FUNNELSPARKAI

5 Affiliate Follow-Up Email Templates

Ready-to-customize emails for lead magnet delivery, education, trust, offer introduction, and follow-up.

Practical. Simple. Built for action.

Replace all [bracketed text] before sending. Keep claims accurate and include an affiliate disclosure where applicable.

Email 1 - Deliver the Free Resource

> **Subject Line**
> Your [Free Resource] is ready

Hi [First Name],

Thanks for requesting [Lead Magnet Name]. Here is your copy: [Download Link]

Start with [specific section/page]. It will help you [quick benefit].

Over the next few days, I will send a few short tips to help you [desired outcome] without [common frustration].

Best,
[Your Name]

Disclosure: Some links I share may be affiliate links, which means I may earn a commission at no extra cost to you.

Email 2 - Quick Win

> **Subject Line**
> Try this 10-minute improvement today

Hi [First Name],

Here is one simple action you can take today: [Action Step].

Why it matters: [1-2 sentence explanation].

A common mistake is [Mistake]. Instead, try [Better Approach].

If you want a tool/resource that can help with this, here is the one I recommend: [Affiliate Link]

Best,
[Your Name]

Email 3 - Problem + Proof

> **Subject Line**
> Why [problem] keeps happening

Hi [First Name],

If you are still struggling with [Problem], the issue may not be effort. It may be [Root Cause].

A better approach is:
1. [Step]
2. [Step]
3. [Step]

That is why I like [Product/Offer]. It is designed to help with [relevant benefit].

You can review it here: [Affiliate Link]

Best,
[Your Name]

Email 4 - Objection Handling

> **Subject Line**
> “Is [solution/product] really worth it?”

Hi [First Name],

One question people often ask is: “[Common Objection]”

My answer: [balanced answer that acknowledges trade-offs].

[Product/Offer] may be a good fit if you want [Use Case 1] or [Use Case 2]. It may not be the right fit if [Not-a-fit condition].

See the details here: [Affiliate Link]

Best,
[Your Name]

Email 5 - Decision / Follow-Up

> **Subject Line**
> Before you decide, check these 3 things

Hi [First Name],

Before choosing any solution for [Problem], check these three things:

1. Does it solve your specific use case?
2. Can you realistically use it consistently?
3. Is the value reasonable for your budget and goal?

If [Product/Offer] matches those three points for you, here is the link again: [Affiliate Link]

If not, keep the free guide and use the steps that are helpful.

Best,
[Your Name]

Simple Sending Schedule

- Email 1: Immediately
- Email 2: Day 2
- Email 3: Day 4
- Email 4: Day 6
- Email 5: Day 8