# HOW TO WRITE

## *Affiliate Swipe Copy* THAT MOVES THE NEEDLE ON STEADY SALES AND GENUINE CONNECTIONS

Masterclass by Prerna Malik

# WHAT YOU'LL MASTER IN THIS MINI TRAINING

💡 Why is conversion-optimized swipe copy a must-have for your launches

⚡ The key mistakes most coaches make with their swipe copy (AKA why does most swipe copy FAIL!)

🧲 How to turn humdrum swipe copy into connection-boosting conversation starters and conversion magnets

⚙️ The 3 easy-button strategies to never write conversion-optimized swipe copy from scratch ever again

🎁 **BONUS:** Secrets to subject lines that stand out and get opened!

## Hi! I'M PRERNA MALIK.

Copy Hackers-certified conversion copywriter and co-founder of Content Bistro.

My clients include Vanessa Lau, Pat Flynn, Amy Porterfield, Dr. Eric Zielinski, Alli Worthington, and hundreds of others.

Written THOUSANDS of emails and email newsletters for our clients and our own business.

Featured on sites and podcasts like Forbes, Smart Passive Income with Pat Flynn, CopyHackers, The Copywriter Club, Addicted 2 Success, Jereshia Said, and many others.

# WHY IS AFFILIATE SWIPE COPY A KEY TO INCREASED CONVERSIONS *AND* CONVERSATIONS

**Establish connection** while giving great value

Strengthen your **expert status**

Keep you **top-of-mind with your ideal prospects**

Help your affiliates' audience understand and get to know you

**Drive up conversion rates!**

# SWIPE COPY MISTAKES MOST COACHES AND CONSULTANTS MAKE

Write *ONE* piece of swipe copy.

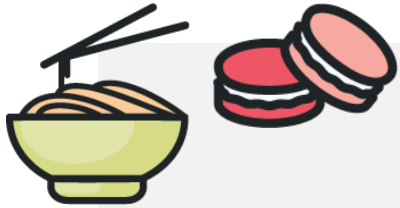*Not* share swipe copy, especially for emails!

Give swipe copy *without* any images.

Be generic and too cookie-cutter

Your affiliates aren't cookies.

*You cannot use cookie cutters on them.*

Your swipe copy *must* engage, educate and empathize before encouraging the sale.

# THE 3-STEP GUIDE TO

# Write Swipe Copy

# THAT MOVE THE NEEDLE ON CONNECTIONS... AND CONVERSIONS!

## STEP 1: DECIDE YOUR AUDIENCE AVATARS

**Depending on your offer and affiliates, narrow down on the audience you want to speak to and the style you want:**

The Biz BFF: This style is casual and conversational. A mix of personal and business.

The Biz BOSS: Short, snappy, and business-focused. Tips, techniques, top content.

The Biz MAVEN: Informative and educational. Sharing resources, how-tos, and exclusive-to-the-affiliate content

*How many avatars? Anywhere between 3-4 usually covers MOST affiliates' audiences.*

## BONUS TIP

**Give your Swipe Copy a nifty name to strengthen your brand
and stand out from the crowd.**

For instance, if you're a food-based business, your Swipe Copy can be called
"The Affiliates' Snack Bar".

If you're a fitness coach, you can call yours - The "Steps" to Success!

## STEP 2: DECIDE YOUR SWIPE SCHEDULE

**You should have swipe copy for DIFFERENT parts of your launch schedule**

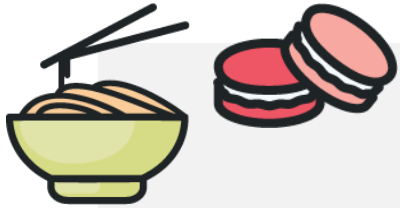| | | |
|---|---|---|
| Pre-launch | Open cart | Cart close |
| Or | Or | Or |
| Pre-webinar | Post-webinar | The last 2 days of your open cart period. |

Once you've done Steps 1 and 2... gather or create images and video content, *including* GIFs that your affiliates can use.

**TIP:** *Personalizing your images FOR your affiliates goes a long way. Example: A gif of you with your affiliate.*

## STEP 3: WRITE, FORMAT AND SHARE YOUR SWIPE COPY

Write subject lines that get noticed. Give subject line OPTIONS.

One email, one focus, one primary CTA

Read your email aloud to yourself to ensure it sounds the way you want it to sound and to catch any typos.

Pay attention to formatting:
- Bullet points
- Italics
- GIFs and emojis. Used intentionally and sparingly.
- Short sentences, shorter paragraphs.
- Minimal design elements
- Easy to read on desktop AND mobile

*Stories, scenes and sage advice will NEVER let you down when writing swipe copy.*

Make it interesting, appealing, and entertaining.

Keep it easy-to-read and easier-to-understand

# BONUS TOOL



Use the **Hemingway Editor** http://www.hemingwayapp.com/ to see what grade level you're writing for. Aim for seventh-grade or lower.

You can use the tool to tighten up and proofread your writing.

Give your affiliates multiple versions of an email or social media copy.

If you only have a handful of affiliates, you may want to customize copy for their audience.

ELSE...

Emphasize that the swipe copy is a GUIDELINE.

# HOW LONG SHOULD YOUR EMAILS AND SOCIAL COPY BE?

**As long (or short!) as you need them to be.**

Keep the audience avatars in mind when writing your swipe copy.

Example: Is one of your avatars a busy corporate executive (aka Biz Boss) who doesn't get a ton of time to read a lengthy, story-telling style email?

Or is she a young mom (aka Biz BFF) who'll love hearing from a fellow mom about baby sleep struggles and stories of other moms dealing with the same challenges?

# AUDIENCE Q: HOW SHOULD YOU SUPPORT AFFILIATES WITH TOUGH TOPICS

**If your program or offer tackles a topic that could be "stigmatizing":**

Your swipe copy should be empathetic and educational. Use your pre-launch swipe copy to strengthen the connection.

Set up affiliate links, if needed, not just for your webinar/opt-in but also for valuable content on your blog or podcast.

Come from a place of service and support and your affiliates would never feel any discomfort sharing your program.

# THE 3 *Easy-Button* STRATEGIES TO NEVER WRITE SWIPE COPY FROM SCRATCH EVER AGAIN

## STRATEGY #1: TURN YOUR SOCIAL MEDIA POSTS INTO SWIPE COPY

❖ Long form social media content: If you have IG or FB posts that speak to your offer, consider repurposing those for email swipe copy.

❖ Keep a library of your offer-related social content and update it each time you launch. You can easily pull updates from here for relevant affiliates and customize them.

❖ Transcribe your FB lives or Insta stories into social media swipe.

*ALWAYS CUSTOMIZE!*

## STRATEGY #2: LEAN ON VIDEO IF WRITING IS A PAIN

❖ **Video invitations:** Record short video messages for your affiliates' audience and couple it with a short message.

❖ **Program tours:** Record video walkthroughs of your program dashboard and use it for open cart swipe copy.

❖ **Video podcast interviews with your affiliates:** This gives your affiliates a chance to introduce you to their audience and for them to have additional content to share during the promotion.

*These are nice-to-haves.*

## STRATEGY #3: DIP INTO YOUR CONTENT LIBRARY

Whether you have a podcast, a blog or a video series... dip into it to find relevant content to include in your swipes – social and email.

You will have to customize it but you wouldn't be starting with a blank slate.

# HOW TO TURN SWIPE COPY INTO SALES MAGNETS

Give affiliates **clear guidelines** about how to use swipe.

**Be intentional** about using the swipe copy for your audience to get to know you better so they trust you enough to buy from you.

Think about the **post-affiliate promotion process** as well. *What happens when someone signs up via an affiliate link?* What does your email look like to them *versus* someone who signs up from YOUR Facebook ad or inner circle?

Reach out to your affiliates BEFORE you start writing swipe copy to understand their audiences' needs, profiles and goals.

# ADVANCED TIPS FOR SWIPE COPY THAT CONTINUE TO CONNECT AND CONVERT

Ask your affiliates about their audience segmentation strategies. See how you can use that to your advantage.

Regularly survey or speak with your affiliates to see what they need the most from you.

Make it ridiculously easy for your affiliates to lean on your swipe copy. Give them words to avoid, examples of high-performing emails, benefits to highlight, guarantees and refunds.

*Consistency and Creativity*

LEAD TO CONNECTIONS AND CONVERSATIONS.

*Conversations* LEAD TO CONVERSIONS.

*Bonus:* Write subject lines that grab eyeballs and get opened!

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Head over to contentbistro.com/ryap

Get a mini-training on subject lines that stand out
even in the most crowded inboxes.

*Tag me on Instagram with your swipe copy progress* @contentbistro

CONTENT
BISTRO
WALLET-WOOING WORDS...
SERVED UP FRESH!