

**Sample Endorsement Email
Provided to Certified Practitioners**



Profit Advisors™

COORDINATING AN ENDORSED EMAIL CAMPAIGN



INSTRUCTIONS FOR COORDINATING THIS ENDORSED EMAIL CAMPAIGN

Another way to bring traffic to your website offer of the 35-point assessment is to work with a fellow professional who can email an endorsed offer to their list of customers, clients, students, colleagues or other contacts.

We've drafted an email for your use below. Please note this is a text-only marketing email that can be sent in a text-only format OR converted into a simple HTML version (by you, the endorser or your webmaster) prior to emailing.

Please note that you must insert links to your website prior to sending. Not only does HTML formatting make this customization easier, HTML FORMATTING IS RECOMMENDED if your endorser uses an online email tracking system because it allows you to track the open rate and click-through rate (that is, actual clicks and activity by recipients).

Please also customize the email with your phone number, email address (if desired) and Time Trade link. You may also rewrite the email to suit your consulting business or your endorser's requests. Your endorser can also insert a comment about their experience with you.

Please feel free to email the Profit Advisors support team with any questions you have about this campaign: advisors@janetswitzer.com.

-----BEGINNING OF ENDORSED EMAIL #1 -----

SUBJECT LINE: <Firstname>, I've asked this expert to find cash-flow in 35 areas of your business

Dear <Firstname>,

It's rare that I write an email like this, but when I discovered that my long-time colleague [insert Your Fullname] is working with select companies to identify cash-flow opportunities hiding in 35 areas of their business, I knew I had to email you right away.

If you've faced urgent cash-flow situations in the past, I want you to schedule this 60-minute, confidential assessment that will identify tens (even hundreds) of thousands in revenue from your existing operations with just a few changes in tactics or simple marketing campaigns.

Far from "cost recovery" analysis that you may have heard about...or "operational efficiency" that creates phantom savings by increasing output from your staff...these are real sources of bankable cash-flow—hiding in your business—that can be found through a unique process I've asked [insert Your Firstname] to conduct privately for my customers free of charge.

[Insert Your Firstname] specializes in identifying these revenue opportunities, then goes on to help companies establish workable systems that are the foundation of a profitable, revenue-focused business.

[He/She] has written an in-depth report about these systems, which you can download at no charge. Once you've downloaded the report, be sure to schedule your complimentary 35-point assessment on the next webpage.

Get the report: [\[INSERT URL OF YOUR SQUEEZE PAGE WITH FREE REPORT OFFER\]](#)

As business owners, you and I both know that generating dependable, reliable cash-flow from well established, manageable systems such as marketing, sales, Internet, publicity, new-business development and others will give you the extra revenue you need to:

- Grow your business...
- Bring on critical new staff...
- Improve your own lifestyle and enjoy more time off...
- Or simply pay your bills on time and breathe a little easier.

Not only that, but systems like these will also focus your people on bringing in more cash-flow for you.

As an owner, you can't always get your team's attention or respect for a new plan—and your own busy schedule means that many good ideas never get put into practice. But what if you worked with an outsider—a "profit advisor"—who could help establish these systems, then work on staff accountability, too (and even find the initial revenue to cover the modest cost of setting up these systems)? You and your profit advisor could create strategies, measure results and institutionalize these systems so they truly become part of your business.

That's the work that [insert Your Firstname] is available to do for companies every day.

The process starts with a 35-point professional assessment of your current operations. No confidential details or financial data need be revealed. And it's free of charge for a limited time.

Click below to get [insert Your Firstname]'s free report about these cash-flow systems. Then schedule your complimentary 35-point assessment on the next webpage.

[\[PLACE LINK HERE TO YOUR HOME PAGE WITH FREE REPORT OPT-IN OFFER\]](#)

You can even call [insert Your Firstname] at (000) 000-0000 to book an assessment time. [His/Her] email address is _____ if you prefer to connect via email. Both the report and assessment are free as our gift to you. Respond today and start creating more predictable revenue for your company.

Sincerely,

[Name of Endorser]

[Name of Endorser's Company]

P.S. You can also connect to [insert Your Firstname]'s confidential online calendar to set a time that's convenient for you. Click below:

[\[LINK TO YOUR TIME TRADE SCHEDULING PAGE\]](#)

[INSERT CAN-SPAM DISCLAIMER HERE, IF NEEDED]

----- END OF ENDORSER EMAIL #1-----

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Founded by industry veterans Paul Martinelli and Janet Switzer, the *Replicate Peer-Certification Program* helps business owners, professional practitioners, and subject-matter experts create a network of their own consultants, peers, coaches, trainers, or fellow entrepreneurs who are proficient in the experts’ proprietary methods and who can bring this important knowledge to millions of consumers and entrepreneurs worldwide.

Learn more at: www.replicateprogram.com

Email: success@replicateprogram.com