REAL WOMEN REAL LOVE

Real Women Real Love Affiliate Swipe Pack

Mind Makeover: How Inner Game Gets the Guy

by Amy Waterman



$37	70%	Just over $23	60 days
price	commission	per sale	cookie

8 weeks
money-back guarantee

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Everything here is ready to copy. Swap the sample link for your own, fill the pink lines, and keep the disclosure next to the link.

The emails at a glance

Cold list 3 emails	The department store; How to be, not what to do; Who Amy Waterman is
Warm list 3 emails	Why I'm recommending it; Sarah's excuse; Dating again after a long gap
5-day promo 5 emails	Soft intro: are you ready to meet him?; Amy's story: why she wrote it; Inside the book and the bonuses; The guarantee and the doubts; A natural last nudge (no deadline)
Book topics 4 emails	Why rejection is a good thing; The friends zone; Stop trying to be what men want; Shy, nervous or too busy
Doubts & bonuses 6 emails	"I've read dating books before"; Happy single, mostly; Bonus: 14 affirmations for love; Bonus: before you move in with him; The guarantee: Amy's deal with you; Who's giving you this advice?
Curiosity 4 emails	The beauty cream that isn't in a jar; What every man wishes you understood; Bed buddies, bad boys and hard to get; The perfume men can't resist
Seasonal 4 emails	Valentine's Day without a valentine; New Year: a decision, not a resolution; Spring clean the old baggage; Holidays alone
Quiet readers 2 emails	One honest question; Love is not a video game

1. Quick start

Everything in this pack is ready to copy. Do these four things and you can send your first email today.

1. Get your own link. Go to https://aff.realwomenreallove.com/links/ , enter your ClickBank ID and (if you like) a tracking ID, then press Save. Or do it by hand: in the link below, replace YourIDHere with your ClickBank ID and YourTracking with a tracking ID, or delete "&tid=YourTracking" if you do not use one.
2. Paste your link in. Every place a link goes in this pack shows the sample link, so swap it for yours before you send or post.
3. Fill in the pink lines. Anything in [square brackets] is a gap for you: your name, your own honest sentence. Take them out or fill them in.
4. Keep the disclosure line next to the link. It tells your readers you earn a commission. It is already built into every email, ad and post here, so leave it in.

THE LINK PATTERN

> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

2. Commission facts and who buys

Product	Mind Makeover: How Inner Game Gets the Guy, an e-book by Amy Waterman
Price	$37
Your commission	70%, which is just over $23 per sale after ClickBank's fee
Cookie	60 days
Guarantee	8-week, 100% money-back guarantee
Paid through	ClickBank (vendor: wwords)

What comes with the book

- Use Affirmations to Reinforce Your Inner Game (Guide to Affirmations)
- Restore & Rejuvenate Relationships with This Guide (The Secret to a Happy Relationship)
- Thinking of Living Together? Read This (Living with Him: What to Know Before You Move In)
- The Ultimate Quote Book (Quotes to Live By)
- Answers to Your Most Burning Questions (Let's Talk about Love: Q&A with Amy Waterman)

Who buys

Women who are tired of dating advice about what to say, wear or text. The book is about inner game: how you feel about yourself, what you believe you deserve, and the energy you bring when you meet men. It suits women worn out by the dating apps, women who keep meeting the wrong men, and women who want to feel good about dating again.

Amy Waterman has written about dating and relationships for over a decade. Her line to remember: "It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve."

3. The emails

Each email has three subject lines to choose from, a preheader, the body and a P.S. Pick one subject line, fill the pink gaps and send. Emails are grouped by when you would use them.

Cold-list introduction

For readers who don't know you well yet, or a list where love and dating aren't your usual topic. Low-key, useful first, one link.

When to send: Send over one week: day 1, day 3 and day 5. Use them as a set, or pick the one angle that suits your list best.

Email 1: The department store

Send: Day 1 | Best for: Broad women's lists, lifestyle and self-care newsletters

SUBJECT LINE OPTIONS

> **The department store problem**

> **Why the dating apps wear you out**

> **Something I read this week**

Preheader: Lots of choice, nothing you want. There's a reason for that.

BODY

Hi [first name],

Have you ever walked into a huge department store, wandered round every floor, and come out with nothing? Not because the shelves were empty. Just because nothing on them was anything you actually wanted.

Amy Waterman says that's what the dating apps feel like now, and I haven't read a better way of putting it. Hundreds of faces, thousands of options, and somehow nobody you'd cross the road to meet.

She points out something else I hadn't thought about. A third of online profiles belong to people who are only browsing. They have never been on a real date with anyone they met online, and they may never mean to. So if you've been treating them as serious candidates for your heart, the tiredness you feel makes a lot of sense.

Amy's answer isn't a better profile or a cleverer opening line. Her book, Mind Makeover, works on the part you can actually change: how you feel about yourself, who you are, and what you believe you deserve. She calls it your inner game.

[Add one honest sentence about your own experience of dating apps, or why this matters to your readers.]

If you'd like to see what she means, this is where to start:

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. Amy has been writing about dating and relationships for over a decade, and it shows. She's warm, but she doesn't waste your time.

Email 2: How to be, not what to do

Send: Day 3 | Best for: Readers tired of rules and tactics; confidence and personal growth lists

SUBJECT LINE OPTIONS

> **The dating advice I stopped following**

> **Be yourself on a date, and mean it**

> **A different kind of dating book**

Preheader: Not what to say, wear or text. Something simpler.

BODY

Hi [first name],

Most dating advice I come across is a list of jobs. Wear this. Wait this many hours before you text back. Laugh at his jokes, but not too much.

It's tiring, isn't it? You end up so busy managing yourself that you forget to notice whether you even like him.

Amy Waterman has a different idea, and she wrote a whole book about it. Mind Makeover: How Inner Game Gets the Guy isn't about what you should do, say or look like. In her words, it's about how to be.

That sounds like a small change. It isn't. When you stop performing, you stop sending the nervous, eager signals that land you in the "just a friend" pile. You get your sense of personal power back, even around the men who make you weak at the knees. And you start giving off the kind of warmth people are drawn to without knowing why.

[Add one sentence about a time you tried too hard, or a time you relaxed and things went better.]

You can read more about the book here:

`https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked`

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. It's an e-book, $37, and it comes with five bonus mini-books, including a Guide to Affirmations with 14 illustrated affirmations for love.

Email 3: Who Amy Waterman is

Send: Day 5 | Best for: Book lovers, readers who want to know who they're listening to

SUBJECT LINE OPTIONS

> **Carrie Bradshaw or Murphy Brown?**

> **Love advice from someone who's seen it all**

> **Who I've been reading lately**

Preheader: A writer with a sharp tongue and a soft heart.

BODY

Hi [first name],

Amy Waterman describes herself in a way that made me laugh. When she started writing about love, she wanted to be Carrie Bradshaw. Over the years she found herself turning into Murphy Brown: a bit sharper tongue, a bit more committed to facts.

I think that's why I trust her. Amy has been writing about dating and relationships for over a decade. She's the author or co-author of ten books, and she has written endless articles about men, attraction and marriage. She has seen every kind of dating advice there is, and she's had enough of the kind that leaves women feeling they're not good enough.

So she wrote her own book, Mind Makeover. Her view is simple. Who you are inside is the root of what's happening to you with men. It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve.

[Add one honest line about why Amy's voice works for you, or what you hope your readers take from her.]

If you've wanted an honest, grown-up book about love, have a look:

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Just so you know: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Amy offers a full refund within 8 weeks if you give the book your best shot and it isn't what you wanted or expected.

Warm-list recommendation

For your own engaged readers who already trust you. You vouch for the book in your own voice: a story, a benefit, one link.

When to send: Send the first one on any day, the second two days later and the third two days after that. Best when you have written to your list recently.

Email 1: Why I'm recommending it

Send: Any day; start of a promotion week | Best for: Your own list, readers who know and like you

SUBJECT LINE OPTIONS

> **I don't usually recommend dating books**

> **A kinder way to get ready for love**

> **A book I think you'd like**

Preheader: This one doesn't hand you a list of your faults.

BODY

Hi [first name],

I don't recommend many dating books. So many of them leave you feeling as if you've been handed a list of your faults and told to fix them before anyone could possibly love you.

Amy Waterman's Mind Makeover starts somewhere else, and that's why I wanted you to know about it.

She starts from the idea that you are already beautiful, kind and worth loving, and that there's nothing wrong with you because a man hasn't chosen you yet. What needs to change is the advice that keeps telling you to fix your clothes, your small talk and your signals.

Her book works on your inner game instead. How you see yourself. What you believe you deserve. The old hurts from past heartbreak, and how to stop them getting in the way of something new.

[Add one or two honest sentences about why you're sharing it: what you liked, or who on your list came to mind.]

Here's the link if you'd like a look:

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. One of the five bonus mini-books, The Secret to a Happy Relationship, is advice Amy says she practises consciously every day.

Email 2: Sarah's excuse

Send: 2 days after the first warm email | Best for: Readers who blame their looks, weight or age

SUBJECT LINE OPTIONS

> **The excuse she used for years**

> **When it's not really about your looks**

> **Sarah's words stayed with me**

Preheader: A short story from one of Amy Waterman's readers.

BODY

Hi [first name],

I want to share a few words from a woman called Sarah Donaldson in Portland, Oregon. She wrote to Amy Waterman, and I've copied them exactly:

"I have a little bit of weight and I used to use that as my excuse for why men always dated me then dumped me."

How many of us have a reason like that? Too old. Too busy. Too much baggage. It's so much easier to blame one thing about ourselves than to look at how we feel when we walk into a room.

Sarah went on: "I've not only used your advice to meet and attract the love of my life, I've gained confidence in myself that I never had before."

Everyone's story is different, and nobody can promise you Sarah's. But I love that hers started with her attitude, not her appearance. That's what Amy's book, Mind Makeover, is about.

> *[Add one honest sentence: an excuse you used to tell yourself, or one you hear often from your readers.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Amy's view, in her own words: it's not your looks, it's not what happened to you in the past, it's how you feel about yourself, who you are and what you deserve.

Email 3: Dating again after a long gap

Send: 4 days after the first warm email | Best for: Women over 40, divorced or widowed readers, anyone back on the market

SUBJECT LINE OPTIONS

> **17 years since her last date**

> **Dating again without the nerves**

> **For anyone starting over**

Preheader: Kim was 45, recently divorced, and scaring men off without knowing why.

BODY

Hi [first name],

If you're dating again after a long time away, this one's for you.

Kim Collier wrote to Amy Waterman: "It's been 17 years since the last time I've dated. I am 45 years old and recently divorced and have re-entered the new electronic age of dating."

She said she seemed to scare men off after the first date and couldn't work out why. Amy's tips, in Kim's words, "reminded me of the power of my own confidence."

I love that phrase, because it's a reminder rather than a makeover. The confidence was hers all along. She'd just been out of practice.

That's the heart of Amy's book, Mind Makeover. Instead of a list of rules for the apps, it helps you get comfortable with yourself again: less nervous in social situations, better at first impressions, and clearer about which men are worth your time.

> *[Add one sentence for your readers who are starting over, from your own life if you can.]*

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Just so you know: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Kim ended her note with "it's raining men, hallelujah!" Your results will be your own, but I couldn't leave that out.

5-day promotion

One email a day for five days. Each one stands on its own, so a reader who misses one doesn't get lost. There is no deadline in this offer, so the last email is an honest nudge, not a countdown.

When to send: One a day for five days in a row, morning in your readers' time zone. Skip anyone who has already bought if your email tool can do it.

Email 1: Soft intro: are you ready to meet him?

Send: Promo day 1 | Best for: Opening a promotion week to any women's list

SUBJECT LINE OPTIONS

> **He's out there. Are you ready?**

> **Getting ready for love from the inside**

> **Something for the single women here**

Preheader: Not ready as in perfect. Ready as in open.

BODY

Hi [first name],

Picture him for a second. The slightly wonky nose. The twinkly eyes. The smile that goes up on one side. A cuddle on the sofa after a hard day.

You don't need anyone to sell you on wanting that. Most of us carry the picture around already.

Amy Waterman opens her book with that picture and then asks the question I keep thinking about: he's out there, waiting for you, but are you ready to meet him?

She doesn't mean ready as in thinner, younger or better dressed. She means ready as in believing you deserve someone good, and not sending signals that say otherwise. Her book is called Mind Makeover: How Inner Game Gets the Guy, and it's about exactly that.

[Add one honest sentence about why you're sharing this with your readers this week.]

Over the next few days I'll tell you a bit more about Amy and what's inside. If you'd rather read about it now, it's here:

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. Tomorrow: the line Amy uses about herself that made me laugh, and why she wrote this book in the first place.

Email 2: Amy's story: why she wrote it

Send: Promo day 2 | Best for: Promotion day 2; readers who distrust experts

SUBJECT LINE OPTIONS

> **Why she called it poppycock**

> **Dating advice that doesn't shrink you**

> **The woman behind the book**

Preheader: A decade of writing about love, and one strong opinion.

BODY

Hi [first name],

Amy Waterman has been writing about dating and relationships for over a decade. When she started, she wanted to be Carrie Bradshaw. Over the years, she says, she turned into Murphy Brown instead: a sharper tongue and a lot more interest in the facts.

Here's one fact that bothered her. So much dating advice puts all the work on women. You're the one who has to get the guy, display your wares and hope he picks you, as if he never has to lift a finger. Amy's word for the advice in women's magazines and books by smug marrieds is poppycock.

She makes a fair point. The human race got this far without dating experts. Our ancestors fell in love and made families without a single listicle. Maybe love is a lot easier than we've been told.

She also hated the way advice made dating feel like applying for a dozen jobs in the hope of one interview, where one human moment gets you laughed out the door. So she wrote her own book, Mind Makeover. She says she wishes every woman had it.

> *[Add one sentence about the worst dating advice you've ever been given, or how this view lands with you.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Tomorrow I'll show you what's actually inside the book and the five bonus mini-books that come with it.

Email 3: Inside the book and the bonuses

Send: Promo day 3 | Best for: Promotion day 3; readers who want details before they decide

SUBJECT LINE OPTIONS

> **What's inside Amy's book**

> **The book plus five bonus mini-books**

> **The details, as promised**

Preheader: The main book, plus five mini-books that come with it.

BODY

Hi [first name],

As promised, here's what you get with Mind Makeover.

The main book is built around Amy's Four Pillars and a set of questions she asks you to answer honestly. Along the way she covers how to feel at ease around men, even the ones who leave you weak at the knees; how to stop sending the vibes that make a man see you as just a friend; how to weed out the flakes, jerks and playboys; when to trust your feelings and when to be wary; and the truth about bad boys and playing hard to get.

Then there are five bonus mini-books:

1. Guide to Affirmations, with 14 illustrated affirmations for love. 2. The Secret to a Happy Relationship, for once you've met him. 3. Living with Him: What to Know Before You Move In. 4. Quotes to Live By, Amy's favourite quotes on love, break-ups and marriage. 5. Let's Talk about Love, a Q&A where Amy answers readers' questions, including why trying too hard to be sexy can backfire.

> *[Add one sentence on which part you think your readers will like most, and why.]*

It's all an e-book, $37, so there's nothing to wait for in the post:

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Just so you know: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Tomorrow: the doubts I'd have in your shoes, and Amy's 8-week guarantee.

Email 4: The guarantee and the doubts

Send: Promo day 4 | Best for: Promotion day 4; readers who opened but haven't clicked

SUBJECT LINE OPTIONS

> **Another dating book? Fair question**

> **Try it for 8 weeks**

> **The doubts I'd have**

Preheader: Three honest objections, three honest answers.

BODY

Hi [first name],

If I were reading this week's emails, I'd have a few doubts. Here they are, answered as honestly as I can.

"I've read dating books before and felt worse afterwards." So have I. That's the reason Amy Waterman wrote this one. It doesn't tell you you're not pretty enough or not saying the right things. It works on how you see yourself.

"Is it about tricks to get a man?" No. Amy is clear that it's not about what to do, say or look like. It's about how to be. There are no scripts and no games.

"What if it isn't for me?" Then you get your money back. Amy's words: if you've given her program your best shot and it's not what you wanted or expected, contact her within 8 weeks of buying and she'll give you a full refund.

Nobody can promise you'll meet someone by a certain date, and Amy doesn't. What she offers is a better relationship with yourself, which is where everything else starts.

[Add one honest sentence about the doubt you had, or the one your readers raise most.]

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. The guarantee covers the whole 8 weeks, so you have time to read it properly and try the questions.

Email 5: A natural last nudge (no deadline)

Send: Promo day 5 | Best for: Promotion day 5; closing the week without pressure

SUBJECT LINE OPTIONS

> **My last note about Amy's book**

> **One small thing to do for yourself**

> **Before I move on**

Preheader: Nothing is ending. I just won't keep going on about it.

BODY

Hi [first name],

This is my last email about Mind Makeover. Not because anything is closing or the price is going up. As far as I know, it isn't. I just think you've heard enough from me this week.

So I'll leave you with the bit of Amy Waterman's book I keep coming back to.

She says we need to stop talking about our own perceived inadequacies, as if there's something wrong with us because a man hasn't chosen us yet, and start talking about love. Radiating it. Being it.

If that's the conversation you'd like to have with yourself, the book is a lovely place to have it. If now isn't the right time, that's fine too. The link will still work next month.

[Add one warm sentence of your own to close the week, for example what you hope your readers do for themselves.]

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. Remember the 8-week guarantee: give it your best shot, and if it's not what you wanted, Amy will refund you in full.

Inside the book: one idea per email

Each email takes one or two topics from Amy's book and gives your readers a taste of how she thinks. They work as single sends or as a run of four.

When to send: Two or three days apart, in any order. Pick the one closest to what your readers write to you about.

Email 1: Why rejection is a good thing

Send: Any day | Best for: Readers getting over a break-up or a run of bad dates

SUBJECT LINE OPTIONS

> **Why rejection is a good thing**

> **He didn't call back. Good.**

> **The upside of being turned down**

Preheader: One of Amy Waterman's topics, and she means it.

BODY

Hi [first name],

One of the topics in Amy Waterman's book is called "why rejection is a good thing".

I'll be honest, my first reaction was to roll my eyes. Rejection has never felt good to me. Not the message that never gets an answer, not the polite "I just don't feel a spark", and certainly not the break-up you didn't see coming.

But here's how I've started to see it. Every man who walks away is a man who wasn't right for you, and he has saved you months of finding that out the slow way.

Amy says she can help you deal with rejection and break-ups through a simple change of perspective, so you move on and start smiling at life again. Her book, Mind Makeover, is full of shifts like that. It isn't about pretending things don't hurt. It's about not letting one man's "no" decide what you believe about yourself.

> *[Add one honest sentence about a rejection that turned out to be a lucky escape.]*

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. The book comes with a mini-book of Amy's favourite quotes, including a set to help you get over a break-up.

Email 2: The friends zone

Send: Any day | Best for: Readers who keep ending up as "just a friend"

SUBJECT LINE OPTIONS

> **Stuck in the friends zone again?**

> **"You're such a good friend"**

> **Why he sees you as a friend**

Preheader: The signals that put you there, and how to stop sending them.

BODY

Hi [first name],

"You're such a good friend."

If a man has ever said that to you just when you were hoping for something more, you know the sinking feeling. You were warm, kind and interested, and somehow it landed you in the friends zone.

Amy Waterman gives it a topic of its own in her book, Mind Makeover: what is the friends zone? She writes about the vibes that make a man see you as "just" a friend, and how to correct the wrong messages you may be sending without meaning to.

That's good news, because signals can change. You don't need a new wardrobe or a new face. You need to feel differently about yourself, and that comes through in a room whether you mean it to or not.

Amy has been writing about men and attraction for over a decade, and she's direct about this without ever making you feel small.

> *[Add one honest line about a time you ended up as just the friend.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Amy also covers the art of first impressions, which is where a lot of this starts.

Email 3: Stop trying to be what men want

Send: Any day | Best for: Confidence lists; readers who bend themselves to fit

SUBJECT LINE OPTIONS

> **Stop trying to be what men want**

> **The advice I'd give my younger self**

> **Why pleasing him backfires**

Preheader: One of Amy's topics turns the usual advice upside down.

BODY

Hi [first name],

Most dating advice boils down to one instruction: work out what men want, then become it.

Amy Waterman's book has a topic that says the opposite. It's called "why you should avoid being what men want", and I love that she put it in a book about getting the guy.

Think about how much energy goes into being what someone else wants. Laughing at the right moments. Liking the films he likes. Being easy-going, but not too easy-going. By the time a man meets you, he's meeting a performance, and you're too tired to notice whether you even like him.

Amy's book, Mind Makeover, is about how to be, not what to do. That topic sits alongside others like how to keep your power with men and who's starring in your love story. Amy's answer to that last one is you, the star of your own romantic destiny.

[Add one sentence about something you used to pretend to like for a man.]

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. Amy's own words: it's not your looks, it's not what happened to you in the past, it's how you feel about yourself, who you are and what you deserve.

Email 4: Shy, nervous or too busy

Send: Any day; good for a weekend send | Best for: Introverts, busy professionals, readers who rarely date

SUBJECT LINE OPTIONS

> **Too busy to date? Read this**

> **For the shy ones on my list**

> **If men make you nervous**

Preheader: Three of Amy's topics for women who'd rather stay in.

BODY

Hi [first name],

This one is for the women on my list who'd honestly rather stay in.

Maybe you're shy, and small talk with a stranger feels like hard work. Maybe men make you nervous, especially the ones you like. Or maybe you're simply too busy, and dating sits somewhere below sorting out your tax return on the list.

Amy Waterman covers all three in her book, Mind Makeover. There's a topic on what to do if you're shy or uncomfortable around others, one on how to stop being nervous with men, and one on what to do if you're too busy to date.

She also says you don't have to work at making men like you. The idea is to feel at home in your own skin, so you stop dreading social situations and start enjoying them a little more.

> *[Add one honest line: are you the shy one, the nervous one or the busy one?]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. It's an e-book, so it's there whenever you have half an hour. No class to turn up to and nobody you have to talk to.

Doubts, bonuses and the guarantee

For readers who are interested but holding back. Each email answers one doubt, or leads with one of the bonuses, the guarantee or who Amy is.

When to send: After any other sequence, three or four days apart. Each one works alone, so send only the ones that fit your readers.

Email 1: "I've read dating books before"

Send: Any day | Best for: Readers who have already tried dating and self-help books

SUBJECT LINE OPTIONS

> **"I've read dating books before"**

> **Not another dating book**

> **Why this one is different**

Preheader: Fair enough. Most of them made you feel worse.

BODY

Hi [first name],

If you've read a few dating books, I'd guess you've finished at least one feeling worse than when you started.

It usually goes like this. Chapter one says you're doing it all wrong. Chapter two gives you rules. By chapter five you have a list of things to fix about your clothes, your texts and your laugh, and the quiet message underneath is that you aren't good enough yet.

Amy Waterman has watched that kind of advice for years, and her word for it is poppycock. So her book, Mind Makeover, starts from the opposite place. You are beautiful, she says. You are kind and good, and there is nothing wrong with you because a man hasn't chosen you yet.

There are no scripts and no games in it. Instead there are her Four Pillars and a set of honest questions to ask yourself, because she believes who you are inside is the root of everything that's happening to you with men.

If your shelf already has the other kind of book, this one won't repeat it.

[Add one honest line about the worst dating rule you've ever been told to follow.]

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. If it turns out to be just another dating book for you, Amy gives a full refund within 8 weeks, as long as you've given it your best shot.

Email 2: Happy single, mostly

Send: Any day | Best for: Independent women; readers who bristle at "find a man" messages

SUBJECT LINE OPTIONS

> **Why it's great to be single**

> **Single and fine with it?**

> **You don't need fixing**

Preheader: A dating book that starts by saying single is fine.

BODY

Hi [first name],

Plenty of women on my list are single and doing just fine, thank you. Good friends, good work, a life they like. If that's you, I don't want to send you anything that suggests you're missing out.

So I was pleased to see that one of the topics in Amy Waterman's book is "why it's great to be single". Another is "you have to love yourself first".

That's the spirit of her book, Mind Makeover. It doesn't treat being single as a problem to solve. It treats you as a grown woman who would like to share her life with someone good, when the right man comes along, and who doesn't want to spend another year on the wrong ones.

Amy helps you weed out the flakes, jerks and playboys, know when to trust your feelings, and stop worrying about whether you'll ever meet your soulmate. Worrying, she points out, has never helped anyone meet anybody.

[Add one honest line about what you love about your single life, now or when you had one.]

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. If you know a woman who is tired of being told to "put herself out there", forward this to her. She might like Amy.

Email 3: Bonus: 14 affirmations for love

Send: Any day | Best for: Self-help, affirmation and mindset lists

SUBJECT LINE OPTIONS

> **14 affirmations for love**

> **Do you use affirmations?**

> **A little book of affirmations**

Preheader: A bonus that comes with Amy's book, and the one I'd open first.

BODY

Hi [first name],

If you've ever stuck a note on your mirror with something kind written on it, you'll like this.

Amy Waterman's book, Mind Makeover, comes with five bonus mini-books, and the first one is a Guide to Affirmations.

The first half explains what affirmations are, how they work, how to use them and how to write your own. The second half gives you 14 illustrated affirmations for love, to read every day. Amy calls affirmations a tool that supercharges your confidence and works through the power of your mind alone.

They fit the book well. Mind Makeover is about your inner game: how you feel about yourself and what you believe you deserve. Affirmations are a simple way to practise that every morning, in the time it takes the kettle to boil.

> *[Add one honest line: a saying you live by, or one your readers love.]*

Here's the book, with all five bonuses:

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. The other four bonuses are The Secret to a Happy Relationship, Living with Him, Quotes to Live By, and Let's Talk about Love, a Q&A with Amy.

Email 4: Bonus: before you move in with him

Send: Any day | Best for: Readers in new relationships; lists with couples as well as singles

SUBJECT LINE OPTIONS

> **Thinking of moving in with him?**

> **Before you share a front door**

> **Read this before you move in**

Preheader: Ground rules, agreements and the bit nobody likes talking about.

BODY

Hi [first name],

Not everyone on my list is single. If you've met someone and things are getting serious, this one is for you.

Amy Waterman's book, Mind Makeover, is about getting ready for love. But it comes with two bonus mini-books for once you've found it.

The first is Living with Him: What to Know Before You Move In. It covers how living together will affect your relationship, whether you need ground rules before you take the plunge, and whether to make an informal or a formal moving-in agreement. Amy admits it's dry stuff. She also says it's absolutely necessary, and anyone who has ever untangled a shared lease after a break-up will agree with her.

The second is The Secret to a Happy Relationship. Amy says she practises its advice consciously every day, and that once you've learned it, you'll never settle for "good enough" again.

[Add one honest sentence about moving in with someone, or the advice you wish you'd had first.]

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. If you're still single, the main book is the part for you right now. The bonuses will be waiting when you need them.

Email 5: The guarantee: Amy's deal with you

Send: Any day; good after a promotion week | Best for: Careful buyers; readers who open but don't click

SUBJECT LINE OPTIONS

> **Amy's deal with you**

> **What she asks, and what she offers**

> **8 weeks and one condition**

Preheader: Read it, answer the questions, and if it's not for you, get your money back.

BODY

Hi [first name],

Most guarantees hide in the small print. Amy Waterman's reads more like a deal between two adults, and I like it for that.

Her side: if you've given her program your best shot and it's not what you wanted or expected, contact her within 8 weeks of buying and she'll give you a full refund. In her words, that's all there is to it.

Your side: take the time to understand her Four Pillars, and seriously ask yourself the questions in the book. Not skim them. Answer them.

That seems fair to me. Mind Makeover isn't a book of tricks you read once on the bus. It asks you to look honestly at how you feel about yourself and what you believe you deserve, which is harder than learning a chat-up line and does far more good.

Nobody can promise you'll meet someone by a certain date, and Amy doesn't. She offers the book, five bonus mini-books and 8 weeks to decide.

> *[Add one honest sentence about why this kind of guarantee matters to you.]*

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. It's a $37 e-book, so you can start on the questions tonight.

Email 6: Who's giving you this advice?

Send: Any day; good early in any sequence | Best for: Readers who want to know who they're trusting; book lovers

SUBJECT LINE OPTIONS

> **"The sweet and wise sister"**

> **Who's giving you this advice?**

> **Ten books and a soft heart**

Preheader: What a long-time friend says about Amy Waterman.

BODY

Hi [first name],

Before you take love advice from anyone, it's worth asking who they are.

Amy Waterman is the author or co-author of ten books with two big dating advice websites, and she has written endless articles about men, attraction, dating and marriage. She shares quotes and thoughts about love on her Facebook page too.

But the description I like best comes from Mimi Tanner, who has known Amy for many years:

"Amy is highly knowledgeable yet very down to earth. She is deeply compassionate, which always shines through her writing."

Mimi finishes by saying that if you're new to Amy, you're about to meet "the sweet and wise sister and friend that everyone would love to have!"

That's the voice Amy writes her book, Mind Makeover, in. She sounds like a friend who thinks you're wonderful and still tells you the truth, which is rarer than it should be.

> *[Add one honest line about the best advice a friend ever gave you about love.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Amy says she started out wanting to be Carrie Bradshaw and turned into Murphy Brown over the years. The tongue got sharper. The heart stayed soft.

Short curiosity emails

Short, light emails that tease one idea from Amy's book and send readers to the page to find out the rest. Good for the gaps between your regular issues.

When to send: One or two a week, in any order. Each one stands on its own.

Email 1: The beauty cream that isn't in a jar

Send: Any day; works well midweek | Best for: Beauty, style and self-care lists

SUBJECT LINE OPTIONS

> **The beauty cream you can't buy**

> **Amy's "ultimate beauty cream"**

> **Not in a jar, not in a shop**

Preheader: No price tag and nothing to rub in. Just one priority.

BODY

Hi [first name],

I've spent more money on face creams than I'd like to admit. So when Amy Waterman wrote that she knows the ultimate "beauty cream", I paid attention.

Then I laughed, because it isn't a cream at all.

Amy says that if you make this one thing a priority in your life, you'll look more radiant and simply stunning. It has no price tag, it doesn't sit on your bathroom shelf, and nobody can sell it to you at a counter. It's something you do for yourself, from the inside.

She doesn't give it away on her web page, and I'm not going to give it away here. It's one of the ideas inside her book, Mind Makeover: How Inner Game Gets the Guy, a book about how you feel about yourself rather than how you look.

> *[Add one honest line about the beauty product you've wasted the most money on, or what makes you feel most like yourself.]*

If you're curious, this is where to find the book:

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. It's an e-book for $37, so you could be reading it tonight. That's less than a lot of face creams, and it won't run out.

Email 2: What every man wishes you understood

Send: Any day | Best for: Dating and relationship lists; readers who feel let down by men

SUBJECT LINE OPTIONS

> **What every man wishes you knew**

> **The thing he'll never tell you**

> **Why men keep disappointing you**

Preheader: Amy says that once you grasp this, men stop disappointing you.

BODY

Hi [first name],

There's one line in Amy Waterman's description of her book that I keep coming back to.

She says there's something every man wishes you understood about him. If you can grasp it, she says, you won't be disappointed in men again, and you'll make his life a lot happier too.

That's a bold promise from a woman who describes herself as having a sharp tongue and a firm commitment to facts. Amy has been writing about men, attraction and marriage for over a decade, and she doesn't strike me as someone who says things for effect.

I'm not going to guess at what it is. If you've ever come home from a date wondering what on earth he was thinking, you'll want to read it in her words.

It's in her book, Mind Makeover, along with topics like how men form their opinions about you and what men want from women.

> *[Add one honest sentence about the thing men do that has puzzled you most.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Most of Mind Makeover is about you: how you feel about yourself and what you believe you deserve. This part just happens to be about him.

Email 3: Bed buddies, bad boys and hard to get

Send: Any day; a good Friday send | Best for: Playful lists; readers who keep falling for the wrong men

SUBJECT LINE OPTIONS

> **Can a bed buddy become a boyfriend?**

> **About that bad boy...**

> **Is playing hard to get worth it?**

Preheader: Three questions most of us have asked a friend at 1am.

BODY

Hi [first name],

Three questions I'd bet you've asked a friend at least once, probably late at night:

Can a bed buddy ever become a boyfriend?

Why am I always drawn to the bad boy?

Does playing hard to get actually work?

Amy Waterman answers all three in her book, Mind Makeover. She calls it the truth about bed buddies, bad boys and playing hard to get. One of her topics is why it's so satisfying to play hard to get. Not whether it works. Why it's satisfying. That one made me curious.

She isn't preachy about any of it. Amy has been writing about dating for over a decade and she's heard every version of these stories. What she cares about is whether a man is good for you, and whether you're listening to your heart wisely or letting it talk you into a heart-breaker.

[Add one honest line: which of the three questions have you asked, or heard most from your readers?]

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. The book also covers how to weed out the flakes, jerks and playboys, which is the sequel none of us wants but most of us need.

Email 4: The perfume men can't resist

Send: Any day | Best for: Lifestyle and beauty lists; women who feel invisible to men

SUBJECT LINE OPTIONS

> **The perfume nobody sells**

> **Why some women seem to glow**

> **The vibe men notice first**

Preheader: It isn't on a shelf. Amy says it's the energy you give off.

BODY

Hi [first name],

You know the woman who walks into a room and everyone turns towards her? She isn't always the prettiest one there. Often she isn't even trying.

Amy Waterman has a way of describing what that woman has. She calls it the kind of good energy men crave, and she says giving it off is like wearing an irresistible perfume.

The nice thing is that you can't buy it, which means nobody can sell it to you either. It comes from how you feel about yourself, and that's the part Amy's book works on.

One of the topics in her book, Mind Makeover, is a simple question: do you give off good vibes? The book also shows you how to drop the signals that make men see you as just a friend, and how to feel at ease even around the men who leave you weak at the knees.

[Add one sentence about a woman you know who has that glow, and what you think her secret is.]

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. If you've been feeling invisible lately, give the page five minutes and see if Amy sounds like your kind of person.

Seasonal one-offs

Single emails for the times of year when love is on your readers' minds. Send each one on its own, a few days before the date.

When to send: Each one stands alone. Send it a few days before the date in its note, and leave a week or more between it and any other promotion.

Email 1: Valentine's Day without a valentine

Send: 3 to 5 days before 14 February | Best for: Any women's list in early February

SUBJECT LINE OPTIONS

> **What to do with Valentine's Day**

> **A Valentine's gift that's just for you**

> **Plans for the 14th?**

Preheader: Instead of dreading it, spend it on yourself.

BODY

Hi [first name],

Valentine's Day is coming, and if you're single, you already know the drill. The heart-shaped everything. The couples' set menus. The friend who means well and asks if you've "met anyone nice".

Here's another way to spend it. Make it the day you do something kind for the one relationship you'll have your whole life: the one with yourself.

That's the idea behind Amy Waterman's book, Mind Makeover. She believes that who you are inside is the root of everything that's happening to you with men, and that beating yourself up never helped anybody find love. Her book helps you quieten the critical voice and feel good about yourself, even on days when your love life isn't where you want it.

It comes with a Guide to Affirmations, with 14 illustrated affirmations for love, and a book of Amy's favourite quotes about love. That's a pretty good Valentine's evening, if you ask me, with a glass of something nice.

[Add one honest sentence about how you feel about Valentine's Day, or how you'll spend it.]

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. If you have a single friend who dreads the 14th, forward this to her. She might like a better plan too.

Email 2: New Year: a decision, not a resolution

Send: 1 to 7 January | Best for: Any women's list in the first week of January

SUBJECT LINE OPTIONS

> **Skip the dating resolution this year**

> **Start the year feeling ready for love**

> **My one plan for this year**

Preheader: Join three apps, say yes to everything? There's a gentler start.

BODY

Hi [first name],

January is when a lot of us make a dating resolution. Join three new apps. Say yes to every invitation. Finally meet someone this year.

And by February, a lot of us are worn out and quietly deleting the apps again.

This year, I'd suggest starting somewhere else. Amy Waterman's book, Mind Makeover, is about the part of dating that comes before the apps and the first drinks: how you feel about yourself, and what you believe you deserve.

She writes about reprogramming the old fears that have built up over the years, finding fresh energy when you're tired or fed up with the dating game, and getting excited about your love life again instead of worrying about it.

That feels like a better first step for a new year than another profile. And it's a step that's entirely in your hands.

[Add one honest sentence about your own plans or hopes for the year.]

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. Amy offers a full refund within 8 weeks if you give it your best shot and it's not what you wanted, so you can try it with no pressure.

Email 3: Spring clean the old baggage

Send: When the days start getting longer where your readers live | Best for: Lifestyle, home and self-care lists in spring

SUBJECT LINE OPTIONS

> **What I'm clearing out this spring**

> **Lighter in time for summer**

> **A spring clean of a different kind**

Preheader: Not the wardrobe. The old heartbreak at the back of it.

BODY

Hi [first name],

It's the time of year when I start pulling things out of cupboards and wondering why I've kept them so long.

Our love lives have cupboards too. The old heartbreak. The thing he said three relationships ago that still pops into your head on a first date. The quiet belief that it will probably go wrong again.

Amy Waterman calls it emotional baggage, and in her book, Mind Makeover, she helps you tackle it so old wounds don't get in the way of new relationships. She also writes about dealing with rejection and break-ups with a change of perspective, so you can move on and start smiling at life again.

It isn't about pretending the past didn't happen. It's about not letting it decide what happens next.

[Add one honest sentence about something you've let go of, in your home or your heart.]

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Just so you know: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. The book comes with a mini-book of Amy's favourite quotes, including ones to help you get over a break-up. Good company for a fresh start.

Email 4: Holidays alone

Send: Mid-December | Best for: Any women's list in December; send with care

SUBJECT LINE OPTIONS

> **If the holidays feel a bit lonely**

> **Be kind to yourself this December**

> **A gentle note for this time of year**

Preheader: Not a sales pitch. Mostly a hug, and one book.

BODY

Hi [first name],

The holidays can be lovely. They can also be the time of year when being single feels loudest. The parties for couples. The relatives asking when you'll bring someone home. The quiet evening after everyone has gone.

If that's how this December feels for you, please be kind to yourself. You are not behind. There is nothing wrong with you because a man hasn't chosen you yet.

That's a line I took almost word for word from Amy Waterman, whose book, Mind Makeover, I've been recommending. It's not a quick fix and it doesn't promise you a partner by New Year. It's about how you feel about yourself, and it might be good company over a quiet few days.

> *[Add one honest, warm sentence of your own for readers who are spending the holidays alone.]*

If you'd like to take a look:

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. If this time of year is more than a passing low for you, please reach out to someone you trust. A book can help, but people matter more.

Re-engagement

For readers who haven't opened or clicked in a while. Short, a little different, easy to reply to.

When to send: Send to readers who have not opened in 30 to 60 days, at least two weeks after your last promotion, with a week between the two emails.

Email 1: One honest question

Send: Any time; 2 weeks or more after your last promotion | Best for: Quiet subscribers who haven't opened in 30 to 60 days

SUBJECT LINE OPTIONS

> **Can I ask you something?**

> **Still looking for love?**

> **Quick question, [first name]**

Preheader: Hit reply with one word. That's all.

BODY

Hi [first name],

It's been a while since I heard from you, so I'd like to ask one question.

Are you still hoping to meet someone, or are you happily done with dating for now?

Either answer is a good one. Plenty of women are perfectly content on their own, and I'll keep sending you the things I think you'll enjoy either way. Just hit reply and tell me, and I'll pay attention.

If you're still hoping, there's one book I'd point you to first. Amy Waterman's Mind Makeover isn't about how to snag a man. It's about feeling good about yourself and what you deserve, so that the right man has someone real to meet. Amy has been writing about dating and relationships for over a decade, and she writes to you as a grown woman with good sense, not as a project to be fixed.

> *[Add one honest sentence about why you're asking, or what you'd like to send your readers more of.]*

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Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.

[Your name]

P.S. I really do read the replies. One word is plenty.

Email 2: Love is not a video game

Send: A week after the first re-engagement email | Best for: Readers who went quiet after dating fatigue; app-weary lists

SUBJECT LINE OPTIONS

> **"Let's just see where it leads"**

> **Stop wasting evenings on maybes**

> **This line made me laugh**

Preheader: If you're tired of hanging out, you'll like Amy's answer.

BODY

Hi [first name],

Has anyone suggested "hanging out" lately? Or that you "see where it leads"?

Amy Waterman has a reply to that, and I can't improve on it: love is not a video game. There are real consequences to playing the dating game. You don't get to press a button and start over.

If you've drifted away from dating, or from my emails, because it all felt like a lot of effort for a lot of maybes, I understand. You were probably hoping for an actual dinner in an actual restaurant, and you got a vague message at 11pm instead.

Amy's book, Mind Makeover, can't change how other people behave. What it can help with is you: spotting the signals that tell you whether a man is worth pursuing, trusting your feelings wisely, and not giving your heart to someone who is only browsing.

> *[Add one sentence about your own worst "let's see where it leads" moment, if you're happy to share one.]*

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Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

P.S. It comes with Amy's Q&A mini-book, Let's Talk about Love, which includes how to know if he's "The One".

4. Newsletter blurbs, solo ads and P.S. lines

Newsletter blurbs

Short paragraphs to drop into your own newsletter.

The department store Dating and singles newsletters

> Amy Waterman says scrolling the dating apps is like walking into a huge department store and finding nothing you want to buy, and I laughed because it is exactly that. Her book, Mind Makeover, skips the profile tips and works on the part you can change: how you feel about yourself and what you believe you deserve. If the apps have worn you down, have a look here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

I may earn a commission if you buy through my link, at no extra cost to you.

Not your job alone Women's lifestyle and self-care lists

> Have you noticed how most dating advice puts all the work on us, as if he never has to lift a finger? Amy Waterman calls that poppycock, and her book Mind Makeover is her answer: less about what to say or wear, more about how to be. It is a refreshing read if you are tired of trying so hard: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

If you buy through my link I may earn a commission, at no extra cost to you.

That critical voice Confidence and personal growth newsletters

> So many of us carry a little voice that says we are not pretty enough, not slim enough, not saying the right things. In Mind Makeover, Amy Waterman goes after that voice, because she believes how you feel about yourself is the root of what happens with men, not your looks and not your past. You can read more about the book here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

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Amy's honesty Book lovers and reading lists

> Amy Waterman admits she started out wanting to be Carrie Bradshaw and ended up turning into Murphy Brown, with a sharper tongue and a love of facts. That is the voice of her book Mind Makeover: warm, a bit wry, and honest about how hard it can be to stay hopeful about love. If you like dating advice that talks to you like a grown woman, this one is for you: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Just so you know, I may earn a commission if you buy through my link, at no extra cost to you.

Starting again after divorce Lists for women over 40 and newly single readers

> One reader of Amy Waterman's wrote, "It's been 17 years since the last time I've dated. I am 45 years old and recently divorced." If that sounds a little like you, Amy's book Mind Makeover is a gentle place to start, because it works on your confidence before it asks you to do anything at all. Take a look: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

I may earn a commission if you buy through my link, at no extra cost to you.

Five bonus mini-books Deal and recommendation round-ups

> Amy Waterman's e-book Mind Makeover comes with five bonus mini-books, including a Guide to Affirmations with 14 illustrated affirmations for love and a book of her favourite quotes about love and relationships. It is $37, and Amy offers a full refund within 8 weeks if you give it your best shot and it is not what you wanted. Details are here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

I may earn a commission if you buy through my link, at no extra cost to you.

Weeding out the players Relationship and dating advice newsletters

> If you keep ending up with flakes, jerks and playboys, Amy Waterman's book Mind Makeover might be worth your evening. She shows you how to trust your feelings wisely, so you can tell the difference between a man who is "The One" and a man who is only a heartbreaker. Here is where to find it: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

If you buy through my link I may earn a commission, at no extra cost to you.

Solo ads and text ads

Are you ready? Solo ad or ezine text ad

> He's out there, waiting for you
> But are you ready to meet him?
> Amy Waterman's Mind Makeover works on the inner game,
> how you feel about yourself and what you deserve.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

Tired of the apps Ezine text ad for dating lists

> Apps full of men, none you like?
> Then the problem is not your profile picture.
> Mind Makeover by Amy Waterman starts with you, not him.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

How to be Classified or sidebar text ad

> Dating advice that isn't about tricks
> Not what to say, wear or text.
> Amy Waterman's book is about how to be.
> Read Mind Makeover: How Inner Game Gets the Guy.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

Stop doing all the work Solo ad to women's lifestyle lists

> Why is all the work on you?
> Most dating advice says you have to get the guy.
> Amy Waterman thinks love is easier than we've been told.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

The inner critic Ezine text ad for confidence lists

> Quiet the voice that says not enough
> Not pretty enough. Not saying the right thing.
> Mind Makeover helps you feel good about yourself again,
> even if your love life is not where you want it yet.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

Guarantee Solo ad, low-risk angle

> Amy's book, with 8 weeks to decide
> Mind Makeover plus five bonus mini-books for $37.
> Give it your best shot. If it's not for you,
> Amy will give you a full refund within 8 weeks.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

Back to dating Text ad for lists of women 40 and over

> Dating again after a long break?
> Start with your confidence, not a new profile.
> Amy Waterman's Mind Makeover is written for real women.
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Affiliate link: I may earn a commission if you buy, at no extra cost to you.

P.S. lines

One line to add under your usual email sign-off.

> P.S. If you have ever wondered whether you are ready to meet him, Amy Waterman's Mind Makeover is a kind place to find out: https://hop.clickbank.net/?

affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked (My affiliate link, so I may earn a commission.)

P.S. I have been reading Amy Waterman's Mind Makeover, which is about how you feel about yourself rather than how you look. You can see it here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked (My affiliate link, so I may earn a commission.)

P.S. Tired of dating advice that makes you feel like you are never quite enough? Try Amy Waterman's Mind Makeover instead: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked (My affiliate link, so I may earn a commission.)

P.S. Amy Waterman's Mind Makeover comes with five bonus mini-books and an 8-week money-back guarantee, so you can read it without worrying: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked (My affiliate link, so I may earn a commission.)

P.S. If you keep meeting the wrong men, it may be worth looking inward first, and gently. Amy Waterman's book shows you how: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked (My affiliate link, so I may earn a commission.)

Short emails

Quick recommendation

Best for: Any warm list, between regular issues

SUBJECT LINE OPTIONS

> **Are you ready to meet him?**

> **Feel better about dating this week**

> **A book I wanted you to see**

Preheader: A short note and one link, that's all.

BODY

Hi [first name],

Quick one today. Amy Waterman's Mind Makeover is about the part of dating nobody else talks about: how you feel about yourself and what you believe you deserve.

No tricks, no scripts. Just a kinder way to get ready for love.

`https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked`

I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

The Carrie Bradshaw line

Best for: Lists that enjoy a lighter, funny tone

SUBJECT LINE OPTIONS

> **Carrie Bradshaw or Murphy Brown?**

> **Dating advice with a sense of humour**

> **This made me smile**

Preheader: Amy Waterman's honest confession, and her book.

BODY

Hi [first name],

Amy Waterman says she wanted to be Carrie Bradshaw and slowly turned into Murphy Brown. I think a lot of us know that feeling.

Her book Mind Makeover is what she learned along the way about inner game and love. Have a look:

`https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked`

Just so you know, I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

No-risk reminder

Best for: Readers who opened but did not click

SUBJECT LINE OPTIONS

> **Still thinking about it?**

> **8 weeks to try it, risk-free**

> **About that book I mentioned**

Preheader: Amy's guarantee in one sentence.

BODY

Hi [first name],

If you have been wondering whether Mind Makeover is right for you, here is the simple part. Amy Waterman says that if you give it your best shot and it is not what you wanted, you can contact her within 8 weeks for a full refund.

`https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked`

I may earn a commission if you buy through my link, at no extra cost to you.

[Your name]

5. The best social posts

The first two ideas for each platform. Every post carries #ad and your link. The full set is on the social page of the affiliate area.

Facebook

Four link posts for your page, profile or group, plus a conversation starter. Put the link in the post itself (or the first comment if your group asks for that). If you boost a post, keep the #ad at the top.

Hashtags: #ad #datingadvice #singlewomen #datingover40 #selfworth #relationshipadvice #innergame #mindmakeover

The line that changed how I think about dating Story post, Amy's own words

Written as someone who has read the book. If that is not you yet, change the first lines to your own honest reason for sharing it.

> #ad | Affiliate link below: I earn a commission if you buy through it, at no extra cost to you.
>
> Can I tell you about the line that changed how I think about dating?
>
> For a long time I treated dating like a job hunt. Polish the profile, say the right things, don't seem too keen, and hope somebody picks you. When it didn't work, I decided the problem was me: my looks, my age, my past.
>
> Then I read this in Amy Waterman's book Mind Makeover:
>
> "It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve."
>
> Her book isn't about what to say, wear or text to get a man. It's about how to be. Amy calls it inner game: how you feel about yourself, the energy you bring when you meet men, and knowing a good one from a heartbreaker.
>
> If you're tired of advice that makes you feel like you're failing an interview, have a look here:
> https://hop.clickbank.net/?
> affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

It's an e-book with an 8-week money-back guarantee, so you can read it and make up your own mind.

You don't need more dating advice Myth-busting post

#ad (affiliate link in this post)

Unpopular opinion: most single women I know don't need more dating advice.

We've read the articles, the magazine quizzes and the bestsellers by "smug marrieds" (Amy Waterman's phrase, and I laughed out loud). We know the rules. If knowing the rules were enough, we'd all be happily settled by now.

Amy's point is that most dating advice puts all the work on you, as if you have to display your wares and hope he picks you. Her book Mind Makeover goes the other way. It works on how you feel about yourself, because, as she says, who you are inside is the root of everything that's happening to you with men.

Her one-word verdict on all the "how to bag a guy" advice? Poppycock.

If that sounds like the breath of fresh air you need, here it is:
https://hop.clickbank.net/?
affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

I earn a commission if you buy through my link, at no extra cost to you.

Instagram

Three captions, a carousel and two reels. Captions say "link in bio": put your hoplink on your bio link page (see Bio link copy below). Turn on the paid partnership label as well as using #ad. Instagram allows 2,200 characters per caption.

Hashtags: #ad #datingadvice #datingover40 #singlelife #selflovequotes #confidentwomen #innergame #selfworth #relationshipgoals #mindmakeover

Caption 1: Quote card Use with the quote card image

(UP TO 2200 CHARACTERS)

#ad | "It's not your looks.
It's not what happened to you in the past.
It's how you feel about yourself, who you are, and what you deserve."
Amy Waterman, Mind Makeover

> [Add one honest sentence: why this line hit home for you.]
>
> Amy's e-book is about inner game: how you feel and carry yourself around men, not tricks or lines. If you want a look, it's the link in my bio. (Affiliate link: I earn a commission if you buy.)
>
> Save this for the next time you catch yourself blaming your looks.

Caption 2: Dating advice I'm done with List post, works over a plain text graphic

(UP TO 2200 CHARACTERS)

> #ad | Dating advice I am officially done with:
>
> No more waiting three days to text back.
> No more playing hard to get.
> No more acting like I don't care.
> No more treating a first date like a job interview.
>
> Amy Waterman's Mind Makeover asks a better question. Not "what should I do or say to get him?" but "how do I want to be?" She covers first impressions, bad boys, playing hard to get, and how to tell whether a man is worth pursuing.
>
> Link in bio if you'd like to read it. (It's an affiliate link, so I earn a commission if you buy.)
>
> Which one are you giving up? Tell me below.

TikTok & Shorts

Three short scripts for TikTok, YouTube Shorts or Reels. The first line is the hook: say it in the first second, before anything else. Say the disclosure out loud and put #ad in the caption too, and switch on the platform's branded content or paid partnership setting.

Hashtags: #ad #datingadvice #datingtips #singletok #datingover40 #selfworth #innergame #booktok

Script 1: The worst dating advice 15 seconds

SCRIPT

> HOOK [0-2s] Straight to camera: "The worst dating advice I ever got was 'just put yourself out there'."

On-screen text: "the worst dating advice ever"

[2-9s] "Out there where? I was out there. I was exhausted. Nobody told me the problem was how I felt about myself when I got there."

[9-15s] Hold up your phone with the book cover. "That's what Amy Waterman's Mind Makeover is about. Link in my bio, it's an affiliate link."
On-screen text: "Mind Makeover, link in bio #ad"

CAPTION

What's the worst advice YOU got? #ad (affiliate link in bio) #datingadvice #datingtips #singletok #innergame

Script 2: The department store 30 seconds

SCRIPT

HOOK [0-3s] Scrolling a dating app, deadpan: "Dating apps are a huge department store where there is nothing you want to buy."
On-screen text: "dating apps in one sentence"

[3-12s] "That's not my line, it's Amy Waterman's. She's been writing about dating for over ten years. Just because there are guys out there doesn't mean there are guys you actually like."

[12-22s] Put the phone down. "So her book doesn't teach you to swipe harder. It's about inner game: knowing your worth, spotting the flakes and players early, and trusting your feelings at the right moments."
On-screen text: "inner game > swiping harder"

[22-30s] Show the cover. "It's called Mind Makeover. Link's in my bio. It's an affiliate link, so I get a commission if you buy."
On-screen text: "Mind Makeover by Amy Waterman #ad"

CAPTION

Swiping harder was never the answer #ad (affiliate link in bio) #datingapps #datingover40 #datingadvice #selfworth #innergame

Pinterest

Five pins. Use a tall image (2:3, for example 1000 x 1500) from the Product Images or Banners pages, or make a quote pin. Paste your hoplink as the destination link, or better, the address of your presell page. Pinterest allows 100 characters in the title and 500 in the description and alt text. Put #ad in the description.

Hashtags: #ad #datingadvice #selflove #datingover40 #lovequotes #confidencetips #innergame

Pin 1: It's Not Your Looks: The Real Reason Dating Feels So Hard

Alt text describes the image: change it if you use a different picture.

PIN TITLE (UP TO 100 CHARACTERS)

> It's Not Your Looks: The Real Reason Dating Feels So Hard

DESCRIPTION (UP TO 500 CHARACTERS)

> #ad | "It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve." Amy Waterman's e-book Mind Makeover is about inner game: confidence, self-worth and how you carry yourself around men. Comes with 5 bonus e-books and an 8-week money-back guarantee. Affiliate link: I earn a commission if you buy.

ALT TEXT (UP TO 500 CHARACTERS)

> Quote card in soft pink: It's not your looks. It's how you feel about yourself, who you are, and what you deserve. Amy Waterman.

DESTINATION LINK

> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

BOARD IDEAS

> Love Quotes; Self-Love and Confidence; Dating Advice for Women

Pin 2: Tired of Dating Advice That Makes You Feel Inadequate? Try a Mind Makeover

PIN TITLE (UP TO 100 CHARACTERS)

> Tired of Dating Advice That Makes You Feel Inadequate? Try a Mind Makeover

DESCRIPTION (UP TO 500 CHARACTERS)

> #ad | Most dating advice puts all the work on you: look right, say the right thing, hope he picks you. Amy Waterman's Mind Makeover goes the other way. It's about how to be, not what to do: feel confident around men, weed out the flakes and players, and let go of old heartbreak. E-book plus 5 bonus books. Affiliate link, I may earn a commission.

ALT TEXT (UP TO 500 CHARACTERS)

> Book cover of Mind Makeover: How Inner Game Gets the Guy by Amy Waterman on a pink background.

DESTINATION LINK

> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

BOARD IDEAS

> Dating Advice for Women; Single Life; Books for Women

X & Threads

Three single posts and one thread. Counts treat a link as 23 characters, the way X does. X allows 280 characters per post, Threads 500.

Hashtags: #ad #datingadvice #singlelife #selfworth #innergame

Post 1

(UP TO 280 CHARACTERS)

> #ad "It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve." Amy Waterman, Mind Makeover https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

Post 2

(UP TO 280 CHARACTERS)

> Most dating advice turns you into a job applicant hoping he picks you. Amy Waterman's Mind Makeover is about how to be, not what to say. #ad (affiliate link) https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

YouTube

Paste the description block under any video where you talk about the book, and pin the comment. Say the disclosure out loud near the start of the video too, and tick "includes paid promotion" in YouTube Studio.

Hashtags: #ad #datingadvice #relationshipadvice #datingover40 #innergame

Description block Goes at the top of your description, above the fold

(UP TO 5000 CHARACTERS)

> #ad | The book I talk about in this video is Mind Makeover: How Inner Game Gets the Guy by Amy Waterman. This is my affiliate link, so I earn a commission if you buy, at no extra cost to you:
> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked
>
> What it is: an e-book about inner game, meaning how you feel about yourself, who you are and what you think you deserve, and how that shapes what happens with men. It's not about lines, tricks or changing your looks.
>
> What comes with it: five bonus e-books (Guide to Affirmations with 14 illustrated affirmations for love, The Secret to a Happy Relationship, Living with Him: What to Know Before You Move In, Quotes to Live By, and Let's Talk about Love, a Q&A with Amy).
>
> Guarantee: 8 weeks. If you give it your best shot and it isn't what you wanted or expected, you can ask for a full refund.
>
> About the author: Amy Waterman has been writing about dating and relationships for over a decade and is the author or co-author of ten books.
>
> Everyone's love life is different, and no book can promise you a relationship. This one is about the part you can work on: you.

Pinned comment

> Here's the book I mentioned, Mind Makeover by Amy Waterman:
> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked
> (Affiliate link, I earn a commission if you buy.) Which part of the video hit home for you? Tell me below.

Stories

Two three-frame sequences for Instagram or Facebook Stories. Put the link on a link sticker on the last frame, and #ad on the first frame where people see it straight away.

Hashtags: #ad #datingadvice #selfworth #innergame #mindmakeover

Sequence 1: Poll, quote, link

> Frame 1: Poll sticker. Text: "Honest question: do you blame your looks when dating goes wrong?" Options: "Every time" / "Not me". Small text at the top: #ad
> Frame 2: Quote on a pink background: "It's not your looks. It's how you feel about yourself, who you are, and what you deserve." Amy Waterman
> Frame 3: Book cover. Text: "This is the book that line is from. Tap the link." Link sticker: "Read Mind Makeover" (your hoplink). Small text: "affiliate link"

Sequence 2: Unboxing an e-book

> Frame 1: Screen recording or photo of the book on your phone or tablet. Text: "What I'm reading this week #ad"
> Frame 2: Text over the bonus covers: "It comes with 5 bonus books, including 14 affirmations for love and a guide to moving in together."
> Frame 3: Text: "Not about tricks. It's about how you feel about yourself around men." Link sticker: "Get the book" (your hoplink). Small text: "8-week money-back guarantee, affiliate link"

Bio link copy

For your Instagram or TikTok bio and the button on your link page (Linktree, Beacons, Stan or your own). Keep a disclosure on the link page, next to the button.

Bio lines Under 150 characters for Instagram

OPTION 1 (UP TO 150 CHARACTERS)

> Dating advice for women who are tired of dating advice. The book I recommend is below.

OPTION 2 (UP TO 150 CHARACTERS)

> Confidence, self-worth and real love. Reading: Mind Makeover by Amy Waterman (link below).

Link page button and disclosure

BUTTON LABEL

> Mind Makeover: the inner game dating book

BUTTON LINK

> https://hop.clickbank.net/?affiliate=YourIDHere&vendor=wwords&tid=YourTracking&type=cloaked

LINE UNDER THE BUTTON

> Affiliate link: I earn a commission if you buy, at no extra cost to you. 8-week money-back guarantee.

6. The 15 hooks

A hook is the first line of anything you write: the opener of an email, the first line of a post, the start of a video. Each one below starts from a belief your reader holds and moves her to a better one.

1. The department store Problem

Who it is for: Women who are worn out by dating apps: plenty of matches, very few real dates.

> Dating apps can feel like walking into a huge department store and finding nothing you actually want to buy.
>
> Just because there are men out there doesn't mean there are men you like, and that is not a failing on your part.
>
> If your phone is full of matches and your weekends are still empty, the problem may not be the app.

FROM
If I swipe more, I'll find him sooner.

TO
More options are not better options. Knowing what I want and what I'm worth is the part that changes things.

2. It's not all on you Myth-buster

Who it is for: Women who feel dating has turned into a second job, and one they are somehow failing at.

> Most dating advice puts all the work on you, as if he doesn't have to lift a finger.
>
> After years of writing about dating, Amy Waterman has a one-word verdict on all the "how to bag a guy" advice: poppycock.
>
> Our great-grandmothers never read a dating book, and people still managed to fall in love. So who decided it had to be this hard?

FROM
I have to do everything right so that he picks me.

TO
Love is a two-way thing. I don't have to put myself on display and hope. I get to choose too.

3. It's not your looks Self-worth

Who it is for: Women who blame their looks, their weight, their age or their past every time a date goes nowhere.

> "It's not your looks. It's not what happened to you in the past. It's how you feel about yourself, who you are, and what you deserve." That line from Amy Waterman is worth reading twice.
>
> If you've ever decided the problem was your weight, your age or your face, read this before you decide it again.
>
> You don't need anyone else telling you you're not pretty enough. You've heard plenty of that already.

FROM	TO
Men don't stay because of how I look, how old I am or what happened before.	How I feel about myself shapes what happens with men far more than my looks do.

Careful: Sarah Donaldson's story fits this hook well. Quote her word for word, as the email swipe does, and don't add to it or suggest her result is typical.

4. How to be, not what to do Method

Who it is for: Women who have read the dating books, know all the rules, and are still single.

> Every dating book tells you what to say, what to wear and when to text. This one asks how you want to be.
>
> If knowing the rules were enough, most of us would be happily settled by now.
>
> Better opening lines won't help much if you walk into the room already expecting to be turned down.

FROM	TO
I need better tactics: the right message, the right outfit, the right moment.	Who I am inside, and how I carry it, matters more than any script.

5. A date is not a job interview Problem

Who it is for: Women who get nervous before dates, over-prepare for them, and come home exhausted.

> If you prepare for a first date the way you'd prepare for a job interview, no wonder you come home worn out.
>
> A lot of dating advice makes it sound as if one slip means you're laughed out the door. Nothing could be further from the truth.
>
> What if you walked into your next date to find out whether you like him, instead of trying to pass his test?

FROM	TO
One wrong word and it's over, so I have to be perfect.	I'm allowed to be human on a date. The right man won't be keeping score.

Careful: Talk about first-date nerves, not anxiety as a condition. Don't say the book treats anxiety.

6. Starting again after a long gap Identity

Who it is for: Women in their 40s and 50s dating again after a divorce or a long relationship, often for the first time since the apps arrived.

> Kim was 45, recently divorced, and dating for the first time in 17 years when she wrote to Amy Waterman.
>
> If the last time you dated nobody had a smartphone, you're not behind. You're starting again, and that takes nerve.
>
> Your confidence didn't leave with the marriage. It may just need reminding where it lives.

FROM	TO
I've been out of this too long. I've forgotten how, and it's too late to learn.	Starting again is allowed at any age, and the confidence I need is still mine.

Careful: Kim Collier's story is on the sales page. Use her facts and words exactly as she wrote them, and don't suggest her result is typical.

7. Love is not a video game Problem

Who it is for: Women worn out by "let's just hang out" and by men who never quite make a plan.

> "Let's just hang out and see where it leads." If that sentence has cost you a few too many evenings, keep reading.
>
> Love is not a video game. When it goes wrong, you don't get to press a button and start

over.

Hoping for an actual dinner in an actual restaurant should not feel like asking for too much.

FROM	TO
I should give every maybe a chance, or I might miss him.	My time and my heart are worth protecting, and I can learn to tell the browsers from the men who mean it.

8. Is he The One, or a heartbreaker? Curiosity

Who it is for: Women who keep falling for the same kind of man and wonder why it always ends the same way.

Sometimes your own feelings can convince you a man is The One when he's really just a heartbreaker.

If the flakes, the players and the charming bad boys always seem to find you, the pattern is worth a closer look.

Strong feelings are worth listening to. They are not always worth obeying.

FROM	TO
If it feels this strong, it must be right.	I can listen to my heart wisely, and walk away when the signs say no.

9. Carrie Bradshaw or Murphy Brown? Author story

Who it is for: Women who are wary of dating gurus and like their advice with a dry sense of humour.

Amy Waterman started out wanting to be Carrie Bradshaw. After more than ten years of writing about dating, she says she turned into Murphy Brown.

Dating advice from a woman with a sharper tongue than most, who still believes in love.

She has written or co-written ten books about dating, and she still has no patience for advice that makes women feel inadequate.

FROM	TO
Dating authors are smug marrieds selling magic bullets.	This is a straight-talking writer who is on my side.

10. Quiet the critical voice Self-worth

Who it is for: Women who replay every awkward moment and are harder on themselves than they would ever be on a friend.

> Beating yourself up after a bad date has never once made the next date better.
>
> You can feel good about yourself even if you don't like your looks or the way your life is going right now.
>
> Worrying won't help you meet someone. It's a hard habit to give up, but it is a habit, and habits can change.

FROM	TO
I have to be hard on myself, or I'll never get better at this.	Being kinder to myself is what lets me show up as myself.

Careful: Keep this about everyday self-talk and confidence. Don't say the book treats anxiety, depression or trauma.

11. Before you give up on dating Problem

Who it is for: Women who are tired, fed up and close to deleting every app for good.

> If you're tired, fed up or just plain frustrated with dating, read this before you give up on love.
>
> Dating burnout is real, and another app or another rule book is not going to fix it.
>
> Taking a break from dating is healthy. Giving up on love because of bad advice is something else.

FROM	TO
I've tried everything. Love just isn't going to happen for me.	I haven't tried working on the inside yet, and that part is in my hands.

12. Are you ready to meet him? Desire

Who it is for: Women who want a warm, lasting relationship and are starting to feel hopeful about it again.

> Most of us spend our energy wondering where he is. Fewer of us ask whether we're ready to meet him.
>
> Picture a cuddle on the sofa after a hard day, and his support when you're upset. Now ask what you'd need to feel ready for that.
>
> Getting ready for love is the one part of dating that is completely up to you.

FROM	TO
The hard part is finding him.	The part I can work on is me: feeling ready, worthy and open if and when someone good comes along.

Careful: Keep it a question. Never promise that he is out there waiting or that the reader will meet someone.

13. Six books, $37, eight weeks to decide Low risk

Who it is for: Careful buyers who have spent money on dating advice before and felt let down.

> Another dating book? Fair question. This one comes with an 8-week money-back guarantee.
>
> For $37 you get Mind Makeover plus five bonus mini-books on affirmations, happy relationships, moving in together, love quotes and readers' questions.
>
> Read it, try what Amy suggests, and if it isn't what you wanted or expected, you have 8 weeks to ask for a full refund.

FROM	TO
I've wasted money on advice that didn't help, and I'm not doing that again.	I can try this properly and decide for myself, without the risk.

Careful: Describe the guarantee the way the sales page does: 8 weeks, full refund. No invented deadline, and no "the price is going up".

14. Affirmations for love Bonus

Who it is for: Women who already use affirmations, journaling or vision boards and would like them to cover their love life too.

> Fourteen illustrated affirmations for love, plus a short guide to writing your own.
>
> The words you repeat to yourself every morning are the ones you carry into every date.
>
> If you already write affirmations for your work and your health, why not write one for your love life?

FROM	TO
Affirmations are nice, but they won't change anything in my love life.	What I tell myself every day shapes how I feel when I walk into a room.

Careful: The affirmations are in the bonus Guide to Affirmations. Name the main book, Mind Makeover, in the same post so readers know what they are buying.

15. Valentine's Day, New Year and the holidays Seasonal

Who it is for: Single women at the times of year when being on your own feels loudest.

> This Valentine's Day, start with the relationship that matters first: the one you have with yourself.
>
> Skip the dating resolution this year. Make one decision about how you want to feel instead.
>
> If the holidays feel a bit lonely this year, be as kind to yourself as you would be to a friend.

FROM	TO
This time of year just reminds me that I'm on my own.	This is a good moment to put myself first and get ready for love on my own terms.

Careful: A season is a reason to post now, not a deadline. Never invent a sale or a closing date.

7. Disclosure lines you can use

Tell readers you earn a commission, every time, close to the link. These lines are used in this pack. Copy whichever fits.

- Just so you know: if you buy through my link, I may earn a commission, at no extra cost to you.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.
- Just so you know: I may earn a commission if you buy through my link, at no extra cost to you.
- I may earn a commission if you buy through my link, at no extra cost to you.
- If you buy through my link I may earn a commission, at no extra cost to you.
- Just so you know, I may earn a commission if you buy through my link, at no extra cost to you.
- Affiliate link: I may earn a commission if you buy, at no extra cost to you.

FOR SOCIAL POSTS

> #ad

Put #ad at the start of the post, not hidden among the hashtags at the end.

8. Rules summary

From the Rules page of the affiliate area. Read the full page at https://aff.realwomenreallove.com/rules/ .

General promotion rules

- Do not do brand marketing: never bid on brand keywords like "Real Women Real Love".
- Do not falsely promote yourself as the owner or creator of any Real Women Real Love product.
- Do not use false negative marketing: no words like fraud or scam in your ads or copy.
- Do not spam your email lists and do not send unsolicited emails.
- Do be clear and upfront: tell your list or audience you are compensated to promote Real Women Real Love products.
- Do have a quality website with original content. Do not just fill a landing page with the free articles from the affiliate area.

What you can say

- Say freely: the title and author, that it is an e-book about inner game, the $37 price, the five bonus e-books, the 8-week 100% money-back guarantee, and your own honest opinion after you have read it.
- Quote the readers on Amy's sales page (Mimi Tanner, Sarah Donaldson, Kim Collier) only word for word, with their names.
- If you mention Amazing Self, say it is an optional monthly membership.

Never say

- Never promise that a reader will find, attract, keep or marry a man, or by any date. "Get the Guy" is the book's title, not a promise.
- No therapy or health claims. Never say the book treats or replaces help for anxiety, depression or any condition.
- No fake scarcity: no countdown timers or "price goes up tonight".
- No invented testimonials, reworded quotes or stock photos posing as readers.
- No income claims, and no wrong price or terms.
- No copy that tells women they will end up alone.

Google and Bing

- Get your website reviewed before you start a Google or Bing campaign: email Andrew with your website address.
- Do not bid on or use as keywords "Real Women Real Love", "realwomenreallove", "Mind Makeover" or "Amy Waterman" (or misspellings) without written permission from Andrew. Add

them as negative keywords.

- Do not use brand words in ad copy.
- Do not advertise directly to Real Women Real Love URLs.
- Do not advertise directly to a hoplink URL. Use your own website.

For more, read ClickBank's Promotional Guidelines: https://support.clickbank.com/hc/en-us/articles/220376687-Promotional-Guidelines

9. Contact

Affiliate manager	Andrew Rusbatch
Email	andrew@unicapublications.com
Affiliate area	https://aff.realwomenreallove.com/
Your link tool	https://aff.realwomenreallove.com/links/

Not sure if something is allowed? Send Andrew your page, email or ad before it goes out.