

## Client Reactivation Letter/Email

Subject: I'd love to work with you again

Hi [*Client First Name*],

I hope this note finds you very well. I thoroughly enjoyed working with you and would love to hear about your successes and achievements in \_\_\_\_\_ [*area that you provided a product or coached the client in and/or their goals*].

I'm presently launching/offering a new package/promotion and I thought of you. [*List the details of your new program or package here including the BENEFITS of the program. How/why is it different and what does it have to offer?*]

Here's what [clients] have had to say about this new program/package/product.

Testimonial: [*Insert Testimonials*]

And if you know anyone else who might benefit from this new package/promotion, I'd be grateful if you'd pass this information along. You can also visit [LINK](#) to learn more. As you might remember, we offer \_\_\_\_\_ [*list any referral discount or new customer discount*].

Looking forward to hearing from you!

[*your branded closing*],

[*Your name*]



## JV Program Invitation Letter/Email

Subject: Mutually Beneficial Partnership

Hi *[potential partner's first name]*,

I've been on your mailing list for a few months now, and I'm really enjoying your down-to-earth tips and advice. I especially like *[fill in a specific detail of their program]* and think you're doing a great job of helping your market *[fill in what they are doing]*. Well done!

I see that you sometimes promote the programs of others in your niche, and I wonder if you would be interested in sharing my *[name of specific program]* with your followers?

This program has done quite well in the past *[number]* *[years/months]*, as you can see:

*[Fill in the available details here:*

- *Number of students enrolled:*
- *Percentage of successful graduates:*
- *Sales page conversion rate:*
- *Refund rate:*

*You can see some student testimonials here: [url]*



My referral partner program pays [commission percentage], and payouts are made every [week/month]. I'd love to count you among my successful affiliates.

Go here to register and I'll send you all the promotional materials right away: [URL]

And if you have questions, I'd love to jump on a short call to discuss. Feel free to call me at [your phone number].

Thank you so much for your time, and I look forward to hearing from you!

[your branded closing],

[your name]

