



SUBJECT: [Insert Recipient Name Here], Free [subject] [content description: report, video, etc.] for Your List?

Hi [insert recipient's name],

My name is [insert your name] from [insert website address]. As a fellow website owner, I know how hard it can be to regularly create high quality content. That's why I'm excited to bring you, for free, a bundle of *high quality* content that you can give away to your list.

We've literally spent dozens of hours on making sure this content is top notch. The content is in [format type:audio/video/email] format, and covers in detail:

- [What the Content Covers, #1]
- [What the Content Covers, #2]
- [What the Content Covers, #3]
- [What the Content Covers, #4]
- ... And a lot more.

Here's just one example of the content we're putting out, to give you a sense for the quality and depth of information: [insert link to one of your best pieces]

The content we're giving away is part of a product launch coming up in [number of weeks before launch] weeks. It addresses some of the biggest concerns [name of your target market – "internet marketers," "women in their 30s," etc] have.

All we ask if you choose to use our content is that you send an email to your list about the upcoming product. You'll get paid [percentage of your commissions] of anything you sell. Historically, list owners who used quality content to promote our launches often get [insert conversion rate and earnings per click, if you have this data].

To get started, just reply and let me know what kind of content you're most interested in sharing. Then I'll send you all the content pieces we have that'll be a good match for your audience.

I appreciate you taking the time to consider and look forward to talking to you soon.

Respectfully,
[insert your name]
[title, website address]

[insert any contact information like telephone number, Skype, etc. in case they want to get a hold of you]