

Email to product owner

Email subject line: Possible Marketing Channel for your (insert product)

Dear Sir / Madam

A business associate of mine has a list of customers that I know have an interest in your product(s).

His ezine has a large list of subscribers all of which are interested in health fitness and weight loss.

He has just published many articles on health fitness & weight loss.

This would be a perfect opportunity to promote your products to his database of subscribers.

Here's What I propose:

My business associate would send out an email to his list of subscribers promoting your product. Within the email I will insert an affiliate link so that we can keep track of all sales. Since I'm brokering the deal I would receive a 10% split of profits, you would receive 45% of the profit and my business associate would receive 45% of the profit.

From there you can treat these customers as your own (any ones that purchase from you) and market additional products and services to them and keep 100% of the profit from your new found customers.

If you are interested in discussing this further please email me at (insert email address) or call me at (insert phone number)

Kind Regards

(insert your name)

PS If I don't hear from you first, I will call you in a day or two to answer any questions you may have.

Email to list owner

Email subject line: Possible JV for you

Dear Sir / Madam

A business acquaintance of mine has product(s) that I know will be of interest to your list of customers/subscribers.

He specializes in (insert market) and is always interested in finding new channels to market these products. His website is one of the biggest on the web and can be found at (insert web address)

This gives you an excellent opportunity to sell physical products without all of the hassles of purchasing, warehousing, fulfilling, dealing with returns etc...

Here's What I propose:

You send out an email (that I will create if you wish) to your list of subscribers promoting a specific product. (He has also agreed to sell the product at a special discount to your customers – which will help with improving your relationship with your subscribers) Within the email I will insert an affiliate link so that we can keep track of all sales. Since I'm brokering the deal I would receive a 10% split of profits, you would receive 45% of the profit and my business associate would receive 45% of the profit.

If the venture is deemed successful we could arrange an ongoing arrangement – which would provide you with an additional revenue stream for no extra work.

If you are interested in discussing this further please email me at (insert email) or call me at (insert phone number)

Kind Regards

(insert name)

PS If I don't hear from you first, I will call you in a day or two to answer any questions you may have.