



Sales Letter SAMPLE:

Natural Catastrophes Affiliate Marketing Letter

How would you like to capitalize on a market that includes over 60% of American households... in what's proving to be a recession-proof industry?

Dear Business Builder:

Imagine grabbing the interest of over 65 million Americans with a product they'll immediately want... without having to sell a thing. It's not too good to be true. Let me explain:

As of 2000, according to the U.S. Census*, there were over 105 million households, and that figure has grown in the last decade. Of those 105 million, it's estimated that over 62% have pets.** That's over 66,150,000 pets. And Americans absolutely love their pets, which is why I've written the e-book, *Ensuring Your Pet's Safety Before and After a Natural Catastrophe*. Now I'd like to share it with you.

When you offer this free e-book to your customer base, I'll believe they'll respond...and that response will be a phone call or click to order. Why am I so certain and claim that pets are a recession-proof industry? Consider these facts:

- Pet industry expenditures grew 37% from 2001 – 2009**
- Actual expenditures in the pet industry for 2008 were \$43.2 *billion* (a \$2 billion increase over the prior year)**
- 2009 expenditures were estimated to grow to \$45.4 *billion***
- Vet care expenditures are second only to food**

Like I said, Americans love their pets and will spend their money to keep them healthy and safe. It's good news for you and other affiliate marketers, and it opens the door to solid opportunities. In fact, if just one-tenth of one percent of pet owners respond, there's an opportunity for over **\$2.6 million** in revenues to be shared with you.

Now, consider that natural disasters have made dramatic headlines in the last decade. The 2005 hurricane season broke all the records with Katrina's devastation leading the list. Images of lost and displaced pets were included in every story. Stories of tornados in the Midwest and wild fires throughout the western states have forced all Americans to evaluate how they'll respond...including how they will care for their pets when faced with similar circumstances. No geographic area in the U.S is immune to natural disaster!

By offering *Ensuring Your Pet's Safety Before and After a Natural Catastrophe* to your customer base, you're offering something that's going to grab their attention, and it will be information that they'll truly appreciate getting from you. This professionally prepared, free report is packed with facts and tips from proper identification to evacuation kits and emergency contact lists. It also includes bonus information on hurricanes and flooding. More importantly, it is the perfect segue to the ultimate dog book. It's not a book about training tips or grooming, it's about prolonging dogs' lives....