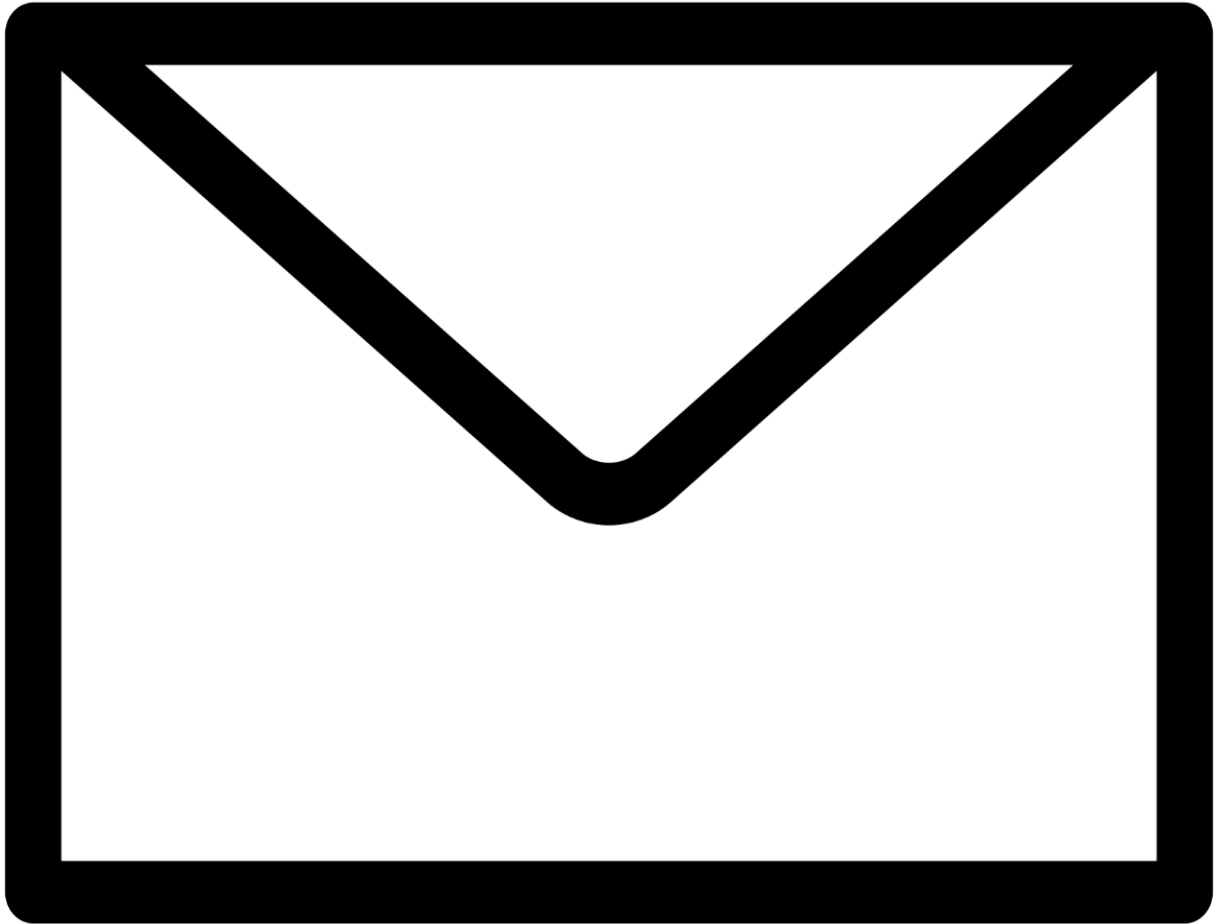


Neil Patel's Email Swipe File

\$100,000 Challenge Emails & Bonus Emails



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Link Building

Subject: I think you are missing a link

Hey [insert their name],

I noticed you are linking to a handful of nutritional sites and blogs, but you aren't linking out to NutritionalResource.com.

Have you seen it yet? It provides a ton of nutritional value to anyone who is looking to live a healthier life.

Hope you're having a lovely day! Keep up the good work, I really enjoy [insert their site name].

Lisa

Email for Social Media Influencers who Own Websites

Subject: have you seen this yet?

Hey [insert their name],

I noticed you shared [insert previous article they shared on Twitter], and I have to say, it's an amazing article. I loved it so much that I decided to dig in, do a bit more research, and expand on the topic.

I've actually just published my findings here [insert link to your article].

If you find it useful, feel free to share it on your favorite social network.

Cheers,
[insert your name]

P.S. Thanks for sharing the original piece—it was eye-opening.

www.createthedreamonline.com

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[Sample Newsletter Email for NutritionSecrets.com](#)

Subject: This plant food HARMS your metabolism & heart

Hi {!firstname_fix},

Sometimes it's not the enemy you know that's the problem, but the friend you think you know.

In this case, I'm talking about nutrition in foods. It's common knowledge that stuff like sugary drinks are just plain bad for you. The best you can say is that your body can absorb the bad effects if you only have them occasionally.

But what about foods you thought weren't bad, and you heard were actually good for you?

I have some bad news, and some good news.

The bad: some so-called "healthy" foods may be the cause of why you work so hard to eat healthy and haven't seen the results you expected.

The good news: There's a solution I read about from best selling author Mike Geary. Read on... (affiliate link)

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Sample Newsletter Email for NutritionSecrets.com

Subject: 2 Simple steps to REMOVE visceral belly fat (the DEADLIEST type)

Hi {!firstname_fix},

People often refer to past times as “the good old days” with a nostalgic tone. At least when it comes to many nutritional and health practices, I think of them more like the “bad old days.”

For example, people thought the wonders of science had delivered new, healthy products called “trans fats” that were featured in margarine, to replace that nasty butter. We now know that trans fats are about the worst thing you can coat your innards with.

People also thought they could do “spot reducing” of unattractive belly fat by using those jiggling-belt machines, or some other gimmick.

Well, belly fat certainly is still unattractive, and research says it's also a danger sign. But research has also identified more-effective ways of getting rid of that spare tire. Here's how. (affiliate link)

Sample Newsletter Email for NutritionSecrets.com

Subject: 7 “fatty” foods for a flat stomach

Hi {!firstname_fix},

I spend full time on nutrition- and health-related activities. That's the business I'm in.

I'm also an improvement junkie, always looking for the latest, best information. So you can imagine that I've pretty much seen it all: Every product, every supplement, every type of exercise.

Most of them are underwhelming. Yawn.

I'm writing you today because I recently came across something that made me sit up and pay attention.

It's a short-term blueprint for eating the right foods to burn substantial fat, and it's all explained here... (affiliate link)

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Neil Patel's Email Swipe File

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Bonus Emails

Link Building

Subject: [insert first name of website owner], I think I'm in love with you

I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website [insert their website name].

You probably get tons of people every day who are in love with [insert website name], so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.

1. Insert suggestion #1
2. Insert suggestion #2

And if you are wondering how you can repay your biggest fan, feel free to link to my website [insert URL].

Ah... just kidding, you've already done enough for me by making [insert their website name] so awesome!

Cheers,
[insert your name]

PS: If you do happen to link to my website [insert URL], it will seriously make my year! Maybe even decade!

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PR Pitch Email

Subject: don't you hate it when people pitch you story ideas [insert their first name]?

Well, I too have a PR pitch for you, but before you hit the spam button and move onto the next email, just give me 37 seconds, or else you'll regret this for life!

So, here it goes:

I'm launching [insert your website URL] on [insert date], and I wanted to see if you wanted to cover it.

Here are 2 reasons your readers would love it if you covered it:

1. Insert benefit #1
2. Insert benefit #2
- 3.

I could keep on going with reasons on why you should blog about us, but I won't bore you with the details.

If you're interested, let me know, and we can set up a time to chat when you're free.

Cheers,
[insert your name]

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Guest Post Email

Subject: you should blog about [insert your guest blog post topic]

[insert their first name], as an avid reader of [insert their site name], I would love to read about [insert guest blog post topic], and I think your other readers would as well.

Your content on [insert existing post from their website #1, insert existing post from their website #2, and insert existing post from their website #3] is great, but I think you can tie it all together by blogging on [insert guest blog post topic].

I know you are probably busy and won't blog on it, so I'm going to make you an offer you can't refuse. How about I write it for you?

Don't worry, I'm a great blogger and have had my posts featured on [insert previous guest post URL #1] and [insert previous guest post URL #2].

Let me know if you are interested. I already know your blogging style, plus I understand what your readers love... as I am one.

Look forward to hearing from you,

[insert your name]

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