



- INVITATION TO -  
**PROMOTIONAL PARTNERS**



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



# INVITATION TO PROMOTIONAL PARTNERS

Here is a sample invitation to a potential promotional partner.

Hi Kari,

*(some lines here about "catching up," or "it was great to see you last week at the \_\_\_\_\_, or "how are things with the new baby?" – Some niceties).*

*The reason I'm writing is that I'm doing a very special "passion project" that I'm wondering if you could support.*

*This is a No-Cost Webinar I'm doing about the topic of \_\_\_\_\_ which is so important, because \_\_\_\_\_. This is an issue that so many \_\_\_\_\_ struggle with, and I'm eager to provide some tangible solutions and encouragement.*

*It's called \_\_\_ **(put title in bold)**\_\_\_\_\_.*

*And I'm covering:*

*(bullet points here).*

*The way in which I'd appreciate your support is this – **would you be willing to help spread the word about this Webinar?***

*There are a variety of ways to do this:*

- send a couple of emails to your own email database about it*
- post about it on social media*
- feature a "blurb" about it in your ezine*
- share about it at any local groups you attend*
- think of a whom you know who would really benefit and call or email them about it*
- and more!*

*The webinar will occur on \_\_\_\_\_ and the "window" to promote this program will be from \_\_\_\_\_ to \_\_\_\_\_.*

*Kari, I'd be so grateful if you'd be willing to promote this program to your community in any way!*

*If you're game, then let's have a quick discussion about it. Please let me know at your earliest con-*



venience.

*And thanks in advance!*

*(your signature)*

*P.S. I'm also going to be unveiling a new program that's coming up this fall which will be a much deeper exploration of the same topic. **If anyone you happen to send to this Free Webinar from your promoting it happens to buy that course, I will send you a \$100 "thank you" commission.***

*Yes, we will track that, and yes, I insist!*

Notes:

- If you're not doing an affiliate (commission) program, obviously take that part out
- Typically, we only want partners to promote our FREE Webinar. It's not likely that if they promoted our paid program, that someone they know who is a stranger to US would actually buy a program from us. It's much better to have their referrals come to the Webinar fall in love with us, and THEN decide to buy the paid class.