

# The Lazy Way to Riches with an Amazon #1 Best-Selling Book Email Templates

**Notice: You Only Have Personal Use Rights With These Templates as a Purchaser of the Entire Course (that means you cannot sell them to others).**

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Subject #1: I'll help you grow your list in exchange for...

Subject #2: Get a handsome reward if you can help me, [partner's name]...

Subject #3 (Use this one if the partner recognizes you):  
Hey [partner's name], it's [your name]

Dear [First Name],

Hi, it's [your name] from [your website or blog]. I'm writing today to offer you the opportunity to quickly and easily:

- \* Grow your mailing list.
- \* Get yourself established as a [niche] expert alongside well-known authors and marketers like [list your well-known partners).
- \* Get fresh traffic and backend revenue using free publicity.
- \* Pocket easy commissions in the process.

And all you have to do is send two reminders and one mailing to your list.

You're probably wondering why you get so much for so little. So here's the deal...

I just created a book called [title], which your prospects will enjoy because [reason]. My goal is to get it to the top of the Amazon bestseller list on [date] by

offering a massive bonus package to anyone who buys the book that day.

But I need your help. And I'm willing to reward your handsomely for your help.

> First, you can contribute a product to the bonus package. People will join your list to request your product, which means you'll effortlessly grow your list. Plus you can put any ads you want in your product.

> Secondly, you'll get Amazon commissions for every one of your subscribers who buys the book through your Amazon affiliate link on [date]. And they'll do so in droves, because the bonus package will be worth at least [price]. It's an easy sale.

> Third, your name and link will appear in all marketing materials on my website, blog and newsletter. That's a lot of exposure.

Again, all you have to do is send a few notes to your mailing list - I'll even provide the copy.

Please hit reply right now and let me know if you'd like to join us...

[Your sign off, signature and contact info]

P.S. I almost forgot...

The first 20 people who agree to this joint venture will get one more bonus from me - I'll mail anything you want to my list of [number], which will certainly grow in size by the time this launch is over.

Email me now to be sure you're one of the first 20...

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## **Shaking Hands With JV Partners**

Some JV partners will email back right away with a yes, some with a no and some won't email back at all.

Here's what to do in these individual situations...

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Email #1: People who reply with a "no." (You want to respond positively and keep the door open.)

Dear [First Name],

Thank you for responding so quickly. If there's anything I can do for you now or in the future, just let me know!

Sincerely,  
[Your name]

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Email #2: People who don't respond at all. (Give a gentle nudge to see if they're on board.)

Subject: Did you get my email, [first name]?

Dear [First Name],

Emails get lost more often than socks in a dryer, which is why I'm re-sending this email. Please let me know that you received it - thanks!

[Copy and paste original email here]

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Email #3: People who reply with a "yes."

Dear [first name],

Thank you for your prompt reply!

I'm so excited that you've decided to come on board. You were at the top of my list - and my customers will be thrilled to see you've joined this project -- so your positive response really made my day.

Here's what you need to do next (each step only takes a minute or two).

- 1) Tell me about your bonus product so I can add its description to the sales materials.
- 2) Give me your email subscription code so I can add it to the download page.

- 3) Join the Amazon affiliate program and generate your affiliate code (tell them how to generate the link for your book).
- 4) Prepare to email your list a short note on [date], another reminder on [date] and a launch day email at 8:00am EST on the morning of [launch date].
- 5) Watch your inbox - I'll send you reminders before each mailing and otherwise I'll keep you informed of each step. You can also read the JV blog at [link].

Thanks again for joining the launch - you should find it a profitable venture! If you have any questions, please don't hesitate to email or call me [enter phone number].

Sincerely,

[Your name and contact info]

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