Percent 2} off deal. You’ll be an instant hero!

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {Product Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been a satisfied reader of {Product Name} for a while now and I’ve learned a lot about {Subject}. In fact, I’ve learned so much that I though you might want a copy for yourself. I’ve arranged with the publisher to save you {Discount Percent 2} off of the regular price, PLUS you’ll get some gifts and bonuses that are worth much more than what you’ll pay for {Product Name}.

{Product Name} is an book that tells you everything you need to know about {Subject Matter}. It does an especially great job of covering all of this:

* {Subject Matter 1}
* {Subject matter 2}
* {Subject Matter 3}
* {Subject Matter 4}

I’m not the only one who thinks that {Product name} is the best thing ever. Here’s what other users say:

* {Testimonial 7}
* {Testimonial 8}
* {Testimonial 9}

I don’t know how long this special offer is going to last, so I suggest that you go to {Discount URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. I love hearing from our readers. You guys always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our readers in person while I was traveling recently.

We had been discussing {E-zine Subject} when one of them said “You ought to write this stuff down. I would have been much better off than I am now if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {E-zine Subject} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 5: People That Downloaded Your Software

Message #1

Subject: {First Name}, thank you for downloading {Product Name}.

Dear {First Name},

Thank you for downloading {Product Name}. Prepare to be impressed!

I want to make sure that you received the demo OK and that you didn’t have any problems getting it installed. If you have any questions or problems, just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems using {Product Name}, or if you haven’t received it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, did you know that {Product Name} could do this?

Dear {First Name},

I hope that you’ve been busy taking {Product Name} for a spin and that you know how to use all of the features. Sometimes it’s hard to see everything that’s available to you when you first start using a new product, so I want to make sure that you’re aware of the top features that our users enjoy the most:

* {Features 1}
* {Features 2}
* {Features 3}

You joined an elite family of users when you downloaded the {Product Name} demo. Just look at what some {Product Name} registered users have to say:

{Testimonial 1}

{Testimonial 2}

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts that I’ll give you just for registering your copy of {Product Name}. These gifts are 100% F~R~E~E when you become a registered user!

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus #1}

{Bonus #1 Features}

{Bonus #2}

{Bonus #2 Features}

To get your free gifts just go to here to register your demo copy of {Product Name} and unlock all of it’s features: {Product URL}.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {Product Name}

Dear {First Name},

I hope that you are enjoying the demo version of {Product Name}. I not only want to remind you about {Bonus 1} and {Bonus 2}, the two gifts that are waiting for you when you register your copy of {Product Name} at {Product URL}, but I wanted to tell you about a really super gift that’s waiting for you, but I need your help first.

You see, {Free Gift Name 1} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Product Name} to just {Number 1} people.

If you want to know why {Free Gift Name1} is so valuable, take a look at what two of our customers have to say:

{Free Gift 1 Testimonial 1}

{Free Gift 1 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Gift Name} just for introducing {Product Name} to them. They don’t even have to buy.

Just look at all you get with {Free Gift Name}:

* {Free Gift 1 Features 1}
* {Free Gift 1 Features 2}
* {Free Gift 1 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Product Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently downloaded the demo version of {Product Name} and I am so impressed that I wanted to tell you about it. Not only is it easy to use and inexpensive, but it does all of this, and morel:

* {Features 1}
* {Features 2}
* {Features 3}

Here’s what some other users think of {Product Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Product Name} by visiting {Product URL} and downloading the F~R~E~E demo.

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} from {Product Name}. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {Product Name}. I just wanted to make sure that you’re still enjoying {Product Name}.

It’s been {Time Period} since you downloaded the demo version of {Product Name} and, frankly, most of our users have registered it by now. I’m curious about what’s keeping you from becoming a registered user.

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

I’ll trade you a copy of {Free Gift Name 2} if you’ll send me an e-mail telling me why you still haven’t registered your copy of {Product Name}. Please be brutally honest. I won’t get mad no matter what you say. I’m just curious, that’s all.

In turn for that bit of information, you’ll get your own copy of {Product Name} which offers all of these features and benefits:

* {Free Gift 2 Features 1}
* {Free Gift 2 Features 2}
* {Free Gift 2 Features 3}

Now that’s what I call a win-win. Just send your reason for not registering your copy of {Product Name} to me at: {Admin E-Mail Address} and I’ll send you your link to {Free Gift Name 2}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, I just found out something interesting about {Product Name}.

Dear {First Name},

It’s {Your Name} from {Product Name}. As you know, I regularly contact users who have downloaded {Product Name} and haven't registered it. In fact, I did that with you just the other day. Well, I’ve been busily reading the answers to my question and guess what I learned?

We didn’t do a very good job of explaining all the ways that {Product Name} can actually make {Task} easier for you! I THOUGHT we did a good job, but judging by the messages I’ve received, there are a few things that we didn’t make clear. That’s why I wanted to follow up with you today. I want to make sure that you know that {Product Name} does all of this:

* {Features 1}
* {Features 2}
* {Features 3}
* {Features 4}
* {Features 5}
* {Features 6}

We also received some more testimonials since the last time you heard from me. Here are a few of my favorites:

{Testimonial #3}

{Testimonial #4}

{Testimonial #5}

I hope that I’ve convinced you that {Product Name} is the best thing out there. If I did, then just go to {Product URL} and register your copy. Otherwise, tell me what else you need to know by writing me at {Admin URL} and I’ll get right back to you.

I hope to be able to welcome you as our newest registered user.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team at {Product Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {Product Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Free Product Name 3} which is a {Dollar Amount 3} value.

Here’s what {Free Product Name 3} is all about:

* {Free Product Name 3 Features 1}
* {Free Product Name 3 Features 2}
* {Free Product Name 3 Features 3}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {Product Name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What newsletters or e-zines do you subscribe to?

5. Tell us one thing that {Product Name} has changed in your life.

6. What features would you like to see in the next version of {Product Name}?

Thank you for taking the time to complete this survey. We’ll send you your {Free Product Name} as soon as we receive your response!

Don’t forget to register your copy of {Product Name} by going to {Product URL}. {Product Name} is your best way to {Perform Task} and our users agree!

{Testimonial 1}

{Testimonial 4}

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Product Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. When you downloaded your demo copy of {Product Name}, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report Name}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

All you have to do is register your demo copy of {Product Name}, by going to {Product URL}, and I’ll rush you the report along with the other bonuses that I offered you last week. It’s as easy as that.

Remember, you get all of these features and benefits, and more, when you become a registered user:

* {Special Report Features 1}
* {Special Report Features 2}
* {Special Report Features 3}

Thank you for trying {Product Name}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} from {Product Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. We are constantly hearing from our users about how great {Product Name} is, and how much better it would be if only it had some other additional feature. We’re glad that no one is ever satisfied, because it’s our users’ requests that keep driving us to make {Product Name} even better.

Now we have a new version on the drawing board and I wanted to see if there were any features that you would like added. So, just for taking a few minutes to tell us what you would like to see in the next version, I’m going to give you a special coupon that’s good for {Percent} off of the next upgrade! That means that not only will you get the latest and greatest features, but you’ll save an additional {Percent 1} off of the already discounted upgrade price.

All you have to do is hit the Reply button and tell me what new feature or features you would like to see added to {Product Name}. In return for your comments I’ll send you the discount coupon that will be valid for the next upgrade no matter when it’s released.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Percent 1} off discount coupon will be sent to you automatically!

Of course, you won’t be able to upgrade if you’re not already a registered user, so just go to this special link to unlock your demo copy: {Product URL}

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Product Name} users.

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for unlocking your copy of {Product Name}. We know from our surveys that our users think that {Product Name} is one of the best investments they have ever made on the ‘Net. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a {Percent 2} off coupon good for the purchase of {Product Name}. Not only will they enjoy the same benefits that you’ve been enjoying, but we’ll also offer them all of the F~R~E~E gifts and bonuses that we’ve offering you. All they need to do is register their demo copy and the gifts are theirs. The same goes for you.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that automatically gives them the {Percent 2} off deal. You’ll be an instant hero!

Here’s a tip: You can use the same URL to unlock your copy at the discounted price. But hurry. I can’t allow this offer to go on forever.

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {Product Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been using {Product Name} for a few months now and I love it. In fact, I love it so much that I though you might want a copy for yourself. I’ve arranged with the publisher to save you {Percent 2} off of the regular price, PLUS you’ll get some gifts and bonuses that are worth much more than what you’ll pay for {Product Name}.

{Product Name} is a software program that {Describe Purpose}. It does all of this and more:

* {Features 1}
* {Features 2}
* {Features 3}

I’m not the only one who thinks that {Product name} is the best thing ever. Here’s what other users say:

* {Testimonial 1}
* {Testimonial 2}
* {Testimonial 3}

I don’t know how long this special offer is going to last, so I suggest that you go to {Product URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction and to save yourself some money at the same time!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, want to get {Product Name} for F~R~E~E?

Dear {First Name},

It’s {Your Name} from {Product Name}. How would you like to register your demo copy of {Product Name} for F~R~E~E? Well, here’s a way to do it and it won’t cost you a penny out of your own pocket.

All you need to do is join our affiliate program. Every time you refer a customer who tries our demo and then buys the registered version you earn {Affiliate Payment Amount}. All you have to do is refer {Number 2} buyers and you’ve earned enough to buy your own copy! It’s quick, easy, and it won’t cost you a dime out of your own pocket.

You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring buyers to your special affiliate URL.

Just go here {Affiliate Program URL} and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial #1}

{Affiliate Testimonial #2}

{Affiliate Testimonial #3}

You don’t have to work hard. In fact, all some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate and give you the chance to get your copy of {Product Name} for F~R~E~E!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 6: People That Joined Your Membership Site

Message #1

Subject: {First Name}, Thank you for joining {Site Name}.

Dear {First Name},

Thank you for joining {Site Name}. You have joined a long list of satisfied users who use {Site Name} regularly.

I want to make sure that you were able to log in OK, and also let you know that we are available to answer any questions that you might have. Just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems using {Site Name}, or if you haven’t received your membership information it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to dig into {Site Name} by now. Sometimes our new users tell us that it takes them a few days to get their hands around everything that {Site Name} provides. Just in case you fall into that category, I want to make sure that you’re aware of the top features that our users enjoy the most:

* {Site Features 1}
* {Site Features 2}
* {Site Features 3}

It’s easy for us to brag about our own site, but we love it even more when our customers do the bragging for us. Just look at what some {Site Name} users have to say:

{Testimonial 1}

{Testimonial 2}

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts for you just to say “Thanks” for joining {Site Name}. There are no strings attached. These gifts are 100% FREE!

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus 1}

{Bonus 1 Features}

{Bonus 2}

{Bonus 2 Features}

To get your free gifts just go to here: {Bonus URL}.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {Site Name}

Dear {First Name},

I hope that you are enjoying the gifts that we gave you last week. I have a really super gift that I want to give you, but I need your help first.

You see, {Bonus 3} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Site Name} to just {Number 1} people.

If you want to know why {Bonus 3} is so valuable, take a look at what two of our customers have to say:

{Bonus 3 Testimonial 1}

{Bonus 3 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Bonus 3} just for introducing {Site Name} to them. They don’t even have to join.

Just look at all you get with {Bonus 3}:

* {Bonus 3 Features 1}
* {Bonus 3 Features 2}
* {Bonus 3 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Site Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently joined {Site Name} and I am so impressed that I wanted to tell you about it. Believe it or not, just by joining you get all of this:

* {Site Features 1}
* {Site Features 2}
* {Site Features 3}

Here’s what some other users think of {Site Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Site Name} by visiting {URL}

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E G~I ~FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} from {Site Name}. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {Site Name}. I just wanted to make sure that you’re still enjoying {Site Name} and that you got all of the gi~fts that you’re entitled to. If you missed any, you can download them from here {Bonus URL}.

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

You see, we know that testimonials from happy customers like you go a long way towards convincing people that they should join {Site Name}. Even though we have plenty of customer testimonials on file, we’re always looking for new ones.

So here’s the deal. I’ll trade you a copy of {Free Gift Name 2} if you’ll send me an e-mail telling me how much you like {Site Name} and what its done for you. Please include your full name and the town or city that you live in. It would be great if you could also include a photo of yourself, but it’s not a requirement.

In turn, you’ll get your own copy of {Free Gift Name 2} which offers all of these features and benefits:

{Free Gift 2 features and benefits}

Now that’s what I call a win-win. Just send your testimonial to me at: {Testimonial E-Mail Address} and I’ll send you your link to {Free Gift Name 2}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, {Site Name}’s Affiliate Program is HOT!

Dear {First Name},

It’s {Your Name} from {Site Name}. I wasn’t sure if you knew about our affiliate program, and I wanted to make sure that you weren’t missing out on all of the extra money you could be making.

You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring joiners to your special affiliate URL.

Just go here {Affiliate Program URL} and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial #1}

{Affiliate Testimonial #2}

{Affiliate Testimonial #3}

You don’t have to work hard. In fact, all some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: { First Name}, the team at {Site Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from {Site Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {Site Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Free Gift 3} which is a {Dollar Amount 3} value.

Here’s what {Free Gift 3} is all about:

{Free Gift 3 features and benefits}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {Site Name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What newsletters or e-zines do you subscribe to?

5. Tell us one thing that {Site Name} has changed in your life.

6. What features would you like to see in the next version of {Site Name}?

Thank you for taking the time to complete this survey. We’ll send you your {Free Gift 3} as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Site Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from {Site Name}. When you joined {Site Name}, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Referral Product 1 Type} called {Referral Product 1 Name}. I think it will totally revolutionize the way that you {Referral Product 1 Action}. It’s destined to be the hottest {Referral Product 1 Type} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Referral Product 1 Name} is all about:

{Referral Product 1 features and benefits}

And here’s the deal that I’m willing to make:

I don’t care if you join {Referral Product 1 Name}. I just want you to take a look at it and see if it’s for you. If you like it, you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report} just for checking it out. All you have to do is visit {Referral Product 1 URL} and look around. Then, whether you bought or didn’t join, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I bought {Referral Product 1 Name}.

I didn’t buy {Referral Product 1 Name} because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report} and never actually visit {Referral Product 1 URL}. That’s OK, but you’re cheating yourself because {Product or Service} could change your life!

Thank you for joining {Site Name}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} from {Site Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {Site Name}. We are constantly hearing from our users about how great {Site Name} is, and how much better it would be if only it had some other additional feature. We’re glad that no one is ever satisfied, because it’s our users’ requests that keep driving us to make {Site Name} even better.

Now we have an upgrade on the drawing board and I wanted to see if there were any features that you would like added. So, just for taking a few minutes to tell us what you would like to see in the next version, I’m going to give you a special coupon that’s good for {Discount Percent 1} off of the next upgrade! That means that not only will you get the latest and greatest features, but you’ll save an additional {Discount Percent 2} off of the already discounted upgrade price.

All you have to do is hit the Reply button and tell me what new feature or features you would like to see added to {Site Name}. In return for your comments I’ll send you the discount coupon that will be valid for the next upgrade no matter when it’s released.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Discount Percent 1} off discount coupon will be sent to you automatically!

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Site Name} users.

Dear {First Name},

Hi, it’s {Your Name} from {Site Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for joining {Site Name}. We know from our surveys that our users think that {Site Name} is one of the best investments they have ever made on the ‘Net. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a {Discount Percent 2} off coupon good for joining {Site Name}. Not only will they enjoy the same benefits that you’ve been enjoying, but we’ll also give them all of the F~R~E~E gifts and bonuses that we’ve given you.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that automatically gives them the {Discount Percent 2} off deal. You’ll be an instant hero!

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {Site Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been a member of {Site Name} for a few months now and I love it. In fact, I love it so much that I though you might want to join yourself. I’ve arranged with the webmaster to save you {Discount Percent 2} off of the regular membership price, PLUS you’ll get some gifts and bonuses that are worth much more than what you’ll pay for joining {Site Name}.

{Site Name} is a membership site that {describe purpose}. It gives you all of this and more:

* {Site Feature 1}
* {Site Feature 2}
* {Site Feature 3}

I’m not the only one who thinks that {Site Name} is the best thing ever. Here’s what other users say:

* {Testimonial 1}
* {Testimonial 2}

I don’t know how long this special offer is going to last, so I suggest that you go to {Product Discount URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from {Site Name}. I love hearing from our users. You guys always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our members in person while I was traveling recently.

We had been discussing some of the ways that I promote {Site Name} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {subject matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 7: People That Signed Up for Your Newsletter

Message #1

Subject: {First Name}, thank you for subscribing to {List Name}.

Dear {First Name},

Thank you for joining {List Name}. You’re now part of a long list of satisfied readers who use what they’ve learn from {List Name} regularly.

I want to make sure that you received your first issue OK, and also let you know that we are available to answer any questions that you might have. Just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems receiving {List Name}, or if you haven’t received it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to read your first edition of {List Name} by now. Sometimes our customers tell us that it takes them a few days to find the time to get started. Just in case you fall into that category, I want to make sure that you’re aware of the top things that our readers enjoy the most:

* {Features 1}
* {Features 2}
* {Features 3}

It’s easy for us to brag about the value of our newsletter, but we love it even more when our readers do the bragging for us. Just look at what some {List Name} readers have to say:

{Testimonial 1}

{Testimonial 2}

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts for you just to say “Thanks” for subscribing to {List Name}. There are no strings attached. These gifts are 100% FREE!

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus #1}

{Bonus #1 Features}

{Bonus #2}

{Bonus #2 Features}

To get your free gifts just go to here: {Bonus URL}.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {List Name}

Dear {First Name},

I hope that you are enjoying the gifts that we sent you last week. I have a really super gift that I want to give you, but I need your help first.

You see, {Free Gift Name 1} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {List Name} to just {Number 1} people.

If you want to know why {Free Gift Name 1} is so valuable, take a look at what two of our customers have to say:

{Testimonial 3}

{Testimonial 4}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Gift Name 1} just for introducing {List Name} to them. They don’t even have to subscribe.

Just look at all you get with {Free Gift Name 1}:

* {Free Gift 1 Features 1}
* {Free Gift 1 Features 2}
* {Free Gift 1 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {List Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently subscribed to {List Name} and I am so impressed that I wanted to tell you about it. Not only is it easy to read, but it tells you everything you’ll ever need to know about:

{Subject Matter}

Here’s what some other readers think of {List Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {List Name} by visiting {URL}

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} from {List Name}. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {List Name}. I just wanted to make sure that you’re still enjoying {List Name} and that you got all of the gi~fts that you’re entitled to. If you missed any, you can download them from here {Bonus URL}.

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

You see, we know that testimonials from happy customers like you go a long way towards convincing people that they should subscribe to {List Name}. Even though we have plenty of customer testimonials on file, we’re always looking for new ones.

So here’s the deal. I’ll trade you a copy of {Free Gift Name 2} if you’ll send me an e-mail telling me how much you like {List Name} and what reading it has done for you. Please include your full name and the town or city that you live in. It would be great if you could also include a photo of yourself, but it’s not a requirement.

In turn, you’ll get your own copy of {Free Gift Name 2} which offers all of these features and benefits:

* {Free Gift 2 Features 1}
* {Free Gift 2 Features 2}
* {Free Gift 2 Features 3}

Now that’s what I call a win-win. Just send your testimonial to me at: {Admin E-Mail Address} and I’ll send you your link to {Free Gift Name 2}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, {List Name} has a secret!

Dear {First Name},

It’s {Your Name} from {List Name}. I wasn’t sure if you knew about our other business, {Other Program Name}, and I wanted to make sure that you weren’t missing out on some pretty amazing benefits.

You can find out more about {Other Program Name} by visiting: {Other Program URL}

{Other Program Name} may be the best way to {Receive Benefit} that you’ve ever seen. I know that many of {List Name} readers think that. In fact, here’s what some of them have to say:

{Other Program Testimonial #1}

{Other Program Testimonial #2}

{Other Program Testimonial #3}

Just go here {Other Program URL} and check it out. Let me know what you think if you have a moment.

I hope hear that you found {Other Program Name} to be as good as everyone else has.

Thanks for being a loyal {List Name} reader!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team at {List Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from {List Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {List Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Free Gift 2} which is a {Dollar Amount} value.

Here’s what {Free Gift 2} is all about:

{Free Gift 2 Features and benefits}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {List Name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What other newsletters or e-zines do you subscribe to?

5. Tell us one thing that {List Name} has changed in your life.

Thank you for taking the time to complete this survey. We’ll send you your {Free Gift 2} as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {List Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from {List Name}. When you subscribed to {List Name}, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report Name}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Product or Service} called {Product or Service Name}. I think it will totally revolutionize the way that you {do something}. It’s destined to be the hottest {Product or Service} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Product or Service} is all about:

{Referral Product or Service Features and Benefits}

And here’s the deal that I’m willing to make:

I don’t care if you {Buy or Join} {Product or Service}. I just want you to take a look at it and see if it’s for you. If you like it, you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report Name} just for checking it out. All you have to do is visit {Referral Product URL} and look around. Then, whether you bought or didn’t buy, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I’m the newest {Product or Service Name} customer.

I’m not the newest {Product or Service Name} customer because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report Name} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report Name} and never actually visit {Referral Product URL}. That’s OK, but you’re cheating yourself because {Product or Service} could change your life!

Thank you for subscribing to {List Name}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} from {List Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {List Name}. We are constantly hearing from our readers about how great {List Name} is, and how they wish that some articles went into more detail from time to time. We’re glad that no one is ever satisfied, because it’s our readers’ requests that keep driving us to make {List Name} even better.

We are planning to create some in-depth reports that cover our most popular subjects in greater detail, and I wanted to see if there was any subject matter that you would like to see covered.

So, just for taking a few minutes to tell us what you would like to see in these special reports, I’m going to give you a coupon that’s good for {Discount Percent 1} off of {Other Program Name}! That’s our “Insider’s Secret” business that we usually only tell {List Name} readers about.

Even though {Quantity} of people have paid full price for {Other Program Name}, you’ll save {Discount Percent 1} off of the normal price just for helping us out.

All you have to do is hit the Reply button and tell me what subject matter you would like to see covered. In return for your comments I’ll send you the discount coupon that will save you {Discount Percent 1} off of the normal {Other Program Name} price.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Discount Percent 1} off discount coupon will be sent to you automatically!

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {List Name} readers.

Dear {First Name},

Hi, it’s {Your Name} from {List Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for buying {List Name}. We know from our surveys that our users think that {List Name} is one of the best investments they have ever made with their time. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a F~R~E~E Special Report called {Special Report Name} (you can have one too). {Special Report Name} may very well be the most authoritative source on {Special Report Subject} that you’ll ever read. Even though we plan to sell the report for {Report Price} very soon, we’re giving you the opportunity to give your friends a copy for F~R~E~E.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that automatically gives them access to {Special Report Name}. You’ll be an instant hero!

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {List Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been a satisfied reader of {List Name} for a while now and I’ve learned a lot about {Subject}. Now, the people who write the articles for {List Name} have created a special report called {Special Report name}. There’s a good chance that it’s the most authoritative source on {Special Report Subject} that you’ll ever read. And even though they plan to start selling this report for {Report Price}, I can get you a copy for F~R~E~E.

Here is a quick summary of what’s covered in {Special Report Name}:

* {Subject Matter 1}
* {Subject matter 2}
* {Subject Matter 3}
* {Subject Matter 4}

I’m not the only one who thinks that {Special Report} is right on topic. Here’s what some other readers say:

* {Testimonial 7}
* {Testimonial 8}
* {Testimonial 9}

I don’t know how long this special offer is going to last, so I suggest that you go to {Special Report URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from {List Name}. I love hearing from our readers. You guys always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our readers in person while I was traveling recently.

We had been discussing {E-zine Subject} when one of them said “You ought to write this stuff down. I would have been much better off than I am now if I knew what you know.”

And that’s how I got the idea for my newest e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {Interval}. Unlike {List Name}, I plan to charge {E-zine Price} per {Interval}. But I wanted to give you the opportunity to let you sneak in now before I get the payment gateway set up.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {E-zine Subject} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 8: People Who Have Bought Your Product

Message #1

Subject: {First Name}, thank you for ordering {Product Name}.

Dear {First Name},

Thank you for ordering {Product Name}. You have joined a long list of satisfied users who use {Product Name} regularly.

I want to make sure that you received everything OK, and also let you know that we are available to answer any questions that you might have. Just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems using {Product Name}, or if you haven’t received it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, I have some FR EE G~IFTS for you!

Dear {First Name},

I hope that you’ve had a chance to dig into {Product Name} by now. Sometimes our new users tell us that it takes them a few days to get their hands around everything that {Product Name} is capable of. Just in case you fall into that category, I want to make sure that you’re aware of the top features that our users enjoy the most:

* {Product Features 1}
* {Product Features 2}
* {Product Features 3}

It’s easy for us to brag about our own product, but we love it even more when our customers do the bragging for us. Just look at what some {Product Name} users have to say:

{Testimonial 1}

{Testimonial 2}

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts for you just to say “Thanks” for buying {Product Name}. There are no strings attached. These gifts are 100% FREE!

If you check around, you’ll find that these gifts are worth as much as {Gift Value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus 1}

{Bonus 1 Features}

{Bonus 2}

{Bonus 2 Features}

To get your free gifts just go to here: {Bonus URL}.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {Product Name}

Dear {First Name},

I hope that you are enjoying the gifts that we sent you last week. I have a really super gift that I want to give you, but I need your help first.

You see, {Bonus 3} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Product Name} to just {Number 1} people.

If you want to know why {Bonus 3} is so valuable, take a look at what two of our customers have to say:

{Bonus 3 Testimonial 1}

{Bonus 3 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Bonus 3} just for introducing {Product Name} to them. They don’t even have to buy.

Just look at all you get with {Bonus 3}:

* {Bonus 3 Features 1}
* {Bonus 3 Features 2}
* {Bonus 3 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Product Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently bought a copy of {Product Name} and I am so impressed that I wanted to tell you about it. Not only is it easy to use and inexpensive, but it does all of this as and more:

* {Product Features 1}
* {Product Features 2}
* {Product Features 3}

Here’s what some other users think of {Product Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Product Name} by visiting {Product URL}

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} from {Product Name}. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {Product Name}. I just wanted to make sure that you’re still enjoying {Product Name} and that you got all of the gi~fts that you’re entitled to. If you missed any, you can download them from here {Bonus URL}.

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

You see, we know that testimonials from happy customers like you go a long way towards convincing people that they should buy {Product Name}. Even though we have plenty of customer testimonials on file, we’re always looking for new ones.

So here’s the deal. I’ll trade you a copy of {Bonus 4} if you’ll send me an e-mail telling me how much you like {Product Name} and what its done for you. Please include your full name and the town or city that you live in. It would be great if you could also include a photo of yourself, but it’s not a requirement.

In turn, you’ll get your own copy of {Bonus 4} which offers all of these features and benefits:

* {Bonus 4 Features 1}
* {Bonus 4 Features 2}
* {Bonus 4 Features 3}

Now that’s what I call a win-win. Just send your testimonial to me at: {Admin E-Mail Address} and I’ll send you your link to {Bonus 4}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, {Product Name}’s Affiliate Program is HOT!

Dear {First Name},

It’s {Your Name} from {Product Name}. I wasn’t sure if you knew about our affiliate program, and I wanted to make sure that you weren’t missing out on all of the extra money you could be making.

You can find out more by visiting: {Affiliate Program URL}

Once you join, you’ll get access to our Affiliate Control Panel where we’ll give you step-by-step instructions on how to get the most out of your new income opportunity.

The information that we give you is so valuable that you can even use the same techniques to market your other products and services.

There is no charge to join our Affiliate Program, and you’ll have the chance to earn some decent money just by referring buyers to your special affiliate URL.

Just go here {Affiliate Program URL} and get started. It’s easy, fun, and it could be as rewarding for you as it is for these members:

{Affiliate Testimonial #1}

{Affiliate Testimonial #2}

{Affiliate Testimonial #3}

You don’t have to work hard. In fact, all some of our best affiliates do is put their affiliate link under their name whenever they send an e-mail or post to a forum.

I hope to be able to welcome you as our newest affiliate!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team at {Product Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {Product Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Bonus 5} which is a {Bonus 5 Dollar Amount} value.

Here’s what {Bonus 5} is all about:

* {Bonus 5 Features 1}
* {Bonus 5 Features 2}
* {Bonus 5 Features 3}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {Product Name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What newsletters or e-zines do you subscribe to?

5. Tell us one thing that {Product Name} has changed in your life.

6. What features would you like to see in the next version of {Product Name}?

Thank you for taking the time to complete this survey. We’ll send you your {Bonus 5} as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Product Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. When you purchased {Product Name}, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report Name}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

There is one catch…

A friend of mine has created a great new {Referral Product 1 Type} called {Referral Product 1 Name}. I think it will totally revolutionize the way that you {Referral Product 1 Action}. It’s destined to be the hottest {Referral Product 1 Type} to hit the ‘Net in a while, and I wanted to let you know about it before everyone else finds out.

Here’s what {Referral Product 1 Name} is all about:

{Referral Product 1 Features}

And here’s the deal that I’m willing to make:

I don’t care if you buy {Referral Product 1 Name}. I just want you to take a look at it and see if it’s for you. If you like it, you can {Buy or Join} while you are there. But either way, whether you like it or not, I’ll give you a F\_R\_E\_E copy of {Special Report} just for checking it out. All you have to do is visit {Referral Product 1 URL} and look around. Then, whether you bought or didn’t buy, just click the Reply button and send this e-mail back to me with one of the following sentences at the top:

I bought {Referral Product 1 Name}.

I didn’t buy {Referral Product 1 Name} because: and then just list a reason.

Once I get your e-mail, I’ll send you the link to {Special Report Name} so you can start reaping the benefits.

Sure, I realize that some of you might just send for a copy of {Special Report Name} and never actually visit {Referral Product 1 URL}. That’s OK, but you’re cheating yourself because {Referral Product 1 Name} could change your life!

Thank you for buying {Product Name}. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} from {Product Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. We are constantly hearing from our users about how great {Product Name} is, and how much better it would be if only it had some other additional feature. We’re glad that no one is ever satisfied, because it’s our users’ requests that keep driving us to make {Product Name} even better.

Now we have a new version on the drawing board and I wanted to see if there were any features that you would like added. So, just for taking a few minutes to tell us what you would like to see in the next version, I’m going to give you a special coupon that’s good for {Discount Percent 2} off of the next upgrade! That means that not only will you get the latest and greatest features, but you’ll save an additional {Discount Percent 2} off of the already discounted upgrade price.

All you have to do is hit the Reply button and tell me what new feature or features you would like to see added to {Product Name}. In return for your comments I’ll send you the discount coupon that will be valid for the next upgrade no matter when it’s released.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Discount Percent 2} off discount coupon will be sent to you automatically!

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Product Name} users.

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for buying {Product Name}. We know from our surveys that our users think that {Product Name} is one of the best investments they have ever made on the ‘Net. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a {Discount Percent 3} off coupon good for the purchase of {Product Name}. Not only will they enjoy the same benefits that you’ve been enjoying, but we’ll also give them all of the F~R~E~E gifts and bonuses that we’ve given you.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that automatically gives them the {Discount Percent 3} off deal. You’ll be an instant hero!

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {Product Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been using {Product Name} for a few months now and I love it. In fact, I love it so much that I though you might want a copy for yourself. I’ve arranged with the publisher to save you {Discount Percent 3} off of the regular price, PLUS you’ll get some gifts and bonuses that are worth much more than what you’ll pay for {Product Name}.

{Product Name} is a software program that {describe purpose}. It does all of this and more:

* {Product Features 1}
* {Product Features 2}
* {Product Features 3}

I’m not the only one who thinks that {Product Name} is the best thing ever. Here’s what other users say:

* {Testimonial 1}
* {Testimonial 2}
* {Testimonial 3}

I don’t know how long this special offer is going to last, so I suggest that you go to {Product Discount URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. I love hearing from our users. You guys always have great ideas. The latest one was sent to me after I had the opportunity to meet a couple of our users in person while I was traveling recently.

We had been discussing some of the ways that I market and sell {Product Name} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {subject matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 9: People Who Joined Your Affiliate Program

Message 1

Subject: {First Name}, thank you for joining the {Product Name} affiliate program.

Dear {First Name},

Thank you for joining the {Product Name} affiliate program. Prepare to be make a lot of money!

I want to make sure that your user name, password and affiliate URL OK that you didn’t have any problems logging in. If you have any questions or problems, or you didn’t get your welcome e-mail yet, just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

If you’re having any problems using {Product Name}, or if you haven’t received it yet, just let us know.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message 2

Subject: {First Name}, did you know that {Product Name} could do this?

Dear {First Name},

I hope that you’ve been busy learning about {Product Name} and all the ways that you can make money selling it. Sometimes it’s hard to see all of the selling opportunities that are available to you when you first join our affiliate program, so I want to make sure that you’re aware of the top {Product Name} features that our users enjoy the most:

* {Features 1}
* {Features 2}
* {Features 3}

You joined an elite family of users when you became a {Product Name} affiliate. Just look at what some {Product Name} registered users have to say:

{Testimonial 1}

{Testimonial 2}

Please feel free to use these testimonials in your {Product Name} marketing campaigns.

{First Name}, I almost forgot why I was writing to you today! I have two Free Gifts that I want to give you just for becoming a {Product Name} affiliate.

These gifts are 100% F~R~E~E!

If you check around, you’ll find that these gifts are worth as much as {Gift Value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus 1}

{Bonus 1 Features}

{Bonus 2}

{Bonus 2 Features}

To get your free gifts just go send a blank e-mail to {Free Offer 1 E-Mail Address} and my autoresponder will handle everything from there.

I hope that you enjoy your gifts and that they help you become more successful. If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message 3

Subject: {First Name}, Here’s another FR~EE gift from the folks at {Product Name}

Dear {First Name},

I hope that you have learned your way around the {Product Name} affiliate control panel and that you’re ready to start making sales.

I wanted to tell you about a really super gift that’s waiting for you, but I need your help first.

You see, {Bonus 2 Name} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Product Name} to just {Number 1} people.

If you want to know why {Bonus 2 Name} is so valuable, take a look at what two of our customers have to say:

{Bonus 2 Testimonial 1}

{Bonus 2 Testimonial 2}

We’ve come up with a new sales letter that we want to try out. Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Bonus 2 Name} just for introducing {Product Name} to them. They don’t even have to buy. Of course, if they DO buy, you’ll earn the commission because your affiliate URL will be in every letter that you send!

Just look at all you get with {Bonus 2 Name}:

* {Bonus 2 Features 1}
* {Bonus 2 Features 2}
* {Bonus 2 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Product Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently became an affiliate for {Product Name} because I was so impressed with it. In fact, I am so impressed that I want to tell you about it. Not only is it easy to use and inexpensive, but it does all of this and more:

* {Product Features 1}
* {Product Features 2}
* {Product Features 3}

Here’s what some other users think of {Product Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Product Name} by visiting {My Affiliate URL}

I think you’ll like it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message 4

Subject: Hi, it’s {Your Name} from {Product Name} Affiliate Program. Could you do me a favor please?

Dear {First Name},

It’s me, {Your Name} from {Product Name}. I just wanted to make sure that you’re getting the most out of your affiliate membership.

It’s been {Time Period} since you joined and, frankly, most of our users have made at least one sale by now. How are you doing? Have you made at least one sale of {Product Name} yet?

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

I’ll trade you a copy of {Bonus 3} if you’ll send me an e-mail telling me what you have tried so far to sell {Product Name} and why you think it worked or didn’t work. Please be brutally honest. I won’t get mad even if you tell me that you haven’t tried at all. I’m just curious, that’s all.

In turn for that bit of information, you’ll get your own copy of {Bonus 3} which offers all of these features and benefits:

* {Bonus 3 Features 1}
* {Bonus 3 Features 2}
* {Bonus 3 Features 3}

Now that’s what I call a win-win. Just send the information that I requested to me at: {Admin E-Mail Address} and I’ll send you your link to {Bonus 3}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message 5

Subject: {First Name}, I just found out something interesting about {Product Name}.

Dear {First Name},

It’s {Your Name} from {Product Name}. As you know, I stay in touch with our affiliates and I honestly read all of the e-mail that they send me.

Remember the other day when I asked you to send me an e-mail telling me what you’ve done to try and sell {Product Name}? Well, lots of affiliates took me up on my offer and guess what I learned?

We have some pretty innovative affiliates out there. I received tons of e-mail, and I haven’t made my way through every one yet, but here are a few marketing and sales tricks that really stood out. Perhaps you can try them and see how they work for you:

* {Affiliate Marketing Tip 1}
* {Affiliate Marketing Tip 2}
* {Affiliate Marketing Tip 3}

We also received some more testimonials since the last time you heard from me. Feel free to use them in your marketing. Here are a few of my favorites:

{Testimonial 5}

{Testimonial 6}

{Testimonial 7}

I hope that I’ve convinced you that {Product Name} is the best thing out there and that you can make a lot of money by promoting it! If you’re still not sure, or you need some additional help, write me at {Admin URL} and I’ll get back to you as soon as I can.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message 6

Subject: {First Name}, the team at {Product Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name} from the {Product Name} affiliate program. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make {Product Name} better, and how we can help you become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Bonus 5} which is a {Dollar Amount 5} value.

Here’s what {Bonus 5} is all about:

* {Bonus 5 Features 1}
* {Bonus 5 Features 2}
* {Bonus 5 Features 3}

And it’s yours if you’ll just click the Reply button and answer these short questions:

1. What other products and services do you use that are as valuable to you as {Product Name} is?

2. What one product or service could you use that would make your job easier?

3. What web sites do you visit frequently?

4. What newsletters or e-zines do you subscribe to?

5. Tell us one thing that {Product Name} has changed in your life.

6. What features would you like to see in the next version of {Product Name}?

Thank you for taking the time to complete this survey. We’ll send you your {Bonus 5} as soon as we receive your response!

Don’t forget to keep promoting {Product Name} by using your affiliate URL {My Affiliate URL}. Just keep telling people that {Product Name} is your best way to {Perform Task} and use these testimonials to prove that our users agree!

{Testimonial 8}

{Testimonial 9}

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message 7

Subject: {First Name}, it’s {Your Name} from {Product Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name} from the {Product Name} affiliate program. When you joined our program, you became a member of an elite family that understands what it takes to get ahead in life. That’s why I thought of you when I came across this special report entitled {Special Report Name}.

{Special Report Name} shows you everything you need to know about {Special Report Subject}. It’s easy to read and now, thanks to a special deal that I made, it’s easy to get.

I’ve heard that some people are selling {Special Report Name}, and others are bundling it with high-priced software. But I’m not going to make a penny from it. In fact, I’m giving it away to my special customers like you.

All you have to do is go to {Special Report URL} and the report is yours.. It’s as easy as that.

Thank you for being a {Product Name} affiliate. It’s a pleasure to continue to serve you.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message 8

Subject: {First Name}, it’s {Your Name} from {Product Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. We are constantly hearing from our users about how great {Product Name} is, and how much better it would be if only it had some other additional feature. We’re glad that no one is ever satisfied, because it’s our users’ requests that keep driving us to make {Product Name} even better.

Now we have a new version on the drawing board and I wanted to see if there were any features that you would like added. So, just for taking a few minutes to tell us what you would like to see in the next version, I’m going to give you a special coupon that’s good for {Percent 3} off of the next upgrade! That means that not only will you get the latest and greatest features, but you’ll save an additional {Percent 3} off of the already discounted upgrade price.

All you have to do is hit the Reply button and tell me what new feature or features you would like to see added to {Product Name}. In return for your comments I’ll send you the discount coupon that will be valid for the next upgrade no matter when it’s released.

Your opinion is important to us and I’m willing to pay you for it. Just click Reply and tell us what you want. Your {Percent 3} off discount coupon will be sent to you automatically!

Thank you for being our affiliate. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message 9

Subject: {First Name}, here’s a great idea for {Product Name} users.

Dear {First Name},

Hi, it’s {Your Name} from {Product Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for being a {Product Name} affiliate. We know from our surveys that our users think that {Product Name} is one of the best investments they have ever made on the ‘Net. Now, here’s a chance to share your wise purchasing decision with your friends.

For a limited time we’re offering you the opportunity to give your friends a {Percent 3} off coupon good for the purchase of {Product Name}. Not only will they enjoy the same benefits that you’ve been enjoying, but we’ll also offer them all of the F~R~E~E gifts and bonuses that we’ve offering you. All they need to do is register their demo copy and the gifts are theirs.

All you have to do is copy and paste the message that appears below and send it to as many of your friends as you want to. The e-mail has a special link that includes your Affiliate I.D. as well as giving them the {Percent 3} off deal. You’ll be an instant hero! But hurry. I can’t allow this offer to go on forever.

Just remember: No S~P~A\_M! ONLY send this message to people who know you and who would appreciate hearing about {Product Name}. It’s that easy!

---SNIP---

Dear (Friend’s name),

I’ve been using {Product Name} for a few months now and I love it. In fact, I love it so much that I though you might want a copy for yourself. I’ve arranged with the publisher to save you {Percent} off of the regular price, PLUS you’ll get some gifts and bonuses that are worth much more than what you’ll pay for {Product Name}.

{Product Name} is a software program that {describe purpose}. It does all of this:

* {Product Features 1}
* {Product Features 2}
* {Product Features 3}
* {Product Features 4}

I’m not the only one who thinks that {Product name} is the best thing ever. Here’s what other users say:

* {Testimonial 1}
* {Testimonial 2}
* {Testimonial 3}

I don’t know how long this special offer is going to last, so I suggest that you go to {Special Discount URL} as soon as possible. I’d hate for you to miss out on this deal.

Good luck!

(Your name)

--- SNIP ---

That’s all it takes to get your friends pointed in the right direction and to earn yourself some instant money at the same time!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message 10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name} from the {Product Name} affiliate program. I love hearing from our affiliates. They always have great ideas. The latest one idea was presented when I had the opportunity to meet a couple of our affiliates in person while I was traveling recently.

We had been discussing some of the ways that I market and promote {Product Name} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {subject matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 10: People Who Signed Up For Your Free Report

Message #1

Subject: {First Name}, thank you for requesting {Report Name}.

Dear {First Name},

Thank you for requesting {Report Name} Prepare to be impressed!

I just wanted to check in and make sure that you received everything OK and that you aren’t having any problem reading {Report Name}. If you do, just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, did you realize that {Report Name} was THIS valuable?

Dear {First Name},

Some of our readers tell us that they have to read {Report Name} twice before they fully understand the impact of {Report Subject}. After that double-reading, they usually end up seeing these major points:

{Report Point 1}

{Report Point 2}

{Report Point 3}

And here’s some great news {First Name}; I have two Free Gifts that I’ll give you just for reading {Report Name}. These gifts are 100% F~R~E~E

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus 1}

{Bonus 1 Features}

{Bonus 2}

{Bonus 2 Features}

To get your free gifts just click the Reply button and answer this one question Yes or No:

{Question 1}

Your answer will tell me a lot about how anxious you are to {Action 1} and knowing that means a lot to me.

If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another unexpected pleasure from the folks that sent you {Report Name}

Dear {First Name},

I hope that you are enjoying reading {Report Name}. I not only want to remind you about {Bonus 1} and {Bonus 2}, the two gifts that are waiting for you when you answer the question: {Question 1}, but I wanted to tell you about a really super gift that’s waiting for you, but I need your help first.

You see, {Bonus 3} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Report Name} to just {Number 1} people.

If you want to know why {Bonus 3} is so valuable, take a look at what two of our customers have to say:

{Bonus 3 Testimonial 1}

{Bonus 3 Testimonial 2}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Bonus 3} just for introducing {Report Name} to them. They don’t even have to download {Report Name}.

Just look at all you get with {Bonus 3}:

* {Bonus 3 Features 1}
* {Bonus 3 Features 2}
* {Bonus 3 Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Report Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently received a F~R~E~E report called {Report Name} and I am so impressed by what I learned that I wanted to tell you about it. Not only is it easy to read, but it’s 100% F~R~E~E and it teaches you all of this and more:

* {Report Name Feature 1}
* {Report Name Feature 2}
* {Report Name Feature 3}

Here’s what some other readers think of {Report Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Report Name} by visiting {Report URL} and subscribing for F~R~E~E.

I think you’ll enjoy reading it as much as I do!

(your name)

---- SNIP ---

After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI~FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name}. Could you do me a favor please?

Dear {First Name}

It’s me, {Your Name. I just wanted to make sure that you’re getting the most out of {Report Name}.

It’s been {Time Period} since we sent {Report Name} to you and, frankly, many of our readers have already followed the report’s suggestion to {Take Action}, and I’ve been wondering: what’s stopping you?

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

I’ll trade you a copy of {Bonus 4} if you’ll send an e-mail to {Admin E-Mail Address} telling me why you haven’t decided that {Taking Action} is a good idea for you.

Don’t be afraid to be brutally honest. I’d just like to know, that’s all. In turn for that bit of information, you’ll get your own copy of {Bonus 4} which offers all of these features and benefits:

* {Bonus 4 Features 1}
* {Bonus 4 Features 2}
* {Bonus 4 Features 3}

Now that’s what I call a win-win. Just tell me what you’ve been up to and I’ll send you your link to {Bonus 4}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, I just found out something interesting about {Report Name}.

Dear {First Name},

It’s {Your Name}. As you know, I regularly contact users who have downloaded {Report Name} to see how they are using {Report Name} to help them make money. In fact, I did that with you just the other day. Well, I’ve been busily reading the answers to my question and guess what I learned?

We didn’t do a very good job of explaining all the ways that {Report Name} benefits you! I THOUGHT we did a good job, but judging by the messages I’ve received, there are a few things that we didn’t make clear. That’s why I wanted to follow up with you today. I want to make sure that you know that just by reading {Report Name} you can…

{Report Name Additional Benefits 1}

{Report Name Additional Benefits 2}

{Report Name Additional Benefits 3}

If you want to see more about what {Report Name} is talking about, you can just head over to {Offer 1 URL}. I think that you’ll agree – it’s pretty powerful stuff.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team that gave you {Report Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make the valuable information in {Report Name} even more valuable, and how you can use that information to become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Bonus 5} which is a {Dollar Amount 5} value.

Here’s what {Bonus 5} is all about:

* {Bonus 5 Features 1}
* {Bonus 5 Features 2}
* {Bonus 5 Features 3}

And it’s yours if you’ll just click the Reply button and answer these two short questions:

1. {Bonus 5 Question 1}

2. {Bonus 5 Question 2}

Thank you for taking the time to complete this survey. We’ll send you your {Bonus 5} as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Report Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name}. When you downloaded your copy of {Report Name}, you became a member of an elite family that understands what it takes to get ahead in life.

In the last issue I asked you and all of our other readers two questions. I was surprised to discover that over 75% of the people who responded had nearly the same answer to the question: {Bonus 5 Question 2}, and that was:

{Problem}

Well, I thought about that for a bit and it occurred to me that {Cross-sell Product 1} is actually designed to address that problem and people love it. In fact, here’s what some of the users say:

* {Cross-sell Product 1 Testimonial 1}
* {Cross-sell Product 1 Testimonial 2}
* {Cross-sell Product 1 Testimonial 3}

Take a trip over to {Cross-sell Product 1 URL} and see if {Cross-sell Product 1} will solve that problem for you.

Thanks for being a loyal reader,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name}, the person who sent you {Report Name}.

We are constantly hearing from our readers about how much they learned from {Report Name}, and how much better off they were afterwards.

How about you? Are you better off since reading {Report Name}? If not, maybe it’s because of {Reason 1}, and it has nothing to do with your own motivation and desire.

Your see, {First Name}, life is full of fleeting opportunities to better ourselves and our position, but sometimes we are so busy, or focused on something else, that we miss the best ones. That’s what I think {Cross-Sell Product 2} is all about. It offers to the perfect opportunity to the {Reason 1} issue because it really works.

{First Name}, all you have to do is visit {Cross-Sell Product 2 URL} and see for yourself. You have nothing to lose, and you could end up saying what these people have said:

* {Cross-Sell Product 2 Testimonial 1}
* {Cross-Sell Product 2 Testimonial 1}
* {Cross-Sell Product 2 Testimonial 1}

Of course, you’ll never have the chance to say those things if you don’t visit {Cross-Sell Product 2 URL} and see for yourself.

Thank you for reading {Special Report}. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Report Name} readers.

Dear {First Name},

Hi, it’s {Your Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for reading {Report Name}. And we know from our surveys that our readers think that downloading the report was one of the best things that they’ve ever done.

Because you have shown an interest in {Report Subject}, I thought you might be interest in seeing what I discovered recently. Rather than just give you the web addresses, I decided to make it fun!

I’m going to give you three web sites to visit. Simply go to each one and read the offer. Then, after you’ve visited all three, simply send an e-mail to {Admin E-Mail Address} and tell me what you think of each offer and how it was presented.

I’ll choose a random winner from among all entries and award this fabulous prize!

{Prize Name}

{Price Description}

It’s true! One lucky winner will get {Prize Name}. Please only enter once. Multiple entries will cause you to be disqualified, so no cheating!

Ready, here’ are the URLs:

{Contest URL 1}

{Contest URL 2}

{Contest URL 3}

Remember, after you’ve visited all three, simply send an e-mail to {Admin E-Mail Address} and tell me what you think of each offer and how it was presented.

That’s all it takes to get a chance to win {Prize Name}!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name}. I love hearing from the people who have read {Report Name} and who use the information to increase their knowledge of {Report Subject}.

I love getting together with our readers. You people always have great ideas. The latest one idea was presented when I had the opportunity to meet a few of you in person while I was traveling recently.

We had been discussing some of the ways that I market and promote {Report Name} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an un-subscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {subject matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# Chapter 11: People Who Signed Up for Your Marketing Course

Message #1

Subject: {First Name}, thank you for requesting {Report Name}.

Dear {First Name},

Thank you for requesting our {Report Name} marketing report. Prepare to be impressed!

Your first issue will be arriving soon, but I want to make sure that you realize you can contact me if you have any questions or problems with any of the issues that I’ll be sending. If you do, just send an e-mail to {Support Address}, or visit our Help Desk at {Helpdesk URL}.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 1}

Message #2

Subject: {First Name}, did you realize that {Report Name} was THIS valuable?

Dear {First Name},

Here’s your first issue of {Report Name} Sometimes it’s hard to get your arms around some of the more complex marketing issues until they are carefully explained like we do in {Report Name}. Today I want cover three areas that most people have problems with when they first start out marketing. Let’s cover them one at a time.

{Marketing Issue 1}

{Marketing Issue Solution 1}

{Marketing Issue 2}

{Marketing Issue Solution 2}

{Marketing Issue 3}

{Marketing Issue Solution 3}

It’s our goal to make you a real marketing pro and, with these three tips, you’re well on your way!

One last thing for today {First Name}; I have two Free Gifts that I’ll give you just for subscribing to {Report Name}. These gifts are 100% F~R~E~E

If you check around, you’ll find that these gifts are worth as much as {gift value}, but you’re not going to pay a penny!

Here’s what you get:

{Bonus 1}

{Bonus 1 Features}

{Bonus 2}

{Bonus 2 Features}

To get your free gifts just click the Reply button and answer this one question Yes or No:

{Question 1}

Your answer will tell me a lot about how anxious you are to {Action 1} and knowing that means a lot to me.

If you have any questions, please feel free to contact me at {Admin E-Mail Address}

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 2}

Message #3

Subject: {First Name}, Here’s another {Report Name} marketing tip

Dear {First Name},

Today’s marketing lesson covers the use of F~R~E~E G~I~F~T~S to induce a customer or prospect to take a specific action.

Rather than waste a lot of words explaining how it works, I’ll just demonstrate it with an actual offer that you can really respond to right now. How’s that for killing two birds with one stone?

Ready? Here goes:

Dear {First Name},

I hope that you are enjoying reading {Report Name}. I not only want to remind you about {Bonus 1} and {Bonus 2}, the two gifts that are waiting for you when you answer the question: {Question 1}, but I wanted to tell you about a really super gift that’s waiting for you, but I need your help first.

You see, {Free Gift Name} is so valuable that I can’t afford to give it away to just anyone. That’s why I reserve it for only those people who are willing to help me out by referring {Report Name} to just {Number 1} people.

If you want to know why {Free Gift Name} is so valuable, take a look at what two of our customers have to say:

{Testimonial 3}

{Testimonial 4}

Because we realize that there is no advertising that comes even close to a personal referral, your recommendation to just {Number 1} of your friends is worth its weight in gold. In fact, your referrals are so valuable to us that we’re willing to give you {Free Gift Name} just for introducing {Report Name} to them. They don’t even have to subscribe.

Just look at all you get with {Free Gift Name}:

* {Free Gift Features 1}
* {Free Gift Features 2}
* {Free Gift Features 3}

And you can get all that just by referring {Number 1} friends!

Here’s all we ask:

1. PLEASE Don’t SP\*AM!

Just send e-mail to people that you know and who would welcome information about {Report Name} from you.

2. You can write whatever you want, or you can simply copy and paste this letter that we’ve written for you:

---- SNIP ---

Dear (Friend’s Name),

I recently received a F~R~E~E report called {Report Name} and I am so impressed by what I learned that I wanted to tell you about it. Not only is it easy to read, but it’s 100% F~R~E~E and it teaches you all of this and more:

* {Report Name Feature 1}
* {Report Name Feature 2}
* {Report Name Feature 3}

Here’s what some other readers think of {Report Name}:

{Testimonial 1}

{Testimonial 2}

You can find out more about {Report Name} by visiting {Report URL} and subscribing for F~R~E~E.

I think you’ll enjoy reading it as much as I do!

(your name)

---- SNIP ---

Do you see how easy and effective it is to use an offer like that to cause your customer or prospect to take a particular action. Marketers do it all the time and it still works! Next time I’ll share another great tip with you.

Oh yeah, I almost forgot -- After you’ve sent your letter to {Number 1} friends, simply list their e-mail address in a message to us at: {Admin E-Mail Address} and we’ll send you your FR~E~E GI FT. It’s as easy as that!

Thanks for helping us out.

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 3}

Message #4

Subject: Hi, it’s {Your Name} with another {Report Name} tip.

Dear {First Name},

Today’s tip uses the very powerful “could you do me a favor” method of getting a reader to take an action.

Most people will be genuinely interested in helping you out, especially when they see that there’s something in it for them.

As usual, I won’t waste words. I’ll just jump right in and show you how it works in real life. And yes, this is a live offer so you can respond to it while you’re learning how power the “do me a favor” approach is!

Dear {First Name}

It’s me, {Your Name}. I just wanted to make sure that you’re getting the most out of {Report Name}.

It’s been {Time Period} since we sent {Report Name} to you and many of our readers are already making money using our tips. How about you? Have you had any success stories that you want to share?

I have another bonus that I want to send you, and you can get it quick as a wink if you’ll just take 5 minutes to help me out.

I’ll trade you a copy of {Free Gift Name 2} if you’ll send me an e-mail telling me whether or not you have tried any of the tips that we’ve shared with you so far and how they have worked. If you haven’t used anything from the series yet, just write and tell me that.

In turn for that bit of information, you’ll get your own copy of {Free Gift Name 2} which offers all of these features and benefits:

{Describe free gift’s features and benefits}

Now that’s what I call a win-win. Just tell me what you’ve been up to and I’ll send you your link to {Free Gift Name 2}.

Thanks for your help!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 4}

Message # 5

Subject: {First Name}, I just found out something interesting about {Report Name}.

Dear {First Name},

It’s {Your Name}. As you know, I regularly contact users who have downloaded {Report Name} to see how they are using {Report Name} to help them make money. In fact, I did that with you just the other day. Well, I’ve been busily reading the answers to my question and guess what I learned?

We didn’t do a very good job of explaining all the ways that {Report Name} benefits you! I THOUGHT we did a good job, but judging by the messages I’ve received, there are a few things that we didn’t make clear. That’s why I wanted to follow up with you today. I want to make sure that you know that just by reading {Report Name} you can…

{Report Name Additional Benefits 1}

{Report Name Additional Benefits 2}

{Report Name Additional Benefits 3}

If you want to see someone who really “gets” Internet marketing, take a look at the web site at {Cross-sell 1 URL}. Not only does this guy have a great {Cross-Sell Product 1}, but he really uses the principles that we teach right here.

So, today’s Tip is really a field trip of sorts ☺ Just visit {Cross-Sell 1 URL} and learn from someone who I think is a master of Internet marketing!

I’ll be back soon with your next marketing tip!

Sincerely,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 5}

Message #6

Subject: {First Name}, the team that gave you {Report Name} needs your help!

Dear {First Name},

Hi, it’s {Your Name}. One of the secrets to our success is the fact that we regularly ask our customers what we can do to make the valuable information in {Report Name} even more valuable, and how you can use that information to become even more successful.

Today I would like to make you a special offer. If you are willing to take just 5 minutes to answer this short survey, I’ll give you a FR~E~E copy of {Free Report Name} which is a {Dollar Amount} value.

Here’s what {Free Report Name} is all about:

{Describe Free Product features and benefits}

And it’s yours if you’ll just click the Reply button and answer these two short questions:

1. What is the biggest issue that you face as an Internet marketer?

2. What haven’t we taught you yet that you wish we had?

Thank you for taking the time to complete this survey. We’ll send you your {Free Report Name} as soon as we receive your response!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 6}

Message #7

Subject: {First Name}, it’s {Your Name} from {Report Name} with a special offer!

Dear {First Name},

Hi, it’s {Your Name}. When you downloaded your copy of {Report Name}, you became a member of an elite family that understands what it takes to get ahead in life.

In the last issue I asked our subscribers what the #1 issue was that they faced as an Internet marketer. I was surprised to discover that over 75% of the people who responded had the same problem, and that was:

{Problem}

Well, I thought about that for a bit and it occurred to me that {Cross-sell Product 2} is actually designed to address that problem and people love it. In fact, here’s what some of the users say:

* {Cross-sell Product 2 Testimonial 1}
* {Cross-sell Product 2 Testimonial 1}
* {Cross-sell Product 2 Testimonial 1}

Take a trip over to {Cross-sell Product 2 URL} and see if {Cross-sell Product 2} will solve your #1 Internet marketing problem.

Here’s today’s marketing tip:

{Marketing Issue 4}

{Marketing Issue Solution 4}

I’ll be back soon!

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 7}

Message #8

Subject: {First Name}, it’s {Your Name} with some good news!

Dear {First Name},

Hi, it’s {Your Name}, the person who sent you {Report Name}. Today I want to demonstrate the power of the “good advice” sales approach.

People appreciate getting honest advice and, if they believe you, they will generally at least follow through to see if your advice works for them. That’s why it’s always important to give honest recommendations when you are using the “good advice” approach. You can’t afford to tarnish your reputation by being dishonest!

I’m going to end today’s message by showing you an actual example of how this approach works:

Dear {First Name}

We are constantly hearing from our users about how much they learned by reading {Report Name}, and how much better off they were after subscribing.

There really is nothing like success, that’s exactly what many of our reader’s experience day after day.

How about you? Are you experiencing success? If not, maybe it’s not you but what you’re selling that’s at fault. Sometimes we simply latch on to the wrong product. Once you get behind a dog, all you can see is dog butt!

Your see, {First Name}, life is full of fleeting opportunities and sometimes we are so busy, or focused on something else, that we miss the best ones. That’s what I think {Cross-Sell Product 3} is all about. It offers to the perfect opportunity to become successful because it really is a quality product. {First Name}, all you have to do is visit {Cross-Sell Product 3 URL} and see for yourself. You have nothing to lose, and you could end up saying what these people have said:

* {Cross-Sell Product 3 Testimonial 1}
* {Cross-Sell Product 3 Testimonial 1}
* {Cross-Sell Product 3 Testimonial 1}

Of course, you’ll never have the chance to say those things if you don’t visit {Cross-Sell Product 3 URL} and see for yourself how easy it is to seize this great opportunity by the tail.

Thank you for being our customer. We look forward to serving your needs for years to come.

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 8}

Message #9

Subject: {First Name}, here’s a great idea for {Report Name} readers.

Today’s marketing tip uses the “Contest” approach to enticing a reader to take some desired action. Be careful when you use this approach though. You want to make sure to really award the prize and to choose fairly. Not only can you ruin your reputation by running a “rigged” contest, but it’s also illegal in most places!

Here’s how the contest offer works. Oh yeah, this is a live contest, so feel free to enter as well!

Dear {First Name},

Hi, it’s {Your Name}. Over the past weeks we have written to you several times to notify you of F~R~E~E bonuses and other benefits that you are entitled to just for subscribing to {Report Name}. And we know from our surveys that our readers think that subscribing was one of the best things that they’ve ever done.

So I have a special deal just for you.

Think of this as a “Final Exam” to see how much you’ve learned about the marketing techniques that we’ve taught you.

I’m going to give you three web sites to visit. Simply go to each one and read the offer. Then, after you’ve visited all three, simply send an e-mail to {Admin E-Mail Address} and tell me what you think of each offer and how it was presented.

I’ll choose a random winner from among all entries and award this fabulous prize!

{Prize Name}

{Price Description}

It’s true! One lucky winner will get {Prize Name}. Please only enter once. Multiple entries will cause you to be disqualified, so no cheating!

Ready, here are the URLs:

{Contest URL 1}

{Contest URL 2}

{Contest URL 3}

Remember, after you’ve visited all three, simply send an e-mail to {Admin E-Mail Address} and tell me what you think of each offer and how it was presented.

That’s all it takes to get a chance to win {Prize Name}!

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 9}

Message #10

Subject: {First Name}, thanks for the suggestion!

Dear {First Name},

Hi, it’s {Your Name}. I love hearing from the people who have read {Report Name} and who use the information make money. This is your last issue and I want to focus specifically on how to build a good mailing list. In fact, I’m going to kill two birds with one stone by not only showing you a great approach to use with people who have already gives you there e-mail address when they purchased something or subscribed to your other lists, but I’m also going to make it a live offer that you can participate in as well.

Before I do that, however, I want to thank you for being a {Report name} subscriber. I’ve enjoyed sharing each lesson with you and I hope that you’ve enjoyed reading them.

Hopefully you will respond to the offer below and this won’t be the last time that we get together!

Dear {First Name}

I love getting together with other Internet marketers. Those people always have great ideas. The latest one idea was presented when I had the opportunity to meet a few of them in person while I was traveling recently.

We had been discussing some of the ways that I market and promote {Report Name} when one of them said “You ought to write this stuff down. I would have made a fortune already if I knew what you know.”

And that’s how I got the idea for my new e-zine called {E-zine Name}. It’s all about {E-zine Subject} and I’ll be sending it every {E-zine Interval}.

I have so many ideas that I want to share with you, but I don’t want to bother you unless I’m sure that you want to hear about them. That’s why I’ve set up this special subscription link. All you have to do is go to {E-zine URL} and fill out the simple form. I’ll send you back a validation e-mail. Just click on the link in the e-mail and you’re subscribed!

Of course, there will be an unsubscribe link in every issue, and I promise that I will never share your information with anyone.

{E-zine Name} promises to be your best choice for learning about {subject matter} and, best of all, it’s F~R~E~E. just go to {E-zine URL} to get started.

I hope to see you as my newest subscriber, {First Name}.

Thanks,

{Your Name}

{Your Email Address}

{Your Web Site}

PS {PS 10}

# 

A picture containing object

Description generated with high confidence

**Jim Lewis Inquiry Form**

Fill out this form to stay in touch, schedule a strategy session with Jim or a Team Member to discuss building your Obvious Authority by writing and publishing your bestselling book, creating an eLearning course or platform, business coaching, media support and coaching, and/or webcasting / podcasting / teleseminars.

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mobile Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Direct Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What do you want to discuss with Jim or his team?**

* **FOLLOW UP WITH ME** During or After the Event!
* **Publishing Mastery:** Become a Bestselling Author
* **Consulting Mastery:** Generate Leads, Prospects and Close High-Ticket Deals
* **Content Mastery:** Learn How to Rapidly Produce Information Products and Sell Them Online
* **eLearning Mastery:** Step-By-Step Training on How to Make High-Quality eLearning Courses

▢ **Social Media Mastery:**  Set Up and Manage Your Essential Social Media Presence and Become a Media Rock Star

▢ **Webcasting Mastery:**  Learn How to Create and Maximize Obvious Authority Through the Production of High Value Webinars, Podcasts and Teleseminars

▢ **Web Design Bootcamp:** Get a Professional Website Up and Running Fast or Build Your eLearning Platform. Enhance Your Brand and Promote Your Obvious Authority.

▢ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please Attach Your Business Card to this Form**

**Or logon to**

<http://obviousauthority.com/survey> **to Enter This Information Digitally**