

## Solo Email Template

Use this template to promote your product/affiliate product to website owner's email lists.

Subject Lines:

- Imagine if you didn't [have a specific bad thing, like back pain]...
- Act now to get a [%] off discount on [name of product]...

Hi,

I know what it's like to [have a bad thing, like back pain, poor conversion rates, an untrained dog, etc]. I've been there, I've done it, I have the t-shirt to prove it.

It gets frustrating when you have to constantly deal with [some aspect of the bad thing, like "cleaning your puppy's accidents off the carpet]. It makes you want to tear your hair out. Sometimes you want to just throw your hands in the air and [quit/forget about it].

But then you look around and see that other people [have some good thing, like a well-trained dog, good conversion rates, etc]. You figure if these people can do it, so can you (and that's true). If only you could discover their [topic/niche] secrets, then you too could [get a big benefit, like "have a perfectly well-trained dog"].

Good news – now you CAN learn these secrets! That's because I've created a collection of the best [niche/topic] tricks, tips and strategies inside my new [video/book/other product], "[name of product]". Check it out here [link].

In just moments you'll discover:

- A surprisingly simple way to [get a desirable benefit].
- A neat trick that virtually guarantees you'll [get another desirable benefit].
- My quick and dirty method for [getting another desirable benefit].
- A little-known way to [get another desirable benefit] – even if [you don't have some specific skill, requirement, etc].
- A quick and easy [number] step method for [getting a specific benefit] – you'll be amazed when you see the results!

And much, much more. By the time you finish [reading/viewing] [name of product], you'll know exactly how to [get a big benefit] – guaranteed!

But don't take my word for it. Go to [sales page link] and check out the testimonials from people just like you. You'll be amazed at how they [got rid of their problem and received a specific benefit] – and best of all, you can do it too!

Listen, you don't need to struggle with [bad thing] any more. You don't have to [experience another bad thing anymore]. And you'll never again have to worry about [still another bad thing]. Because once you know the secrets inside this exciting [report/video/etc], you'll [get a big benefit].

Go ahead, imagine what life will be like when you finally [get a big benefit]. Imagine how you'll feel when [the specific problem is gone].

Feels good, doesn't it?

Best of all, you don't have to dream about it anymore. Because when you go to [sales page link] and claim your copy of [title of product], you'll finally have [benefit].

Go get it – you deserve it!

[Sign off]

P.S. If you act now, you can get a [%] discount when you use coupon code [insert coupon code]. But hurry, this offer ends [“soon” or after some specific amount of time or on some specific date].