**Affiliate Promotion Email Sequence**

***This email sequence is used to promote an affiliate offer. It works best if you send the traffic to a Bridge Page to "bridge the gap" between your audience and the affiliate's offer. The script for the Bridge Page can be found in the Sales Letter section of ScriptDoll.***

**Sequence Overview (7 emails over 8-9 days)**

* **Email 1 - The Cold Setup Email**  ~ send 2-3 days before the product is set to open for sale
* **Email 2 - The "This Fits Perfectly" Email**  ~ send the day before the promo is open for sale
* **Email 3 - The "Live Link" Email**  ~ send this the minute the link goes live and the product is for sale
* **Email 4 - The Day After Product Open Email**  ~ send this the day after the product is open for sale
* **Email 5 - The Pattern Break Email**  ~ send this email 2-3 days after the link goes live but not on the last day the product is for sale. You can do 2 of these if there is a long time that the product is for sale. You can also add one of these before the product is for sale if the affiliate product has a bunch of pre-cart open materials.
* **Email 6 - Morning of Closing Day Email**  ~ send this the morning of the last day that the product is for sale.
* **Email 7 - 5 pm-ish of Closing Day Email**  ~ send this around 5 pm of the last day the product is for sale.

**Email 1 - The Cold Setup Email**

*Send this 2-3 days before the product is set to open for sale.*

**Subject:**

How to ${q8}

**Body:**

Hey,

${q5} here and if you're anything like I was not that long ago you've probably been faced with ${q6}.

I tried everything to solve it because it was making my life extremely difficult...

I ${q1}.

I [fw21.

And I even [fw23.

All I got was ${q1}, [fw22], and [fw24].

Womp, womp.

I had almost given up hope when I finally stumbled onto something that finally worked for me.

It has to do with <<insert a subtle hint about the product that creates curiosity>>.

If you'd be interested in hearing more, check your email tomorrow. I'm going to send you a full walkthrough of how I finally ${q8}.

Excited to share this with you.

${q5}

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**Email 2 - The "This Fits Perfectly" Email**

*Send this the day before the product opens for sale.*

**Subject:**

The Full Method to ${q9}

**Body:**

Hi,

Yesterday I wrote you about my struggle with ${q6} and all the crappy things that came with it.

Today I want to tell you about how I finally got over it and solved it for good.

<<Write out the method in step form. What you're selling should be a critical part of the process. For an example see <https://www.facebook.com/drbenadkins/videos/vb.501429135/10153768665274136/?type=2&theater>>>

Because this was such a big thing in my life I wanted to share it and tomorrow I want to do you an even bigger favor.

I added a few bonuses that will really make ${q1} work for you even faster!

> ${q1} - Why do you care? Because this bonus will make it easy to ${q1}.

> [fw27] - This bonus will help you [fw28].

> [fw29] - This one is fantastic because you'll be able to [fw30].

Watch Your Email as I'll be sending you a special link tomorrow so you can pick up ${q1} along with my special bonuses and solve your struggle with ${q6} forever.

Excited for you to get this.

Talk Tomorrow!

${q5}

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**Email 3 - The "Live Link" Email**

*Send this the minute the link goes live and the product is for sale.*

**Subject:**

An End to ${q6}... Forever

**Body:**

The ${q1} and Special Bonuses are Live for You Here.

==> Click here to get access <<insert a link to your bridge page>>

Over the last few days we've been talking in depth about my journey with trying to ${q9}.

Today I wanted to give you insider access to something that really helped me, along with several bonuses I created just for you to fast-track your path to ${q8}.

It's called "${q1}" and you can get it right here. <<insert a link to your bridge page>>

${q3}

This helped me with ${q6} and I have everything you need to know listed on the following page.

==> Click Here to Learn More <<insert a link to your bridge page>>

I'm so excited for you to get in and start using this.

Send me a Reply to this email if you have any questions at all.

${q5}

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**Email 4 - The Day After Product Open Email**

*Send this the day after the product is open for sale.*

**Subject:**

${q1}. Your Questions Answered.

**Body:**

Yesterday I gave you access to a product that has helped me immensely with ${q6}.

Several people hit the reply button and sent in questions. I wanted to make sure I answered those today.

<<insert 3-5 questions, FAQ style>>

==> Click Here to Learn About ${q1} <<insert a link to your bridge page>>

${q5}

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**Email 5 - The Pattern Break Email**

*Send this email 2-3 days after the link goes live but not on the last day the product is for sale. You can do 2 of these if there is a long time that the product is for sale. You can also add one of these before the product is for sale if the affiliate product has a bunch of pre-cart open materials.*

*This is the hardest email to write in this sequence but it is super powerful because it gives the reader a chance to relate to you and for you to tell a story.*

*I have two examples for you... please don't use the first one in any way as it isn't my story to tell. The second one you are free to copy and adapt to your needs if it fits.*

*1) Email I sent with the subject line "Before Teaching Taylor Swift, Rick Asked God to Kill Him..."* [*https://www.getdrip.com/broadcasts/409475852/091e943551bd08581defa*](https://www.getdrip.com/broadcasts/409475852/091e943551bd08581defa)

*2) Email I sent with the subject line "My 2 Marketing "Ah-Ha" Moments while Reading the Mail Yesterday"*

[*https://www.getdrip.com/broadcasts/222019216/e571ac90e108584a43a11*](https://www.getdrip.com/broadcasts/222019216/e571ac90e108584a43a11)

**Subject:**

The Story of <<insert a relevant story reference>>

**Body:**

<<Insert a story that relates to audience and transition it into your problem and solution.>>

==> Click Here to Check Out ${q1} Now <<insert a link to your bridge page>>

Talk Soon,

${q5}

P.S. - Hurry, ${q3}

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**Email 6 - Morning of Closing Day Email**

*Send this the morning of the last day that the product is for sale.*

**Subject:**

[Closing Tonight] ${q1}

**Body:**

${q1} is CLOSING in a few short hours...

So if you've been reading these emails and thinking about joining...

==> Click Here To Get ${q1} <<insert a link to your bridge page>>

You have nothing to lose...

If you're not satisfied, you'll get a REFUND on every penny.

So if you are at all interested...

Or even just curious...

Now's the time to jump on this so you can ${q9}

${q5}

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**Email 7 - 5 pm-ish of Closing Day Email**

*Send this around 5 pm of the last day the product is for sale.*

**Subject:**

[LAST CALL] ${q1} & ${q5}'s Bonuses

**Body:**

This is it.

Tonight at 11:59 PM <<insert time zone>> we close the doors on ${q1}.

If you haven't gotten in yet, this is your last chance.

As a reminder, here's what you get inside of ${q1}

* ${q1} - this is good for you because [fw10]
* [fw11] - this is so important because [fw12]
* [fw13] - this big because [fw14]
* [fw15] - this is a good thing because [fw16]
* [fw17] - this is fantastic because [fw18]

And to make it even easier for you to ${q9}, I personally will deliver you these bonuses (that you can only get from me).

> ${q1} - Why do you care? Because this bonus will make it easy to ${q1}.

> [fw27] - This bonus will help you [fw28].

> [fw29]- This one is fantastic because you'll be able to [fw30].

If you wait until tomorrow, your chance to stop ${q6} vanishes.

Tomorrow you'll wake up with the same problems and no real change.

Considering the guarantee I've put on this (I personally back it up), you've got nothing to lose.

==> Click Here to Get Started Now <<insert a link to your bridge page>>

(hurry, this ends tonight)

${q5}