



SUBJECT: Quick invite – if you have just a moment

Hi [insert recipient's name],

My name is [insert your name] from [company name]. I'm writing to invite you to be a part of something big. Something that can make a significant impact to your customers and on your bottom line, while requiring very little effort on your part.

[Try to include personal info about their market, about how they approach their business, etc. Something that will make them take notice. If you've promote this affiliate's product before or you have some connection, mention it as well.]

I'm writing to invite you to be a part of [your company's name]'s upcoming launch. [Your company's name] is launching a new product, called [name of your new product.] [Name of your product] is a [type of product – online course, teleseminar, live workshop, etc] that will [insert benefit of your product – e.g. “teach you how to dance salsa.”] Unlike other products on the market, [name of your product] is [Insert reason why your product & approach is different or better than other products.]

In addition to creating a great product, we've put a lot of effort into making sure this launch will be a home run for you. [If applicable, insert proof that they'll succeed. For example, EPCs and conversions on your tests launch, info about your previous product launches"]

Best of all, participating in this launch is easy – we do all the work for you. We have everything from email templates to banner ads all set and ready to go. All you need to do is copy and paste and your campaign is ready to go.

To get started, just send me an email telling me “I'm in.”

You can see all the tools at your disposal, as well as create your affiliate links, by going to our affiliate portal here: [link to affiliate portal]

I look forward to working with you soon,

Best wishes,  
[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]