

Context

Goal: Inform affiliate partners audience about all program details, steps that need to be taken next, payouts, updates.

Solution: email sequence

Audience:

- Profi Affiliate Partner's Audience - coaches and students

Email #1

Subject line: {Name/Company Name} - New Partner with Profi!

Hi {first_name},

{I am/We are} happy to announce that {I have/company name has} recently become the official partner of Profi!

Both Profi and {I/company name} believe that people like you should not spend your valuable time on mundane daily admin tasks, manually charging you clients, sending them notification, organizing your client lists in spreadsheets, using multiple tools to run your sessions and building your programs.

That's why Profi has built the all-in-one platform for {coaches/trainers/consultants} like you. Profi is keen to give you back the gift of your focus on the most important thing: scaling your business. With Profi you can also maximize your business's impact so you can help even more clients this year!

Use {my/our} link to try Profi for free for 30 days:

{Your Affiliate Link}

More info about Profi is attached.

Best regards,
{first_name}

[Attach Customer Deck](#)

Email #2



Subject line: Introducing Profi to replace many tools you're using now

Hi {first_name},

I wonder how many tools you're currently using to run your coaching practice. Most likely the answer is more than 5, sometimes even 10.

{I/We} have been in this boat ourselves. Being overwhelmed with all the tech you need to run a business is tiresome.

Profi is an all-in-one solution for coaches that can save you tons of time and money. Here what Profi users have to say about it:

 <p>Petros Martirosian Success Director at LigoLab</p> <p>We switched from 19 tools, which was a nightmare, to a well-designed and thought-out Profi platform.</p>	 <p>Daron Larson Speaker, Teacher, Coach</p> <p>I was just drowning in tools and things made no sense. With Profi, I finally have one source of truth. Additionally, I stopped losing money on the client no-shows, late cancelations, and overtime work.</p>
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Profi easily replaces 5+ tools and has all the functions a coaching expert needs:

- Managing Clients: Calendar, Forms, Notes, Client portal
- Create & Deliver Content: Courses, Programs, Webinars, Community
- Run Your Business: Centralized Billing, Secure Messaging, Notifications
- Administer: Revenue Analytics

Stop drowning in the flood of tools!

To learn more about Profi [join Weekly Q&A Webinar](#) and ask any questions you have in a real time conversation.

TO TRY FOR FREE USE {MY/OUR} LINK:

{Your Affiliate Link}

Best regards,

{first_name}