

Done-For-You Affiliate Messages

Recruitment, follow-up, launch, support, and relationship messages you can customize and send.

Replace every item in [BRACKETS] before sending. Keep the specific reason you selected the affiliate. Do not invent performance numbers, scarcity, testimonials, or personal familiarity.

Quick Customization Guide

Most messages only require a handful of variables:

- [FIRST NAME] - affiliate or contact name
- [PRODUCT NAME] - name of your offer
- [TARGET BUYER] - who the product helps
- [PROBLEM / OUTCOME] - the problem solved or result delivered
- [PRICE] - front-end selling price
- [COMMISSION] - affiliate commission
- [REASON FOR CONTACT] - the specific product, audience, post, channel, or market overlap that made you contact this person
- [SALES PAGE] - public sales page
- [AFFILIATE LINK / JV PAGE] - affiliate information or signup page
- [REVIEW ACCESS] - review-copy instructions, only if you actually offer them
- [DATE] - real launch or promotion date when applicable

Personalize the first two or three lines. That is usually where a researched message separates itself from bulk affiliate spam.

Recruitment Messages

1. Standard Affiliate Recruitment

USE WHEN: you have identified a relevant marketer with an audience that overlaps your buyer.

SUBJECT: [PRODUCT NAME] - possible fit for your audience

Hi [FIRST NAME],

I came across [REASON FOR CONTACT], and I thought this might be relevant to your audience.

I have a product called [PRODUCT NAME] for [TARGET BUYER]. It helps them [PROBLEM /

OUTCOME].

The front-end is [PRICE], and the affiliate commission is [COMMISSION].

You can take a look here:

[SALES PAGE]

Affiliate details:

[AFFILIATE LINK / JV PAGE]

If it looks like a fit, I would be glad to answer any questions or send over anything you need to evaluate it.

[YOUR NAME]

2. Short Direct Version

USE WHEN: you are contacting an active vendor or affiliate who is used to receiving JV requests.

SUBJECT: Quick JV idea: [PRODUCT NAME]

Hi [FIRST NAME],

Saw [REASON FOR CONTACT] and wanted to put [PRODUCT NAME] on your radar.

It is for [TARGET BUYER] who want to [OUTCOME].

Price: [PRICE]

Commission: [COMMISSION]

Sales page: [SALES PAGE]

Affiliate info: [AFFILIATE LINK / JV PAGE]

If it fits your audience, I would be happy to get you anything else you need.

[YOUR NAME]

3. Marketplace Vendor Outreach

USE WHEN: the prospect sells a related product in the same marketplace.

SUBJECT: Possible cross-promotion for your [RELATED PRODUCT / AUDIENCE]

Hi [FIRST NAME],

I found your [RELATED PRODUCT] while researching offers serving [AUDIENCE / NICHE].

I am launching / promoting [PRODUCT NAME], which helps [TARGET BUYER] [OUTCOME]. It is complementary to what you are already selling rather than a replacement for it.

The offer is [PRICE] with [COMMISSION] affiliate commission.

Sales page: [SALES PAGE]

Affiliate details: [AFFILIATE LINK / JV PAGE]

Take a look when you have a chance. If the audience overlap makes sense to you, I would be glad to help with promo material or questions.

[YOUR NAME]

4. Complementary Product Owner

USE WHEN: the prospect owns a product that solves a different part of the same customer's problem.

SUBJECT: Something your [PRODUCT / AUDIENCE] buyers may find useful

Hi [FIRST NAME],

Your [THEIR PRODUCT / SERVICE] caught my attention because we appear to serve a similar buyer from different angles.

[PRODUCT NAME] helps [TARGET BUYER] [OUTCOME]. Since your customers are already interested in [RELATED NEED], I thought there could be a natural fit.

You can review it here:

[SALES PAGE]

Affiliate details:

[AFFILIATE LINK / JV PAGE]

If you think it is useful to your buyers, I can send over ready-to-edit promo material.

[YOUR NAME]

5. Creator / Newsletter / Influencer Outreach

USE WHEN: the prospect has an audience but may not think of themselves primarily as an affiliate marketer.

SUBJECT: Resource for your [AUDIENCE / TOPIC] audience

Hi [FIRST NAME],

I saw your [VIDEO / ARTICLE / NEWSLETTER / POST] about [TOPIC]. The people following you for that topic are very close to the audience I built [PRODUCT NAME] for.

It helps [TARGET BUYER] [OUTCOME].

I have an affiliate program if you ever recommend tools or resources to your audience. The product is [PRICE], and the commission is [COMMISSION].

Here is the product:

[SALES PAGE]

And the affiliate information:

[AFFILIATE LINK / JV PAGE]

No pressure if it is outside what you normally promote. I wanted to send it because the audience overlap looked unusually strong.

[YOUR NAME]

6. Existing Contact or Customer

USE WHEN: you already have a legitimate relationship with the person.

SUBJECT: Thought this might fit your audience

Hi [FIRST NAME],

I wanted to send you something I just put together.

[PRODUCT NAME] helps [TARGET BUYER] [OUTCOME], and I think there may be some overlap with your audience.

It sells for [PRICE], and affiliates receive [COMMISSION].

Here is the sales page:

[SALES PAGE]

If you want to promote it, the affiliate information is here:

[AFFILIATE LINK / JV PAGE]

Let me know if you want anything from me to make the promotion easier.

[YOUR NAME]

Follow-Up Messages

7. Follow-Up #1

USE WHEN: the first message received no reply.

SUBJECT: Re: [PRODUCT NAME]

Hi [FIRST NAME],

Just following up on the note I sent about [PRODUCT NAME].

I reached out because [ONE-SENTENCE REASON THEIR AUDIENCE FITS].

The product helps [TARGET BUYER] [OUTCOME].

Sales page: [SALES PAGE]

Affiliate details: [AFFILIATE LINK / JV PAGE]

If it is not a fit, no problem. I just wanted to make sure the first message did not disappear in the

inbox.

[YOUR NAME]

8. Follow-Up #2 With a Real Update

USE WHEN: you have genuine new information worth sending.

SUBJECT: [REAL UPDATE] - [PRODUCT NAME]

Hi [FIRST NAME],

One quick update on [PRODUCT NAME].

[REAL UPDATE: launch date / new promotional asset / verified performance information / new bonus / other factual update]

Since I originally contacted you because [REASON FOR FIT], I wanted to make sure you had the update.

Sales page: [SALES PAGE]

Affiliate details: [AFFILIATE LINK / JV PAGE]

If you need anything else to evaluate or promote it, let me know.

[YOUR NAME]

New Offer and Review Messages

9. New Offer With No Performance Data

USE WHEN: an affiliate asks about performance or you want to proactively set expectations.

This is a new offer, so I do not have enough traffic yet to give you a meaningful EPC or conversion rate.

I would rather give you the real numbers once we have a useful sample than hand you an early number that may not hold up.

What I can give you now:

Product: [PRODUCT NAME]

Audience: [TARGET BUYER]

Price: [PRICE]

Commission: [COMMISSION]

Sales page: [SALES PAGE]

If you want to test it with a small segment first, I am happy to support the promotion and share verified data as it develops.

10. Review Copy Invitation

USE WHEN: you actually provide affiliates with review access.

SUBJECT: Review access for [PRODUCT NAME]

Hi [FIRST NAME],

If you would like to review [PRODUCT NAME] before deciding whether to promote it, I can provide access.

[REVIEW ACCESS INSTRUCTIONS]

The product is designed for [TARGET BUYER] and focuses on [PROBLEM / OUTCOME].

If anything is unclear while you review it, send me the question and I will get you an answer.

[YOUR NAME]

Affiliate Approval and Promotion Messages

11. Affiliate Approval / Welcome

USE WHEN: an affiliate has been approved.

SUBJECT: You're approved for [PRODUCT NAME]

Hi [FIRST NAME],

You are approved to promote [PRODUCT NAME].

Your affiliate link / link instructions:

[AFFILIATE LINK OR INSTRUCTIONS]

Product: [PRODUCT NAME]

Price: [PRICE]

Commission: [COMMISSION]

Sales page: [SALES PAGE]

I have included promotional material below / here:

[PROMO MATERIAL LOCATION]

If you have questions about the offer, audience, funnel, or promotion, send them over.

Thanks for taking a look at it.

[YOUR NAME]

12. Promo Materials Delivery

USE WHEN: you are sending swipe copy and creative assets.

SUBJECT: Promo material for [PRODUCT NAME]

Hi [FIRST NAME],

Here are the promotional materials for [PRODUCT NAME]:

Affiliate link:

[AFFILIATE LINK]

Email copy:

[EMAIL COPY LOCATION]

Social copy:

[SOCIAL COPY LOCATION]

Images / graphics:

[GRAPHICS LOCATION]

Important traffic or claims rules:

[RULES]

Feel free to edit the copy so it sounds like you. If you need a different angle for your audience, tell me what they respond to and I can help you adapt it.

[YOUR NAME]

13. Launch Announcement

USE WHEN: there is a real scheduled launch or promotional period.

SUBJECT: [PRODUCT NAME] goes live [DATE]

Hi [FIRST NAME],

[PRODUCT NAME] goes live on [DATE / TIME / TIME ZONE].

It helps [TARGET BUYER] [OUTCOME].

Price: [PRICE]

Commission: [COMMISSION]

Your affiliate link:

[AFFILIATE LINK]

Sales page:

[SALES PAGE]

Promo material:

[PROMO MATERIAL LOCATION]

If you are planning to mail or post, let me know if there is anything you need before launch.

[YOUR NAME]

14. Launch Reminder

USE WHEN: the launch date is approaching and the affiliate previously showed interest or agreed to promote.

SUBJECT: [PRODUCT NAME] - launch reminder

Hi [FIRST NAME],

Quick reminder that [PRODUCT NAME] goes live [DATE / TIME / TIME ZONE].

Your link:

[AFFILIATE LINK]

Promo material:

[PROMO MATERIAL LOCATION]

Thanks again for taking a look at it. If you need a last-minute variation on the copy, send me a note.

[YOUR NAME]

15. Verified Results Update

USE WHEN: you have real performance data from a meaningful period and can state the exact context.

SUBJECT: [PRODUCT NAME] performance update

Hi [FIRST NAME],

I have an updated set of numbers for [PRODUCT NAME].

Period measured: [DATE RANGE]

Traffic / sample: [VERIFIED SAMPLE]

Conversion rate: [VERIFIED CONVERSION RATE]

EPC: [VERIFIED EPC]

Refund rate: [VERIFIED REFUND RATE, IF AVAILABLE]

Those are the actual numbers for that period and traffic sample. Results can vary by audience and promotion.

Sales page: [SALES PAGE]

Affiliate link: [AFFILIATE LINK]

If the numbers make it worth testing with your audience, let me know what you need.

[YOUR NAME]

Relationship Messages

16. Re-Engage an Old Affiliate

USE WHEN: someone promoted you previously but has been inactive.

SUBJECT: New angle for [PRODUCT NAME / NEW PRODUCT]

Hi [FIRST NAME],

It has been a while since we worked together, and I wanted to put [PRODUCT NAME / UPDATE] on your radar.

[WHAT IS NEW AND WHY IT MAY MATTER TO THEIR AUDIENCE]

You can review it here:

[SALES PAGE]

Affiliate details:

[AFFILIATE LINK / JV PAGE]

Since you have promoted with me before, I wanted to make sure you saw it before I started broader outreach.

[YOUR NAME]

17. Thank You After a Promotion

USE WHEN: an affiliate sends traffic, regardless of whether it becomes a huge campaign.

SUBJECT: Thank you

Hi [FIRST NAME],

Thanks for promoting [PRODUCT NAME]. I appreciate you putting it in front of your audience.

[OPTIONAL VERIFIED OBSERVATION ABOUT THE PROMOTION]

If you want any follow-up material for the people who clicked but did not buy, or a different angle for a future promotion, let me know.

Thanks again,

[YOUR NAME]

18. Ask a Successful Affiliate to Promote Again

USE WHEN: a prior promotion produced useful results.

SUBJECT: Another promotion for [PRODUCT NAME]?

Hi [FIRST NAME],

Thanks again for the last promotion of [PRODUCT NAME].

[VERIFIED RESULT OR OBSERVATION, IF USEFUL]

If you have room in your schedule, would you be interested in running it again around [REAL REASON / DATE / ANGLE]?

I can give you a fresh email angle based on [NEW ANGLE / QUESTION / PRODUCT UPDATE] so you are not simply repeating the previous promotion.

If you are interested, I will get everything together.

[YOUR NAME]

19. Poor-Fit / Decline Response

USE WHEN: you do not want to approve the promotion or the requested traffic method is not appropriate.

Hi [FIRST NAME],

Thanks for your interest in [PRODUCT NAME].

Based on [THE RELEVANT FACTOR], I do not think this promotion is the right fit at the moment.

I appreciate you taking the time to reach out, and I would rather be clear about the fit than approve something that is unlikely to work well for either side.

[OPTIONAL: If circumstances change / if you have another audience or traffic source, feel free to contact me.]

[YOUR NAME]

Affiliate Question Response Framework

When an affiliate asks a question that is not covered by a swipe, use this structure:

1. Answer the exact question first.
2. Use verified offer information and performance data only.
3. If a metric is unknown, say it is unknown or that there is not enough data yet.
4. If a number can be calculated from known data, show the calculation clearly.
5. Give the affiliate the next useful link, asset, or action.
6. Keep the response concise unless the question requires detail.

20. General Affiliate Question Reply

USE WHEN: you need a flexible starting point for a normal affiliate question.

SUBJECT: Re: [PRODUCT NAME]

Hi [FIRST NAME],

[DIRECT ANSWER TO THEIR QUESTION]

[ONLY THE SUPPORTING DETAILS THEY NEED]

[IF INFORMATION IS NOT YET KNOWN: I do not have enough verified data yet to give you a reliable number for that.]

Relevant link / material:

[LINK OR ASSET]

If you need anything else before promoting, send it over.

[YOUR NAME]

Before You Send Anything

- ☐ Replace every bracketed placeholder.
- ☐ Verify the recipient's name and contact address.
- ☐ Confirm why this specific person is a fit.
- ☐ Test the sales page and affiliate links.
- ☐ Verify price and commission.
- ☐ Remove claims or statistics you cannot support.
- ☐ Confirm any review access you promise actually exists.
- ☐ Check that launch dates and time zones are correct.
- ☐ Read the message once as the recipient. Remove anything that sounds like bulk outreach.

Use these messages as starting points, not mass-mail scripts. The strongest affiliate outreach combines a reusable structure with a specific, credible reason the recipient's audience is a fit for the offer.