

Email/Message 1 [Warm Lead]

Say hello, tell them something you have loved with what they are doing and ask them if they would like to share a free challenge you have coming up.

Tell them you think their audience could really benefit because (xyz) and if they have a complimentary resource for your audience you would love to share it (it would be good to know what you want to share of theirs). Tell them that you have really easy copy and paste details they can share on social or with their newsletter, as well as pretty graphics that makes scheduling it really quick!

Example:

*Hi *name*!!*

How are you sweet friend?

*I wanted to get in touch first to tell you how much I LOVED your *thing*. I am not a styled stock photographer, but I am pretty much obsessed with the business model and marketing style, and it was really helpful to see your journey because I feel like I am going through the same one right now :)*

So you have seen me pretty much stalk you all over the place, and name drop you on Facebook, and I wanted to see if you would be interested in collab'n on a product launch I have coming up.

I design Canva + Adobe templates for women entrepreneurs that help them save time and grow their business. I am launching The Digital Product Toolbox officially on March 15th, and people have already been going bananas over it.

You can check it out here:

vanessaryan.co/digital-product-toolbox

So I wanted to see if you would love to partner up a bit as an affiliate, and if you would like to perhaps contribute some of your gorgeous styled stock photos as a launch bonus.

- *As an affiliate you would get a 30% commission for each bundle sold (\$167 bundle, plus a downsell)*
- *A \$25 'free coffee + cake' card to Starbucks to share with your list*
- *Swipe file that includes graphics + easy to use copy*
- *A Copy of the Toolbox for you to check out the quality, or you can gift it to one of your subscribers.*

If you would love to contribute a bundle of styled stock, you would also receive the email addresses of those who purchase the bundle (they would be told of this, and you can create a landing page for them to redeem their bundle)

...and an affiliate commission of 35% :)

Above all, I love your work and you are such an inspiration. I also firmly believe that it was your styled stock photo that set the stage for my wildly popular, first ever template collection (so infinite hugs and thank you's).

*If you are all for it, I would love to send over the details *name*!!*

Have a happy day ahead,

Vanessa

Email/Message 2 [They said YES!]

YES! I will share it! Then you can email them details to access the swipe file. This can be setup easily on Google Drive with the dates, graphics and copy and paste details for newsletter and social. Thank them times 100 :)

Example:

*Hi *name*!*

Oh my goodness, I can't tell you how happy this makes me :)

I want to keep the launch as simple as possible, so I will create some swipe files that has copy for a few emails that you can copy and paste and tweak to suit your language and I will also include a few social media graphics (though you are free to create your own if you would like).

I am working on getting the free workshop setup, so ideally would love to start promoting that on Monday.

You will have your own set of landing pages and links, and all I need you to do is just sign up for my school on Thinkific so I can go ahead and get you the bundle, as well as make you an affiliate and grab your links! This will all be organized in Google Drive, so you will have all the images and copy you need (plus that fun little coffee card you can send to your audience when you announce the free workshop).

Here is the link to sign up:

<https://vanessaryan-co.thinkific.com/>

*I am super excited to be able to choose bundles for this, I am so in love with your work and you are so very generous *name*!!*

Hugs and so many happy dances,

Vanessa

Email/Message 2 [They said NO!]

No, it's not the right time or a good fit right now! Chin up, girl. Sometimes collab's don't work out or they don't fit in with the business' marketing plan. A really wise and amazing business owner once gave me the best advice, that sometimes the best YES is a NO. Just because they don't collab now, doesn't mean they won't in the future!

Example:

*Hi *name*!*

Thank you so much for letting me know, I totally understand that your best yes is a no right now!

*There is always so much to think about in online business world, and I really love *what they do* and I can't wait to watch your business grow!*

If I can support you in any way, even with a virtual hug, let me know!

Have a happy day ahead,

Vanessa