



Newsletter Swap Email Template

Subj: Would you like to collaborate?

Hello [name],

I'm [name] from [your website / business]. I've been a fan of yours for quite some time and particularly enjoyed your email about [be specific ... sign up for their list and pick out something from their latest email]. I think my readers would enjoy hearing about this as well and came up with an idea.

How would you like to swap emails [or newsletter mentions]? Basically, I would share your [insert what you enjoyed] with my [insert number of your list] readers and in turn, I was hoping you would share some of my tips on [topic of your choosing] with your readers. I'm adding the proposed text below so you can take a look and decide if it's a good fit. I think your readers would benefit from the information.

Of course we'd each include a link to the other's website and/or social media accounts. I'm open to any suggestions about the content you would like me to share with my readers. It doesn't have to be what I suggested above.

I look forward to collaborating and sharing your expertise with my list.

[Personal Closing]

P.S.: Here's what I thought your subscribers might enjoy:

[include the text of the article or tip, or whatever it is you propose they share with their audience].



Affiliate Program Alternative:

Subj: Interested in a cross promotion?

Hello [name],

I've been a fan and affiliate of yours for a while and noticed the [name of product] product you launched last week. I think my subscribers would enjoy the information you share and I will be emailing them about it on [Date].

If you're interested, I have a product that complements what you're doing. It's called [product name and brief description of what it does. Be specific. What will it do for their audience]. I set you up with my affiliate program. The product sells for [\$\$] and pays a XX% commission. I set you up with an affiliate account. Here is your link. [insert link]. I'm also including some promo text, perfect for your next email. It's custom written for your list, but please feel free to edit and tweak as you see fit.

I don't expect you to take my word for it that this could benefit your readers. Here's access to the product. Take a look and if you think it's a good fit, I'd appreciate it if you could share it with your audience.

Thanks so much for your time,

[Personal Closing]

P.S.: Here's the email copy:

[insert customized email for their list, complete with affiliate link. Make it easy to just copy and paste].