

FREE TEMPLATES · ILLEGAL TO KNOW

10 Affiliate Marketing Email Templates

Ten proven email formats for affiliate promotions — full subject lines and body copy, ready to adapt with your own product, link and voice.

Replace anything in [brackets]. Send to a list that opted in specifically for your content — these are templates for warm subscribers, not cold outreach.

illegaltoknow.com/free-resources

Before You Send: 4 Rules That Affect Every Template

- **Disclose the affiliate relationship.** A short "heads up, affiliate link" line is legally required in most jurisdictions (FTC guidelines in the US) and it doesn't hurt conversions — readers respect the honesty.
- **Only promote what you'd actually use.** Your list is an asset that compounds over years; one bad recommendation can undo a lot of trust.
- **Match send frequency to value given.** A list that gets 4 pitches for every 1 piece of value churns fast — aim for the reverse ratio.
- **Test subject lines.** The options given per template are starting points — swap in your own voice and split-test where your platform allows it.

TEMPLATE 1 · WELCOME / INTRODUCTION

Subject line options:

- **Welcome — here's what to expect**
- **You're in. Quick intro before anything else**
- **Hey [First Name], welcome aboard**

Hey [First Name],

Welcome — glad you're here. Quick intro: I'm [Your Name], and this list is where I share honest breakdowns of the tools and methods I actually use for [topic/niche].

No fluff, no "get rich quick" — just what's worked, what hasn't, and why. You'll hear from me about once a [week/two weeks].

One thing to know up front: some of the links I share are affiliate links — meaning I may earn a small commission if you buy through them, at no extra cost to you. I only recommend things I've used myself.

Talk soon, [Your Name]

Why this works: First impressions set expectations for every email after this one — it also gets the affiliate disclosure out of the way early and builds trust instead of hiding it.

TEMPLATE 2 - PRODUCT DEEP-DIVE REVIEW

Subject line options:

- **My honest take on [Product Name]**
- **Is [Product Name] actually worth it?**
- **[Product Name] review: the good and the bad**

Hey [First Name],

I've been using [Product Name] for [timeframe] now, and enough people have asked about it that I wanted to give you the full honest rundown — good and bad.

What it's for: [one sentence — who this actually helps]

What I liked: [2–3 specific things, with a real example if you have one]

What I didn't: [at least one honest downside — this is what makes the review credible]

Who it's NOT for: [be specific — this filters out bad-fit buyers and reduces refunds/complaints]

If it sounds like a fit: [Affiliate Link]

(Heads up — that's an affiliate link, so I may earn a commission if you sign up. Doesn't change the price for you.)

[Your Name]

Why this works: Naming a real downside is the single biggest lever on review-email trust and click-through — readers can tell when a review is one-sided.

TEMPLATE 3 - "X VS Y" COMPARISON

Subject line options:

- **[Product A] vs [Product B]: which one should you pick?**
- **I tested both so you don't have to**
- **The real difference between [A] and [B]**

Hey [First Name],

Two tools keep coming up when people ask me about [category]: [Product A] and [Product B]. I've used both, so here's the actual difference.

[Product A] is better if [specific use case] — [one supporting reason].

[Product B] is better if [specific use case] — [one supporting reason].

If I had to pick just one for [most common reader situation]: [your pick], mainly because [reason].

Link here: [Affiliate Link]

Either way, both beat [common alternative/status quo] by a wide margin.

[Your Name]

Why this works: Comparison framing matches how people actually shop — they're rarely deciding "buy or don't," they're deciding between two options, so meeting them there converts better than a single-product pitch.

TEMPLATE 4 - LIMITED-TIME DEAL / URGENCY

Subject line options:

- Ends [date]: [X]% off [Product Name]
- Last call — this deal closes tonight
- [Product Name] is on sale, but not for long

Hey [First Name],

Quick one — [Product Name] is running [X]% off through [specific date/time], which is the best price I've seen on it this year.

If you've been on the fence (I mentioned this one back on [date/context] if you remember), this is a good window to grab it: [Affiliate Link]

It goes back to full price after [date] — no rain checks that I know of.

[Your Name]

Why this works: Only use real deadlines. A fake countdown is easy for readers to catch and it burns trust for every email after it — this template only works with a genuine expiring offer.

TEMPLATE 5 - PERSONAL STORY / CASE STUDY

Subject line options:

- How I went from [before] to [after]
- What actually changed things for me
- The tool behind [specific result]

Hey [First Name],

A while back I was dealing with [specific problem — be concrete, not vague].

I tried [what didn't work] first, which [why it fell short]. What actually moved the needle was switching to [Product Name] — specifically because [concrete mechanism, not just "it's great"].

Result: [specific, honest outcome — a number if you have one].

If you're in a similar spot, this is the link I'd send past-me: [Affiliate Link]

[Your Name]

Why this works: Specificity is what makes a story email convert — vague before/after read as generic marketing copy, while one real concrete detail makes the whole email feel credible.

TEMPLATE 6 - LISTICLE ROUNDUP

Subject line options:

- **The [X] tools I actually pay for**
- **My current [niche] stack**
- **[X] things I'd recommend to anyone starting out**

Hey [First Name],

People ask what I actually use day-to-day for [niche/topic], so here's the current list — no filler, just what's still in my stack after trying a lot more than this.

1. [Tool 1] — [one line on what it's for]: [Affiliate Link]
2. [Tool 2] — [one line on what it's for]: [Affiliate Link]
3. [Tool 3] — [one line on what it's for]: [Affiliate Link]

Happy to go deeper on any one of these if you want a full breakdown — just reply.

[Your Name]

Why this works: A roundup lowers the commitment of a single hard pitch and lets different readers self-select the one tool that's relevant to them — usually the highest total click-through format in a sequence.

TEMPLATE 7 - PROBLEM → SOLUTION

Subject line options:

- **Still dealing with [specific pain point]?**
- **The fix for [specific problem]**
- **If [problem] is slowing you down, read this**

Hey [First Name],

If you're still dealing with [specific, relatable problem], you're not alone — it's one of the most common frustrations I hear about in [niche].

The usual workarounds ([common bad solution 1], [common bad solution 2]) tend to [why they fall short].

What actually solves it is [Product Name] — specifically because [mechanism, not just a feature list]. Here's the link: [Affiliate Link]

[Your Name]

Why this works: Leading with a problem the reader already has (rather than a product they don't yet want) is the core of direct-response copywriting — it earns the right to pitch the solution.

TEMPLATE 8 - SOCIAL PROOF / TESTIMONIAL-LED

Subject line options:

- **"[Short testimonial quote]"**
- **What readers are saying about [Product Name]**
- **Real results from people just like you**

Hey [First Name],

A reader messaged me last week after picking up [Product Name]:

"[Real or representative quote — specific result, not just 'love it']" — [Name/context, if you have permission to share]

That's roughly in line with what I've seen too — [your own brief take].

If you want to try it yourself: [Affiliate Link]

[Your Name]

Why this works: Third-party proof is more persuasive than self-promotion because it removes the obvious incentive bias readers assume in your own claims — only use real testimonials you have permission to share.

TEMPLATE 9 - RE-ENGAGEMENT

Subject line options:

- Haven't heard from you in a while
- Still interested in [topic]?
- Quick check-in

Hey [First Name],

Noticed it's been a bit since you opened one of these — totally fine, inboxes are chaos. Just wanted to check: still interested in [topic]?

If yes, no action needed — you'll keep hearing from me. If it's not landing anymore, no hard feelings — you can unsubscribe any time using the link below.

For what it's worth, here's the one thing I'd point you to if you only read one more email from me: [Affiliate Link / best resource].

[Your Name]

Why this works: Re-engagement emails protect deliverability (inactive subscribers hurt your sender reputation) and often out-perform expectations — a segment of "about to unsubscribe" readers frequently converts at a surprisingly high rate when given one clear, low-pressure reason to stay.

TEMPLATE 10 - PURE VALUE, NO PITCH

Subject line options:

- [Specific tip] that took me way too long to learn
- A quick win for [niche]
- No pitch today — just this

Hey [First Name],

No product talk today — just something useful.

[2–4 sentences of a genuinely specific, actionable tip related to your niche — the kind of thing that took you real time/money to learn.]

That's it. If it helps, hit reply and let me know — I read everything.

[Your Name]

Why this works: Value-only emails are what earn the right to pitch in every other template on this list — a list that only ever gets asked eventually stops opening; one genuinely useful, no-strings email resets that.

Always follow your email platform's and jurisdiction's rules on unsubscribe links, sender identification and affiliate disclosure (e.g. FTC guidelines in the US, GDPR/PECR in the EU/UK) — requirements vary and this document is not legal advice.