

AFFILIATE COMMISSION GAME PLAN

**Fill-In-The-Blanks
Five-Part Mini Course
Lesson Templates**

The Best Tactics and Strategies for Affiliates

N I C K J A M E S

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Lesson Template 1

Subject Line: Lesson 1: The #1 Way to [Get Some Benefit]

Alternative Subject Line: Step 1: How to [Get Some Benefit]

Dear [First Name],

Welcome to [Name of the Course]!

I'm so excited about your decision to subscribe to this course. That's because I too used to struggle with [some problem].

I know what it's like to [suffer from some other part of the problem]. But then I discovered a quick and easy way to [complete some process or solve some problem] - and that's what I'm going to share with you, beginning today!

I want to start by giving you an overview of the entire process. Here's what you'll be learning about over the next five days:

- [Lesson/Tip/Step/Secret] #1: Today you'll learn a nifty way to [get some benefit] by [give a quick "teaser" about how they'll get this benefit, but don't reveal too much... you want to arouse curiosity so they'll read the article].
- [Lesson/Tip/Step/Secret] #2: Have you ever tried to [complete some step of a process or get some benefit], but instead you ended up [getting some undesirable result]? You're not alone. In this lesson you'll learn a surprisingly simple way to [get a benefit].
- [Lesson/Tip/Step/Secret] #3: If you're like a lot of people who [have tried to do something or get some sort of benefit], then you've no doubt spent a lot of [time and/or money or something similar] trying to [achieve some goal]. In this lesson you'll find out a slick way to [achieve a goal] while saving loads of [time/money/frustration].
- [Lesson/Tip/Step/Secret] #4: Have you ever noticed that [some niche-relevant experts, like "chefs" for example] make it look so easy to [get a specific benefit]? Now you can learn their secret for [getting a benefit or doing some step of a process] - and it's not what you think!
- [Lesson/Tip/Step/Secret] #5: Finally, in this last lesson you'll find out how to [get some benefit], plus I'll share with you a nifty trick for [getting a benefit].

You'll want to be sure to whitelist this email address so that you don't miss a single issue of this five day mini course. And now let's talk about today's lesson...

If you want to [achieve a goal or get some benefit], then the very first thing you need to do is [take this first step].

Now, most people [achieve this first step in this way]. However, that usually leads to [some negative result]. If you want to avoid [this negative result], then what you need to do is [take the step this way].

Specifically, this means that you need to [explain in precise detail how to take this first step the right way].

Try it for yourself and I think you'll be surprised at just how well it works!

That's it for today. But check back tomorrow, because you'll find out how to [get some benefit]!

[Your sign off and name]

P.S. Seems like I couldn't [get a benefit or meet some goal] no matter how hard I tried - until I discovered [name of affiliate product]. This product is absolutely amazing because [detail the reason why it's such a good product].

But don't take my word for it - check it out for yourself by clicking here [insert affiliate link].

Lesson Template 2

Subject Line: Lesson 2: A Surprisingly Simple Way to [Get a Benefit]

Alternative Subject Line: Step 2: A Weird Trick for [Getting Some Benefit]

Dear [First Name],

Welcome to Day 2 of [name of your mini course]!

Last time you learned about how most people make the mistake of [doing a certain thing wrong during step 1], and you learned how you'll get better results if you [specify what they learned in the last lesson].

Now today you're going to discover a surprisingly simple way to [get a benefit], and it's probably not what you're thinking! So read on...

If you want to [complete some process, achieve a goal or get a specific benefit], then the second step you need to take is to [describe what step they need to take].

Now, you might be tempted to just [describe a shortcut or other common way that people take this step]. You might even get some decent results, at least for a while. However, if you take a shortcut like this, then it won't be long before you [start experiencing some specific undesired result and/or have to redo this step in the process].

Trust me, you don't want that to happen. Not only is it incredibly time-consuming, but it's also [describe how it's frustrating].

Instead, let me share with you a nifty little trick I use to [get some result]. Here's what you can do: [insert description of what to do to accomplish this second step - this will go on for the next few paragraphs].

It's so simple, and yet it works amazingly well!

In fact, if you do [this specific thing] plus [do another specific thing] at the same time, you're likely to get even better results. Just make sure you [do some specific thing in a particular way or specifically avoid some common mistake], otherwise you're likely to [get some undesired result].

That's it for this time!

Next time you'll find out the next step in this process, which will include [give a teaser for what they'll learn next time, such as by mentioning a benefit without detailing how they'll get the benefit - this will arouse curiosity and build anticipation for the next email].

See you tomorrow!

[Sign off and your name]

P.S. Did you check out the [book/manual/product] I told you about last time? If not, I highly suggest you do so now. That's because [name of product] will show you the single best way to [get some benefit]. Check it out for yourself by clicking here [insert affiliate link].

Special Bonus: Order now using the link above, and you'll also get [name of a bonus product you've created, such as some report or video or similar], absolutely free. This [report or other product] will [give you some special benefit]. It's a [specific dollar] value, but it's yours free when you order [name of affiliate product].

So click here [insert affiliate link] to order now, and then [provide instructions for redeeming the free bonus].

Lesson Template 3

Subject Line: Lesson 3: Saving Time and Money by [Doing Some Step]

Alternative Subject Line: Step 3: A Real Timesaver When You [Want to Get Some Benefit]

Dear [First Name],

Welcome back!

We're now on Day 3 of the [name of mini course]. So far, you've discovered:

- How to [get some benefit or complete a step as described in lesson 1 of the course].
- How to [get a different benefit or complete the step as described in lesson 2 of the course].

Now today you're going to learn a nifty way to [get some other benefit or complete some specific step], plus you'll find out how to save [time/money/etc] while you're doing it!

Let me explain...

Typically when you [complete some step], you end up spending most of the time just trying to [achieve part of this step], right? I don't know about you, but I can easily spend [X number of minutes/hours/days/weeks/etc] when I'm working on [completing some part of the process].

Want to save loads of time?

Then [describe in a few words what to do instead] instead!

Let me explain...

[Insert detailed description of how to complete this step in the quickest and easiest way possible.]

Pretty amazing, right? It worked for me, it's worked for several other people, and I just know it will work for you too.

However, I can't take credit for this nifty trick for [completing this third step of the process]. Truth is, I learned about it in [name of the affiliate product you're promoting]. You can see it here: [insert your affiliate link].

That's not the only neat trick inside [this product/manual/book/ebook/video/ etc]. You'll also discover:

- A quick and easy way to [get some benefit].

- A very cool way to [get a different benefit], even if you [don't have some required knowledge or skill]. It's easier than you think!
- A quick and dirty way to [get another benefit] in just [insert some timeframe, such as "one hour" or "two weeks" or whatever is appropriate].

Check it out now at [insert affiliate link] - I'm positive you'll like it as much as I do!

[Insert sign off and name]

P.S. That's it for this time. Be sure to check out tomorrow's lesson, because you're going to find out how [the pros or the experts in the field] [achieve some goal or use some nifty strategy] - stay tuned!

P.P.S. Don't forget that if you download your copy of [name of affiliate product you're promoting], you'll also get [name of the bonus product you're promoting] absolutely free! So click here to order now: [insert affiliate link], and then [instructions for redeeming the free bonus].

Lesson Template 4

Subject Line: Lesson 4: Here's What [Some Pros or Experts] Do to [Get a Benefit]

Alternative Subject Line: Step 4: Want [Some Benefit]? Try This...

Dear [First Name],

Welcome to Day 3 of the [name of course] mini course!

Whew, we've covered a lot over the last three days. You've learned how to [describe quickly what they learned in lesson 1], you found out how to [quick line about what they learned in lesson 2], and you even discovered [quick description of what they learned in lesson 3].

If you've been taking action and applying what you've learned so far, then by now [describe where the person is in the process or what sorts of results they may be seeing]. You may have even already [describe some other result they may have experienced if they've been taking action].

So, at this point it's time for you to [take the fourth step in the process]. And that's exactly what you'll learn about in today's lesson. Plus, I'll share with you a little known trick the pros use to [get some specific benefit] - so be sure to read today's lesson carefully!

Let's jump in...

To [achieve this process or get some benefit], the next step you need to take is to [describe briefly what needs to be done]. Let me explain how to do this in more detail...

[Insert your detailed "how to" information for how to complete this step.]

Now, here's where it gets interesting...

You know how when you [try to complete this step] you often end up [with some undesired result]? Well, here's a little trick [the experts of pros in the field] use when they [encounter this undesirable result]: all they do is [describe the trick they use to get a better result].

Again, this is something that seems really simple on the surface, but once you try it you'll see that it works really well.

Before I go, let me share with you a few dos and don'ts for this step:

- Do [follow some tip]. With just a few minutes of effort you can [get some good result].
- Do [follow some other tip]. Better yet, [describe an extension of this tip or something otherwise related that will give even better results].

- Don't [do some bad thing that will lead to bad results]. If you do this, you're just going to end up with [undesired result].
- Don't [do some other bad thing]. This is one of the most common mistakes people make when they want to [get a desired result]. You can avoid this by [doing some good thing instead].

So go ahead and put these tips to work for you, because the sooner you do, the sooner you'll [enjoy or get some desirable benefit or outcome].

That's it for this time. But keep an eye on your inbox for tomorrow, because you'll find out [insert a teaser about the next email]. See you then!

[Sign off and name]

P.S. Don't forget about the exclusive bonus you'll get for free when you order [name of affiliate product] through this link [affiliate link]. Order now and you'll get [name of your bonus product] for free!

[Name of satisfied customer] from [location] had this to say about [name of product]:

[Insert testimonial regarding both the main product and your bonus product, if possible - otherwise insert testimonial for main affiliate product].

Give it a try today and see if you don't get the same results as [name of satisfied customer] - so click here [insert affiliate link] to order now...

Lesson Template 5

Subject Line: Lesson 5: The Easy Way to [Get Some Benefit]

Alternative Subject Line: Step 5: [Some Process or Some Benefit] Made Easy...

Dear [First Name],

Welcome to Day 5 of [name of mini course]!

You've learned a lot over the past few days, including:

- How to [insert what they learned in lesson 1]
- A trick for [insert what they learned in lesson 2]
- A neat way to [insert what they learned in lesson 3]
- And you even found out how to [insert what they learned in lesson 4]

So now you have just one thing left to do: [insert a teaser description of what they'll learn in this 5th lesson].

We'll talk about that in just a moment. But first, I wanted to double check to see if you've downloaded your copy of [name of affiliate product you're selling] at [your affiliate link].

If you've haven't yet done so, I strongly urge you to do so right now.

There are three reasons for this:

Reason 1: [Name of affiliate product] will [insert the biggest benefit of the product]. If you want to [get some specific benefit, I just can't recommend this highly enough.

Reason 2: It will [insert something that is unique about this particular product, something that the competing products don't have or don't do]. You won't find this anywhere else!

Reason 3: If you order now through this link [insert affiliate link], you'll get [name of your bonus product] absolutely free! This [product/book/video/software/etc] will [insert the top benefit the customer will receive when they use this product].

You don't even have to take my word for it that this is a truly amazing way to [solve some problem or get some benefit] - just look at what others are saying by clicking here [insert affiliate link].

Go ahead and download your copy today - you'll be happy you did!

And now for today's lesson...

The final [step/tip/strategy] you need to complete in order to [achieve some goal / complete some process] is to [describe in a line what they need to do].

As you probably already know, there are two ways to accomplish this.

Specifically:

1. You can [complete the process using some particular method].
2. You can [complete the process using some alternative method].

What I suggest you do is [tell which method you think they should use]. That's because [tell them the reason why they should use this particular method over any other method - what is the main benefit? Or what are the downfalls of using the other method(s)?]

The only thing is I'd suggest this twist for getting even better results: [insert a twist, tip or other nugget of information that will yield even better results]. I've found that every time I do this, [describe the positive results you get].

That's it for this time. And that wraps up the five-day [name of course] mini course! But don't worry, even though the course is over, you're still going to continue to receive tips and tricks for [getting some benefit]. In fact, in a few days you'll discover [insert a teaser for what they'll discover] - so keep an eye out for it!

[Sign off and your name]

P.S. Don't forget to pick up your copy of [name of affiliate product] here [insert affiliate link], because [give reason why - either name a big benefit or mention your bonus freebie for ordering through your link]!