

4 must-have email templates for effective partner recruitment

Download this worksheet to craft convincing emails, improve your recruitment rates, and secure partnerships to achieve your business goals.



**Interactive
worksheet**
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Running a partnerships program takes a lot of work. Streamlining routine activities such as partner recruitment can help you become more efficient and dedicate more time to strategic tasks.

Use the email templates in this worksheet in your partner outreach and recruitment efforts. Adjust them to be in your own voice or your brand's voice. Test different messaging and terms based on the size and partner type (coupon, content, influencer, long-tail content, etc.). Attach a one-sheet to complement your emails. And don't forget to follow up!

Email #1: Initial outreach

Subject line: [your company + publisher name] partnership opportunity

Hi [contact name],

I'm reaching out on behalf of the [company name] affiliate and partnerships program. If you're not familiar with us, [company name] is a [brief description of company].

We love your content on [website or social media profile], and we think you'd find a lot of success partnering with our brand. Please use the link below to sign up and apply to the [program name].

[program promo page or sign-up link]

[company name]: Who we are

[Provide a quick snapshot about your company, its background, mission statement, and general consumer-facing info. Be sure to focus on how your company is unique.]

About [company name] affiliate and partnerships program

Our affiliates and partners receive the following benefits:

- [baseline commission rate]
- [referral period (number of days before a conversion)]
- [potential for bonuses/incentives]
- [vanity tracking links and creative assets]
- [any other program-related value adds]

Please let us know if you have any questions about the program! If you'd like to join, sign up using the link below:

[Program promo page or sign-up link]

Thank you,

[name]

Email #2: Follow-up

Subject line: Partnership opportunity with **[company name]**

Hi **[contact name]**,

Last week I reached out about joining our **[company name]** affiliate program. We offer a **[commission rate]** to new publishers and constant opportunities to grow your revenue.

I've noticed some exciting campaigns from you recently with **[name of a program similar to yours or a competitor's program]**. We want new publishers and think you would be a great fit.

Our affiliates and partners receive the following benefits:

- **[baseline commission rate]**
- **[referral period]**
- **[potential for bonuses/incentives]**
- **[available optimization tools and creative assets]**
- **[any other program-related value adds]**

Please use the link below to apply to our program:

[Program promo page or sign-up link]

Let's partner today,

[name]

Email #3: Follow-up

Subject line: **[Company name]** wants to partner with you

Hi **[contact name]**,

I hope you're doing well! I wanted to follow up with you one last time about joining the **[company name]** affiliate program and accessing the vast opportunities to monetize your **[website, social media accounts, blog, etc.]** with us. We think you'd find a lot of success partnering with our brand.

Let me know if you're open to exploring opportunities to work together. If you'd like to sign up now, it's easy to do so here:

[Program promo page or sign-up link]

Best wishes,

[name]

Email #4: Follow-up after a call

Subject line: [Company name] affiliate program action items

Hi [contact name],

Thank you for taking the time to hop on a call. It was great chatting with you about your goals for the upcoming year, and I'm excited we'll be working together!

The main action items we identified on the call were:

- [Action item #1]
- [Action item #2]
- [Action item #3]

Please let me know if you have any additional questions or want to jump on another call. I am happy to help in any way I can!

Best,

[name]

And there you have it —

four email templates for you to personalize and inspiration to entice partners to work with you. If you want to learn more strategies for partner outreach, enroll in our free on-demand Partnership Experience Academy course [How to recruit and engage affiliate marketing partners](#).

For more ideas and guidance on successfully running a partnership program, check out these [impact.com](#) resources:

- [Partner recruitment 101: Understanding your options to grow your partner program](#) (ebook)
- [How to manage a successful affiliate program today: 6 steps to affiliate marketing success](#) (blog)
- [Learn why partnerships are the ultimate go-to-market strategy](#) (podcast)