

AFFILIATE COMMISSION GAME PLAN

**Fill-In-The-Blanks
Solo Mailing Templates**

The Best Tactics and Strategies for Affiliates

N I C K J A M E S

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Solo Email 1

Subject Line: A crazy way to [solve a problem or get a benefit]

Alternative Subject Line: You won't believe this cool trick for [solving a problem or getting a benefit]

Dear [First Name],

I have to share a little story with you. I'm pretty sure you'll relate to this...

There was this [guy or gal, perhaps someone who's been a case study for this product... for this email, I'm going to use "he" for simplicity's sake] named [first name].

This guy was pretty typical. In fact, he was a lot like YOU.

He [did something or possessed some characteristic that is similar to your target market]. He [did something else similar to your target market]. He even [did something else similar].

But no matter what he tried, he just couldn't seem to [get some specific outcome]. It was like a dance where he's take one step forward and then end up taking two steps back.

He'd [describe a positive result where he'd take one step forward]. But then it wouldn't be long before [describe something that always happened where he'd lose his positive results or otherwise end up with the same problem that he couldn't seem to solve/fix].

And then he discovered something so amazing it just about changed his entire life overnight...

What did he discover?

He found a simple way to [get some benefit]. It didn't require [some common prerequisite, like skills or experience]. And when he started using his discovery, he didn't even [run into some common problem that usually occurs when people try to solve this problem or get some benefit].

This wasn't a fluke. [Guy's name] isn't some special case. In fact, he's not the only one who's gotten results like this. See for yourself here: [link to affiliate page]

Check out [name of one of the people giving a testimonial on the sales page] - he [got some specific result], and [describe what other result he got].

Or check out [name of another person who gave a testimonial on the sales page]. She started out [describe how that person started before using the product]. But it wasn't long before she too [got some specific benefit or outcome that is typical of people who use the product].

Listen, there isn't anything extraordinary about these people. They are just like you and me. What is extraordinary are the results they're getting by using [name of affiliate product]. And now you too can [get some benefit or some outcome] by clicking here [affiliate link].

Check it out - I think you'll be pleasantly surprised at just how well it works!

[Sign off and name]

P.S. Will it work for you? All signs point to "yes." But best of all, [name of affiliate product] comes with an iron-clad, no-questions-asked, [number] [day/week/month/year] guarantee. In other words, you have nothing to lose, so give it a try today and see if you too [start enjoying some benefit or solve some problem]

Solo Email 2

Subject Line: How to [solve a problem or get a benefit]...

Alternative Subject Line: The quick and easy way to [solve a problem or get a benefit]...

Dear [First Name],

Are you tired of [some bad thing]? Are you getting frustrated because every time you try to [get some good result], it seems like you just end up [getting some bad result instead]?

You're NOT alone.

Every day, plenty of people just like you try to [achieve some goal or get some result]. Most of these people will [not achieve the goal or get some undesired result]. A few of them will [get partial results or temporary results]. And just a very few will [get the desired result].

You might wonder, what makes these few people different from you? What are they doing that makes it so easy for them to [get some desired result]?

Basically, it all boils down to these five secrets:

#1. People who successfully [get some benefit or achieve a desired outcome] [do some particular thing a particular way, e.g., "avoid sugar"]. [Insert another line or two explanation of how they do this.]

#2. People who [get some desired benefit or outcome] [do another thing a particular way]. [Insert another line or two explanation of how they do this.]

#3. Successful [type of person, like "dieters"] avoid [doing some specific thing or committing some common mistake]. [Insert another line or two explanation of how they do this.]

#4. Successful [type of people] also avoid [some doing some other thing or common mistake]. [Insert another line or two explanation of how they do this.]

#5. Perhaps most surprisingly, a lot of people who successfully [achieve some goal or outcome] also [do some specific thing]. [Insert another line or two explanation of how they do this.]

A lot of people who're trying to [accomplish some goal or get some specific result] don't do #5 because they don't think it's important. Some people have never even heard of [this specific activity or thing mentioned in #5].

Now if you've never heard of this strategy, or if you've tried it and gotten poor results, it's probably because no one ever taught you the right way to [do this specific thing].

It's not your fault.

Truth is, most people have no idea how to do it - and that's why they're [getting some sort of poor result or outcome].

But all that changes today. Because starting in just minutes from now, you're going to know how to [get some specific benefit], [get some other specific benefit] and finally [get rid of some problem or get some other specific benefit].

How can I make such a bold claim? Easy - because I've read and used [name of affiliate product]. It worked for me, it worked for countless others to [give them a specific result], and I know it will work for you too.

But don't take my word for it. Check it out for yourself right now at: [affiliate link]. And do it now, because you deserve [to get some specific benefit]!

[Sign off and name]

P.S. I almost forgot - if you order now, you also get [name a bonus product being offered] for free. Check it out: [affiliate link].

Solo Email 3

Subject Line: The truth about [some problem or some topic]...

Alternative Subject Line: What you didn't know about [some problem or some topic]...

Dear [First Name],

It's no secret that [trying to solve some problem or get some benefit tends to lead to some common result]. Plenty of people experience that on a regular basis.

However, perhaps what you didn't know is that you can [get some desired result] without [experiencing some undesirable consequence].

I know, it almost seems a little too good to be true. It's a bit hard to believe. But let me explain how it works...

Most people who want to [get some desired result] usually [attempt to get that result using this particular strategy]. So what happens? [Describe what happens when people try to use some particular strategy - explain why they don't get results.]

The underlying idea isn't bad, because you do need to [take some specific step in order to get some specific result]. But what trips most people up [insert description of what specifically gives people bad results].

So here's what you need to do instead: [describe a way for the reader to get good results]. You'll get even better results if you keep these two tips in mind:

- * Be sure to [do some specific thing that will get good results]. [Insert another line explaining this tip in a bit more detail.]

- * Also, remember to [explain a second tip that will help get good results]. [Insert another line explaining this tip in a bit more detail.]

If you apply these two tips the next time you're trying to [get some specific result], then I'm almost positive that you'll see great results.

Now, if you're really serious about [getting some specific benefit or outcome], then I suggest you take a look at [name of affiliate product]. Check it out here [affiliate link].

There are at least half a dozen reasons why I think every [type of person] ought to use this product. But here are the top two:

Reason 1: [Insert the reason why prospects should get this product - usually you'd mention one or two of the biggest benefits here].

Reason 2: [Insert the second big reason why prospects should get this product. It may be another big benefit of using the product, it may be the product's unique selling proposition, or it may even be a benefit such as free shipping, a strong guarantee, etc].

I don't recommend products lightly, but this is one product that gets my wholehearted support. You won't find a better way to [get some specific benefit], so check it out right now by clicking here [insert affiliate link].

[Insert sign off and name]

P.S. Stop [getting a bad result] and start [getting a good result] - do yourself a favor and click here now: [insert affiliate link]

Solo Email 4

Subject Line: Everything you ought to know about [some problem or some topic]...

Alternative Subject Line: What the pros know about [some problem or some topic]...

Dear [First Name],

Have you ever noticed that some people make it look so dang easy to [get some specific benefit or outcome]? Seems like all they have to do is [do some really easy thing] and [they get some amazing result].

Meanwhile, the rest of us struggle. You know what I'm talking about...

You [try to get some result or get some outcome], but instead you [get some undesirable result]. So then you try to [do something else to get some other good outcome], but you end up [with some other undesirable result]. Maybe you've even tried to [get some result]... and instead [some bad thing happened].

It's frustrating, for sure. Sometimes you just feel like you're spinning your wheels. And you just want to pull your hair out when you look around and see everyone else making it look so easy to [get a good result or solve a problem].

Listen, it's not your fault. The problem is that you just haven't yet heard a little secret [the pros or some other label for a niche specific group] use when they need to [get some good result].

What is it?

Just this: [insert name of affiliate product and link to affiliate product]

That's right, this is the exact product the pros use when [they have a specific problem they need to get rid of].

Have you ever heard of [someone famous, or at least someone famous in the niche who uses the product]? He's the guy who [quickly describe who this guy is - why he's a pro in the niche, what he's accomplished, awards he's won, etc]. And do you know how he's able to [get such great niche-relevant results]? That's right, he uses [name of affiliate product].

Or maybe you've heard the story of [another name of someone in the niche who uses the product]. She [describe how this person didn't have any special skills, background, experience, etc]. She had a lot of problems [getting a good result] - sound familiar? And yet once she started using [name of product], that all changed. It didn't take long before [this person started getting a good result].

These people aren't flukes. They aren't outliers. They're just savvy [types of people] who've discovered that [name of affiliate product] is the single best way to [get some good result or outcome].

And you know what? You don't have to take my word for it that it works. You don't have to take their word for it. Instead, you can try it out for yourself by clicking here [insert affiliate link].

I think you'll be amazed by your results.

[Sign off and name]

P.S. Stop spinning your wheels. Stop trying things that don't work. Instead, use what the pros use to [get some great result]: [name of affiliate product]. You seriously won't find a better way to [get some good result], so check it out now at [affiliate link].

Solo Email 5

Subject Line: Have you heard about [affiliate product name] yet?

Alternative Subject Line: Don't buy [affiliate product name] until you read this...

Dear [First Name],

If you keep your finger on the pulse of the [specific niche] [field/industry/market], then you've no doubt heard about [name of affiliate product].

Seems like everyone and their brother is talking about it. Some big names are absolutely raving about it. But maybe you're wondering... is it really as good as everyone says it is?

I wondered the same thing, which is why I went out and bought it. Then I put it to the test by [describe how you used the product].

Let me share with you some of my surprising discoveries...

The very first thing I noticed is that [name of product] absolutely excels when it comes to [name the biggest benefit or best result you get when you use it]. If you're like me, you've probably tried some of the competitor products and were disappointed because [list a way that the competing products are weak as opposed to this product].

That simply doesn't happen when you use [name of affiliate product]. Every time I use it, I [list the way it excels or exceeds expectations].

But that's not the only thing that impressed me. I was also pretty amazed that [name of affiliate product] [does some other really cool thing]. [Insert description of how it does this cool thing].

Plus, have you ever [tried to get some good result], but you ended up [with an undesirable result] instead? That simply doesn't happen when you use [name of affiliate product]. That's because [give reason why bad thing doesn't happen - why this product is superior].

Now, while [name of affiliate product] is extremely impressive, it's not perfect. This would be an even better product if it [describe a potential flaw in the product that could be improved upon].

However, this wasn't a deal breaker for me. That's because [describe why that flaw isn't that big of a deal - in other words, "justify" the flaw for the prospect... if possible, turn this flaw into a perceived asset, or give the prospect a workaround for the flaw].

So here's the bottom line...

* [Insert the #1 reason why you recommend this product, such as by reiterating its top benefit].

* [Give another reason why this product is one of the best on the market].

* [Name of product] could use [name part of it that could be improved], but [recap reason why this flaw isn't a deal breaker].

So yes, everything you've been hearing about [name of affiliate product] is true. It really does [get you some good result]. I can't recommend it highly enough.

So go ahead and check it out for yourself here: [affiliate link] - I think you'll like what you see.

[Sign off and name]

P.S. Order [name of affiliate product] now through this link [affiliate link] and I'll toss in [name of bonus product] absolutely free. This [type of product] [describe what the bonus product does]. So order now and it's yours: [affiliate link]