

Letter One: Program Benefits-Oriented Recruitment Letter

SUBJECT: [PRODUCT OR BRAND NAME]

Dear [NAME],

I know you are busy [insert what you noticed they're doing], but I couldn't wait to tell you about [PRODUCT NAME] because we have some exciting promotions coming up. I don't want you to miss out on the money-making potential this product has for you, not to mention the hero status you'll earn from your customers.

In addition to the useful products and fantastic care that we provide our customers, we also take care of our affiliates. After all, you are trusting your customers with us, so we don't want to disappoint you or them. It is our promise to you.

Also, our affiliate program provides:

- ✓ Award-Winning Products [INSERT PROOF]
- ✓ Highly Converting Sales Pages [INSERT PROOF WITH DATA]
- ✓ Marketing Graphics and Product Photos
- ✓ Informational and Sales Content
- ✓ Webinars, Video, and Audio
- ✓ Coupon Codes
- ✓ [ADD YOUR OWN BENEFIT]

Check out all that our affiliate program offers to hard-working, productive affiliate marketing professionals like yourself [INSERT LINK TO AFFILIATE PROGRAM SIGN UP BENEFITS PAGE]. I am sure you'll agree that we are a topnotch program that enables you to make the most money in the least amount of time since so much is done for you.

To Your Success!

[TITLE]

[NAME]

[WEBSITE LINK]

P.S. If you have any questions or special requests, please feel free to schedule a call with me here [LINK TO SCHEDULING SOFTWARE] anytime.

Letter Two: Potential Affiliate Follow-Up Letter

SUBJECT: Are you interested in [PRODUCT OR BRAND NAME]?

Hey [NAME],

I hope today is bringing you everything you hoped. I don't want to take up too much of your time, so I'll be quick. On [\[DAY YOU SENT FIRST EMAIL\]](#) I sent you information about joining my affiliate program so that you can make money and be a hero to your audience promoting [\[PRODUCT NAME\]](#).

[\[PRODUCT NAME\]](#) is beneficial to your audience because [\[INSERT INFO ABOUT THE PROBLEMS SOLVED WITH YOUR PRODUCT\]](#). This product is different because [\[LIST DIFFERENCES and THE BENEFITS of YOUR PRODUCT to THEIR AUDIENCE\]](#). I can provide review copies if you're interested. Just let me know.

I put a lot into creating [\[PRODUCT\]](#), that's true. It works as advertised. You can see the incredible reviews here. [\[LINK TO REVIEWS\]](#) I also want you to know that I put a lot of effort into taking care of my affiliates too. There are numerous marketing materials that you can take and use as your own. I try to make it 'cut and paste' easy for you so that all you do is grab the information and go.

If you want to join me, please drop a reply to this email letting me know that you're ready to get started and I can go ahead and set up your account for you. Then you can get started getting used to the hero-worship your audience is going to heap on you because of my products and topnotch customer care and your wisdom in telling your audience.

To Your Success!

[\[TITLE\]](#)

[\[NAME\]](#)

[\[WEBSITE LINK\]](#)

P.S. If you have any questions or special requests, please feel free to schedule a call with me here [\[LINK TO SCHEDULING SOFTWARE\]](#) anytime.