The Business Back-Up Email Launch Kit

A Business Back-up Insurance for Fashion Creators selling via affiliate links

Your audience is on social media. But what happens when it all disappears?

Imagine this scenario: You spent years building your personal brand. Hours of photo shoots, styling, editing, and creating content. Then, one day, **poof** your Instagram or TikTok account crashes, gets hacked, or is permanently disabled. All your followers? Gone. Your affiliate links? Dead. Your brand deals? Poof. Overnight, you lose the platform that carries your whole business, and you're left scrambling.

Protect What You've Built

Social platforms are borrowed spaces. You don't own your audience data there. Email, however, is owned. When you build a subscriber list, you control those connections. The Email List Launch Kit helps you move your most loyal audience to a platform you own, giving you the security to continue selling affiliate products and working with brands, even if your social account disappears.

Proof that it happens 😭

Here is an article published by HIGHSNOBIETY that shows how a social media glitch caused major celebs (with millions of followers) to lose followers and (most likely) affect brand deals.

AN INSTAGRAM BUG IS CAUSING USERS TO LOSE MILLIONS OF FOLLOWERS

A new Instagram bug is causing users to lose followers, sometimes millions of them. The glitch has affected celebrities including Kylie Jenner, Justin Bieber, Kim Kardashian, and Ariana Grande, who all lost more than a million followers. It has also come for influencers, who have seen their follower counts plummet by the thousand.

When the bug was first noticed, many assumed it was another crackdown on fake accounts, but this appears to have been an accidental purge.

Why This Matters

- 92% of creators lose income when they rely only on social platforms.
- Over 60% of influencers say email is their highest ROI channel because they own the contact data.
- Platforms like Instagram and TikTok can restrict your reach at any moment due to algorithm changes.

Email ensures your voice reaches your audience, no matter what happens on social media.

The solution

To protect your content business from digital threats that are outside of your control, it's crucial to have a media channel where you own your audience (and have control over who sees your content) - the best channel for this is email. Email lets you capture your audience (especially the most loyal followers) and have an extra channel to:

- **Communicate your offers and product recommendations**, and get in touch with your audience in case your social media accounts have issues.
- **Have control over who has seen your content** and product recommendations (you can track who has opened and clicked your affiliate links).
- **Collect more data on what products are popular** and who to target, and build up more opportunities for brand deals.
- **Not rely on an algorithm** to put your content in front of the right people - email sends it directly to the subscriber.

The opportunity

Email marketing has an average 41:1 ROI (return on investment). You 100% own that audience, and data shows that people (regardless of age and gender) check their emails numerous times a day, just like social media. But you're not competing with other posts.

Most fashion content creators who are selling via affiliate marketing do NOT have an email system set up yet. This is the chance to become one of the first to back up your business and leverage email marketing to promote more products to your list.

Here's What You'll Get in the Kit (Done For You in 7–10 Days):

1. **Quick Strategy Call (30 mins)**
   Map your content themes, income goals, and email vision. I'll guide the process, you just show up.

2. **ESP Setup* (Flodesk, Kit, Beehive, ActiveCampaign or MailerLite)**
   Full setup, including automations, sign-up form, mobile landing page, and link-in-bio integration.

3. **Lead Magnet Creation**
   I'll create a freebie your followers *actually* want to sign up for, like a checklist, mini guide, or outfit roundup PDF. I'll write and design it for you.

4. **Branded Email Templates (2)**
   Polished templates in your brand voice and style so when you want to send a campaign, it's already set up.

5. **3-Email Welcome Sequence**
   Custom-written emails to welcome new subscribers, build connection, and feature your top affiliate links naturally.

6. **1 Affiliate Promo Campaign (Live + Loaded)**
   Your first money-making email, scheduled and ready to send. I'll even write IG story + caption text to promote the freebie and drive traffic.

7. **Growth Plan PDF**
   Simple guide with 5 organic ways to keep growing your list, using the content you already create.

**The cost of the email software is not included (but this is quite low when starting)*

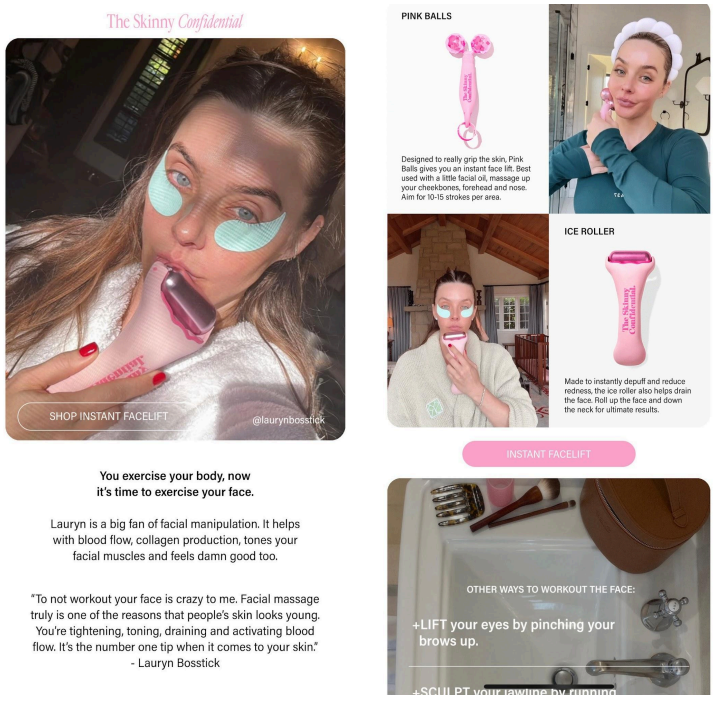
What Happens When You Rely on Meta to Fix Problems?

Hiring a Meta Spokesperson	**Investing in your Email Launch Kit**
Cost: $3,000–$10,000 per engagement with no guarantee of recovering your followers.	Investment: $997 Beta Rate (or $1,500 after first two spots) for permanent business protection.
Time: Up to 3 months to start addressing the issue.	Time: 7–10 days to be up and running.
Results: Limited success. Many creators don't regain their full following or brand credibility.	Results: Own a direct, permanent connection to your audience forever.

Risk: May still lose your income stream permanently.	Risk-Free: Diversifies your income channel for stability.
No Control over algorithms or platform protection.	Full Control with audience data that belongs to YOU.

Why This Kit Works

Example of email from OG creator @laurenbosstick



Top creators like **Lauryn Bosstick** (@the.skinny.confidential) rely on email to drive affiliate revenue and partner with brands. It's how they remain consistent and resilient, even during social media turbulence.

It's not just for big names. This strategy evens the playing field, making it accessible for creators like you to protect your business while building a new revenue stream.

Details

Timeline: 7–10 business days
Investment: $1,500 USD
Beta Rate: $997 (for the first 2 clients, in exchange for a testimonial), then $1500.

About me



Hi, I'm Evelina, a fashion lover, creator advocate, and email launch strategist. I've worked with over 50 fashion brands to get more ROI from their content on all platforms.

I understand your audience because I *am* your audience (LTK and RewardStyle shopper here). I see creators lose everything when Meta glitches or hackers strike. This kit is your backup plan, literally preserving what you've built, while making more sales at the same time. Don't wait until it's too late.

Clients - *Amazon, Australian Fashion Council, RNTR, Circular Clothing Co, Rachel B. Lee, and more*. I've worked with 50+ fashion businesses, and my emails consistently perform above the industry average.

Podcast features *(& coming out soon) - The Rectified Podcast, Copywriter's Podcast, The Course Corrector, Marketing Espresso, & Conference Room.*

Ready to Back-up your business?

If you would like one of the 2 beta spots, please **click here to fill in the Quick Fit Form**; it takes 2 minutes and helps me tailor everything to you. If it's a match, I'll follow up to book your intro call.

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