

Affiliate launch emails

Email #1:

Subject:

War on "puppy mills"?

Body:

Hi <name>,

I just found a cool video where this guy declares war on puppy mills, if you can believe that. Sure, we all hate uncaring dog breeders who would rather make a fast buck than get the required shots for their pups, but this guy is saying what we're all thinking.

Here's the video:

(Affiliate link to video)

Of course I can't help but think – what happens if a big puppy mill breeder sees this – and sees red? (I guess that's why the guy doesn't give out his address...)

You know what I think? Great! I hope he makes a real difference, and helps people to see that honest, caring dog breeders are out there and not focused only on making money. If you're like me and you've bred dogs for the love of it, you'll understand and you'll watch this video and realize this is worth acting upon.

After all, this is not about what's in it for the guy in the video, this is about responsibly breeding dogs, while still making money, which means you can sleep at night with a clear conscience.

Here's that link again:

(Affiliate link to video)

Let me know what you think about the video,

(Affiliate name)

Email #2:

Subject:

Can you make serious money breeding dogs?

Body:

Hi <Name>,

The other day I sent you a video about a guy who has literally "declared war" on puppy mill breeders, and now all the dog forums are talking about this video. (If you've seen it you'll understand why...)

In fact the question a lot of people are asking is this one:

"If you don't want to run a puppy mill, can you really make serious money breeding dogs?"

It's a great question, I agree it's a concern and I'd add that it's not a matter of sacrificing money to care for your dogs, it's all about using a business model which allows you to create a caring, comfortable environment where your pups can grow up healthy and strong, while still making \$28,000 in profit or more from just one litter.

Here's a PDF report I downloaded from the same guy which shows you how he managed to pull this off:

(Affiliate Link to report)

There's no sales pitch in this report, it's pure content for anyone who wants to breed dogs and make money, but can't get started.

In fact I can't find any "sales pitch" at all on the website yet, hoping he does release something though, it'll be interesting to find out his secrets (I say raking in 28k with a house full of fun sounds pretty cool to me...)

Hope you like the report as much as I did,

(Affiliate name)

P.S. Here's that link again:

(Affiliate Link to report)

Email #3:

Subject:

Are YOU making these dog breeding mistakes, <Name>?

Body:

It's me again, just wanted to let you know about a brand new report

I've downloaded which is full of awesome content for anyone who wants to breed dogs, especially if you want to make some money at the same time.

Here's where you can download the PDF:

(Affiliate Link to report)

Sure, most of these so-called "reports" are nothing more than thinly veiled sales pitches, but with this one it's not about whether they are trying to sell you something (no sign of a sales page on the site yet), it's about the information he's putting out – this is the second PDF report I've downloaded from that site, and it's probably got even more actionable content than the last one did!

There sure seems to be a real buzz around the dog forums about this stuff, I think people love it when somebody takes a stand against puppy mill breeders while giving out cool information they can use.

Go here to get your report now:

(Affiliate Link to report)

Let me know how you use this info,

(Affiliate name)