

THE

8

Fill In The Blank

EMAIL  
TEMPLATES



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

**STUART WALKER**

# DISCLAIMER LEGAL NOTICES

Although the author and publisher have made every effort to ensure that the information in this book was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

This publication is not intended to use as a source of legal or account advice. The purchaser or reader resumes all responsibility for the use of these materials and information. The author does not warrant the performance or effectiveness of any sites stated in the book. All links are for educational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser

or reader.

This publication is meant as a guide only. The figures used are to demonstrate the sums of money that could be made and there is no guarantee that by following this guide you will make the figures published or indeed any money at all. We hold no responsibility for income (or lack there of) that you generate.

The author and publisher assume no responsibility or liability on behalf of the purchaser or reader of these materials.

I cannot personally vouch for any of the affiliate programs in this guide not for their reliability, ethics or morals. You should do your own due diligence and research before promoting.

## AFFILIATE DISCLAIMER

Per the FTC's recent policy update that requests we be transparent about any and all affiliate relations we may have in this guide, you the visitor or customer, should assume that any and all links in this guide are affiliate links. If you utilize these links and visit the resulting site, a cookie may be set in your web browser that will cause us to receive compensation if you make a purchase.

## RESELL RIGHTS

You do NOT have any resell / reprint / distribution rights to this guide.

# THE 8 TEMPLATES I USE TO WIN AFFILIATE CONTESTS AND MADE \$34,626.12 WITH

So you're probably keen to see

The **TEMPLATES**  
I used to win affiliate contests and made  
**\$34,626.12** from promoting digital products  
across my last 7 promos, right?

But before that...

Let me explain my approach to promoting digital products via email so you can have a better understanding of WHY these emails work.

And how you can replicate my success for yourself.

Here's the deal:

Until not so long ago I had no process in place when it came to writing promo emails.

**I just started writing with no aim.**

It worked to an extent as I still did OK in affiliate contests and could sell a reasonable amount of products just by being able to send a decent volume of traffic to the offers.

But:

It was time consuming and at times I felt like a headless chicken running around with no direction and not really sure what to write about.

It was basically pot luck and not something I could be sure of replicating every time I promoted.

Sound familiar?

## And on top of that:

All the top email marketers seem to be moving towards “story” based emails.

I tried those myself. They are hard work.

You need some level of creativity and it takes a lot of time to come up with a compelling story that resonates with your audience and you can tie in with a marketing message.

## They work, there’s no doubt. Stories sell.

But they (for me anyway) take too long and can’t easily be systematized.

It was all taking too much time, too much mental energy and it was basically guess work as to whether what I wrote would work or not.

So I decided I had to stop spending so much time on creating these promo emails and find a way to “template-ize” them so I could literally just fill in the blanks for each promo.

So I set out to find email sales templates that I could use (because I had no idea what worked, I was throwing spaghetti at a wall and seeing what stuck) in my promos

Thankfully I found a series of different templates from various different marketers and copywriters that I decided to start using for myself and then eventually created some of my own for templates I couldn’t find.

The results were incredible....

## I went from selling 50 products maximum per affiliate contest and “placing” in the top 10...

## ...to selling 150-300 products per promo and **WINNING** the contests.

Which means you not only get the commission for the products you sold BUT juicy bonus cash prizes too (many times \$3-5K bonuses)

Not just once or twice but pretty much every time I promoted something in the past 6 months.

Here’s some screenshots below showing my successes:

This one shows how I've made over \$40K in affiliate commissions just on JVZOO in the past 18 months (and this doesn't include bonus cash prizes for winning affiliate contests).

▼ Sales	◆ Conv	◆ \$ per Visitor	◆ \$ per Sale	◆ Total
2,784	4.27%	\$0.63	\$14.67	\$40,844.39

It doesn't even factor in the dozens of other networks I promote products on. These 2 show me winning 2 major affiliate launch competitions:

Leaderboard	
Position	Name
#1	Stuart Walker
#2	Jimmy Kim
#3	Traian Turcu & Stefania Bogdan
#4	Lee Murray
#5	Walt Bayliss
#6	Richard Legg
#7	Mark Roth
#8	Ray Lane
#9	Kevin Fahey
#10	Kameko Jennings

Leaderboard	
Position	Name
#1	SW
#2	MemberSpeed Inc.
#3	Shawn Casey
#4	Mike From Maine
#5	Chad Eljir
#6	Walt Bayliss
#7	Kevin Fahey
#8	Suzanna Theresia
#9	Shweta Sharma
#10	SK Media

Both these launches I outperformed super affiliates like Jimmy Kim, Walt Bayliss, MemberSpeed Inc, Shawn Casey and others who have far bigger lists than me and been selling products for years.

And this one shows how much vendors love me promoting their launches:

**Adam Nolan**

Mar 9 (2 days ago)

to me

Dude... You're a machine. You destroyed everyone else. No one came even close! I owe you another \$500. :) I love your traffic!! Thanks so much for the promo! Made spending the day in Vegas a lot more fun. Making sales while I'm losing money at te roulette table. Hey... I still came out ahead! Ha!

I'll get that over to you asap. Thanks again bud. :)

I only started promoting this product 5 days into the launch with just 2 days left and I still won the contest by far.

So you're probably wondering what were those templates I used and where can you get them for yourself?

Thought so.

**All the templates are revealed below...**



# THE TEMPLATES I USE TO WIN AFFILIATE CONTESTS AND MADE \$34,626.12 WITH

Below is the list of templates I use regularly and next to them the percentage of sales they make on average across all my promos.

**NONE** of these are **complicated**

I literally copy the formulas / outline and fill in the blanks in relation to my product / promotion.

## The templates & formulas:

- **The 60 Seconds Sales Hook** – 11.22%
- **The PAS Formula** – 13.79%
- **The Results Email** – 23.77%
- **The FAQs** – 10.49%
- **The Bonus Email** – 13.70%
- **The Fear / Final Warning** – 41.35%
- **The Gain Email** – 23.75%
- **The Logic Email** – 6.43%

Now keep in mind I might not use every template on EVERY promo because each requires a different number of emails depending on how hard I'm promoting and how long the promo is for.

So those totals won't add up to 100%.

Below is more information on the templates, why they work, and how you can get them.



# THE 60 SECONDS SALES HOOK

There was a copywriting formula that I've used for a long time when writing sales copy for a sales page called The 60 Second Sales Hook by Kevin Rogers.

It's basically a fill in the blank formula that sells.

You introduce yourself, you tell your audience the problem you used to have (a problem which they have and can relate to) and then you tell them how you solved it (by using the product you are promoting)

So I started using this same formula in my emails.

You can download the template for free here: <http://60secondsaleshook.com/> and just fill in the blanks.

# THE PAS FORMULA

- **Problem** – make your audiences problem crystal clear to them
- **Agitate Problem** – show them why this problem is a big deal and what the outcome of it is
- **Solution To The Problem** – tell them how to solve it (by purchasing the product they are buying)

*So for example, let's say your audience is in the online marketing niche and trying to make money from SEO and affiliate marketing ...*

*Problem: Your affiliate sites aren't ranking and that means you're not making any affiliate commission.*

*Agitate Problem: And if you don't make affiliate commission you're going to continue to be broke, struggling to pay the bills and stuck at a job you hate...forever!*

*Solution: The solution is to use these advanced SEO techniques which are ranking sites within minutes and making affiliate huge commission.*

*You can these advanced SEO techniques on the link below...*

*>> Link to product you're promoting*

Hi,

**You are PROBLEM HERE** [example: overweight, broke, addicted to smoking]

**And that means EXPAND ON PROBLEM**

[example: struggling with your self confidence because of your weight / unable to pay the bills because you're broke / smelling disgusting and being unhealthy because of smoking]

**And it's not your fault, you've the PERSON TO BLAME for this**

[example: food companies sneaking in sugar and fat into food. dishonest marketers selling you scams, the tobacco companies for tricking you into getting hooked]

**We / I had to deal with this too in the past and it's not easy** [NOTE: this shows sympathy and makes your audience relate to you]

**But whilst it might not be your fault....**

**If you don't DEAL WITH THIS / GET A GRIP ON THIS / TURN THIS AROUND soon then AGITATE PROBLEM AND SHOW HOW IT'S AN EVEN BIGGER PROBLEM**

[example 1 for online marketing niche: you'll forever be stuck in your dead end job, broke for life, and have to downgrade come your retirement]

[example 2 for weight loss niche: you'll be overweight forever, lacking in self confidence, embarrassed about your weight, scared to eat in public, and never get a boyfriend]

[example 3 for smoking niche: you'll be hooked to smoking for life, a social outcast smell bad, destined for a life of bad health and at high risk of disease or early death]

**It's not just as simple as WHAT THEY HAVE BEEN DOING IN THE PAST THAT ISN'T WORKING**

**There are "secrets" to WHAT THEY ARE TRYING TO ACHIEVE**

**I have been WHAT YOU ARE TRYING TO TEACH THEM** [example: profiting from affiliate marketing for 3 years now, down to my ideal weight for 5 years now, quit smoking for 10 years now]

**So what's the solution you're asking?**

**It's easy....**

**PARTIALLY DESCRIBE SOLUTION HERE WITHOUT GIVING TOO MUCH AWAY**

[example 1 for online marketing niche: The easiest way to do that in my experience is via affiliate marketing as it requires the least amount of time, money and effort to get started you just have to send traffic to offers and watch the commission roll in]

*[example 2 for weight loss niche: The easiest way to do that in my experience is via a metabolic diet as it's easy to follow, allows you to eat your favourite foods and doesn't require exercise]*

*[example 3 smoking addiction niche: The easiest way to do that in my experience is via self taught hypnosis that you can learn via an app in just 20 minutes a day and helps you quit smoking within a month]*

*And I want to show you how I did it.*

*Today I / PERSON / COMPANY has revealed their secret to WHAT THEY WANT TO ACHIEVE*

*This is the same PRODUCT / SYSTEM / COURSE that I used to achieve END RESULT (i.e. profiting from affiliate marketing, lose weight, quit smoking) and it's only available on the link below...*

*>> LINK*

*Enjoy,*

*[Your Name]*

You can learn more about this simple yet powerful formula here:

<http://www.copyblogger.com/problem-agitate-solve/>

TEMPLATE

03

## THE RESULTS EMAIL

I created this template myself.

I always used results (data and proof) in emails long before I looked for any formulas.

If I was promoting a product which promised to make you sell more affiliate products I would show how many sales I made and how much profit and prove it with screenshots.

Or if I didn't have any of my own proof I'd use testimonials from some of my audience or from the sales page.

You can ask your FB audience if you have one for their feedback and thoughts on a marketer or product and often find a glowing testimonial or result from them to use in your campaign.

Or ask in other FB groups which you're a member of or check related forums for people who have posted about using the product.

Then turn these into results based emails.

People believe in results i.e. solid data and facts that can be proved.

Below is the template I use, just fill in the blanks. It's the same template I'm using to make 23.77% of sales on average across my promos.

*Hi,*

*Let me get straight to the point:*

*PERSON (I / tribe member / product vendor) made \$XXX / achieved ABC in just X Days / Weeks / Months / Seconds using a DETAIL OF SYSTEM*

*Read more about the system here:*

*>>Link to product*

*In TIME (month / year) MORE DETAILS OF WHAT I DID*

*So you're probably thinking how does that help me?*

*Well here's the deal:*

*WHAT WAS ACHEIVED / OUTCOME / BENEFIT is easy to replicate*

*HOW TO REPLICATE IT*

*And from the money you generate it will help you deal with PROBLEMS THEY HAVE IN LIFE (I.E. MONEY, WEIGHT, SELF ESTEEM)*

*The same system that was used to create XXXX in XX Days is available on the link before and ready for you to copy...*

*>> Link to product here*

*All the best,*

*NAME*

TEMPLATE

04

## THE FAQs

This is something I learned from Michael Cheney in *The Commission Machine*.

People love to have their questions answered and most people are too busy / lazy / distracted to fully read the sales page which probably answers them all anyway.

So if you can summarise the most common questions which are the same across most product launches, especially in the same niche.

These ones below are the ones I use in the online marketing niche.

The idea of this email type is to firstly answer YES to every question to get people in a positive frame of mind and more likely to say YES when you ask them to purchase.

And to get them clicking over to the sales page.

So you'll see several times throughout the email I say YES to the question but don't fully answer it and encourage them to click the link to find out the full answer on the sales page.

If you're in another niche go to Q&A sites, Facebook groups and forums and see what the common questions are to add some niche specific ones on.

*Hey, over the past few days many NicheHacks tribe members like yourself have asked me some questions about **PRODUCT NAME HERE***

*If you somehow missed the emails about this there's more details on the link below...*

*>>*

*And here are the commonly asked questions....*

- *I'm on a budget can I do this on a shoestring?*

*YES, this is a low cost method that doesn't require lots of investment.*

*See the price on the link below...*

- *I'm not a good writer can I still do this?*

*YES, not much writing is required, many people who are non native in English are doing it, and if you really wanted to you could outsource the writing for cheap.*

- *Are there upsells?*

*YES, as always there are upsells BUT you do not need them to get started. They are not essential for the main product to work*

*Learn about them on the link below...*

*>>*

- *Can this be done in ANY niche?*

*YES, this is possible in ANY niche. People are currently doing it in everything from online marketing to weight loss to dating to hobby niches and other "weird" niches.*

- *Is this product really responsible for people making \$X or achieving 'X' result?*

*YES the results are true.*

*Does that mean you're guaranteed to make the same? No of course not. Results vary from person to person.*

*I've no idea what you'll do with the course, how much work you'll put in or whether you'll follow the instructions clearly but if you follow what's laid out there's no reason you cannot make money like others have.*

- *Is EVERYTHING I need included in the product?*  
*YES, you get everything you need nothing else required.*
- *I've no existing list or audience is that OK?*  
*YES, it's totally newbie friendly that's why it was designed just click below to see how it's a good fit for you...*  
*>>*
- *Can a newbie who's never done this before really does this?*  
*YES, it's designed for beginners and everything has been kept as simple as possible and easy to understand.*
- *I'm not very technical can I manage this?*  
*YES, this is not a technical system. Other than basic IT skills (which you already have otherwise you wouldn't be reading this) you don't need tech skills.*
- *IS this legit as it seems too good to be true?*  
*YES, otherwise I simply wouldn't risk my reputation by recommending it.*  
*I'm also vouching for the product vendor who's considered an all round stand up guy and can be trusted.*
- *Is there any proof this works?*  
*YEAH, it's available here:*  
*>>*
- *Are there any bonuses available with this?*  
*YES, you get a lot of juicy bonuses from me:*  
*BONUS 1*  
*BONUS 2*  
*And there's also these great bonuses thrown in from the product vendor:*  
*That answers most of the common questions but for anything else you still have a question about click below...*  
*>>*

# THE BONUS EMAIL

This email exists solely to hammer home any bonuses you are offering for people who buy the product.

If your bonuses are good (and they should be) then this is a reason for many to buy from you over others.

You should clearly show why your bonuses will further benefit the buyer when combined with the product you are promoting.

So whatever the desired end result of the main product is (i.e. what problem it's solving) you should show how your bonuses will help achieve that quicker and easier.

For example in my recent promotion of LongTailPro one of the bonuses I provided was a list of 220 buyer intent keywords and highlighted how if you used this in conjunction with LTP and a list of niche ideas I provided you would find profitable money making keywords with the tool.

This template is another one I created myself...

*Hey,*

*As you know the last few days I've been recommending you fast track your XXX career by picking up XXX*

*I'm also throwing in some exclusive bonuses that you cannot find anywhere else that will fast track your way to **DESIRED END RESULT AND HOW IT WILL SPEED THINGS UP.***

*Bonus 1: (Value: \$XXX) – BENEFIT OF HAVING THIS BONUS*

*Bonus 2: (Value: \$XXX) - BENEFIT OF HAVING THIS BONUS*

*Bonus 3: (Value: \$XXX) - BENEFIT OF HAVING THIS BONUS*

*Bonus 4: (Value: \$XXX) - BENEFIT OF HAVING THIS BONUS*

*Bonus 5: (Value: \$XXX) - BENEFIT OF HAVING THIS BONUS*

*The bonuses are only available when you purchase on the link below so click it now and enjoy your bonuses...*

*>>*

*Have fun with your bonuses,*

*Stuart*



# THE FEAR / FINAL WARNING EMAILS

Final warning emails are something I've always used in my affiliate campaigns and promos with great results.

They result for, on average, 41% on all sales on my promos. A lot of people will leave it to the last minute to purchase.

People are motivated to purchase through fear. We humans hate to miss out.

I used to keep it real basic to begin with.

- "This is going offline in 12hrs"
- "This is going offline in 6hrs"
- "This is going offline in..."

ETC

Now I try to mix it up and give them various reasons to be "fearful" that they should take action or miss out.

I typically send 3 emails on the final day and hammer home the urgency.

- Fear that the product is going offline
- Fear that the price is going up
- Fear that they'll no longer hear anymore about the product
- Fear that the product will no longer be available / sold out

Just make sure to keep it realistic and truthful.

Here's one of the templates I use....

*Hey, this is your last chance.....*

***PRODUCT NAME** is about to go offline now along with the exclusive bonuses I've created specifically for you.*

*So if you want to grab a bargain and learn how to **WHAT YOU'LL LEARN HERE** in the process you need to be decisive and act **RIGHT** now.*

*>>*

*See you on the other side,*

***NAME***

Digital Marketer has some good fear scarcity based and non scarcity-based templates you can find out about on the links below...

<https://www.digitalmarketer.com/increase-email-click-through-rate/>

<http://followupmachine.com/3-part-email-template>



# FINAL WARNING BONUS EMAIL

If you're offering bonuses you can also use fear of missing out on the bonuses to encourage people to take action.

Make sure to hammer home the point that they are only available for this launch, exclusive to when bought through your link and they are going offline when the product does.

*Hey,*

*Just a friendly reminder that today my bonuses worth \$XXX go offline along with **PRODUCT NAME** which means if you don't pick them up now you risk not being able to achieve **DESIRED END RESULT***

*These are all exclusive bonuses that are not available anywhere else and come **TIME IT GOES OFFLINE** they will no longer be available*

*The bonuses are as follows...*

***BONUS 1: NAME OF BONUS (Value: \$\$\$) - BENEFIT OF BONUS***

***BONUS 2: ETC***

*Remember these are exclusive, not available anywhere else, and come **TIME** they go offline and are not longer available.*

*They can only be downloaded if you invest in **PRODUCT NAME** on the link below...*

*>>*

*Enjoy your bonuses,*

***NAME***

TEMPLATE

## 07 THE GAIN EMAIL

This is a template I downloaded from DigitalMarketer here: <http://followupmachine.com/3-part-email-template>

It's simple. It highlights what your audience member has to gain by buying your product.

Short and simple and to the point...

A huge 23.75% of all my sales on average come from these emails. I tend to use this template at the start of an email promo.

So just think what is the core benefit the person buying your product will get? What problem are you solving?

If you're in the online marketing niche it's probably to stop the person being broke or to help them become their own boss and have more free time.

If you're in the weight loss niche it's to help them become slimmer, healthier and happier.

If it's the dating niche it's likely to help them gain some confidence and find a partner.

Just show what they stand to gain from taking action and purchasing your product.

TEMPLATE

08

## THE LOGIC EMAIL

Again another Digital Marketer email template you can get here:

<http://followupmachine.com/3-part-email-template>

It uses logic to persuade your prospect to purchase.

It's hard to argue with logic. I mean how can you...it's logical?

You can do this by showing them how smart and well respected people in the niche have taken the same action you are asking them to do (i.e. I might say this is the same system million dollar marketer Ryan Deiss uses so the rest of us would be crazy not to)

Or how other members of your audience have already done it and are happy with the outcome (social proof and logical)

How if they do it they will get a specific outcome that benefits them and it would just be crazy not to do it if they REALLY want to achieve this (I mean they do want to achieve their desired end outcome, don't they?)

# WRAPPING THINGS UP

So these are the different formulas and templates I use when writing my promotional emails.

**With these I've made \$34,626.12 in affiliate commission and in bonus cash prizes in my last 7 main promos through winning and placing in the top 3 of affiliate competitions.**

They allow me to beat super affiliates and gurus which have much bigger lists than me, filled with buyers, even though I have "just" a list with blog subscribers (i.e. not proven buyers)

If you use these templates and formulas yourself there's absolutely no reason why you can't start seeing similar success by selling more affiliate products and make more commission.

If you also invested in the 50 exact emails which I sent and made \$34,626.12 from over the last 7 promotions they are included separately.

If you didn't invest in them but would like to now you can get them on the link below...

**>> GET THE 50 EMAILS WORTH \$34,626.12 HERE**

# CONTACT ME



**STUART WALKER**



[www.nichehacks.com](http://www.nichehacks.com)



[www.facebook.com](http://www.facebook.com)



[nichehacks@nichehacks.com](mailto:nichehacks@nichehacks.com)