

## **Example Outreach - A mom that vlogs about life & fashion**

**SL:**

A unique way to pull more affiliate sales.

Hey Shanna, I hope you're doing well.

Just wanted to let you know that I also have a Nespresso Vertuo, and a drawer full of pods. I couldn't help but laugh to myself... coffee is great.

I actually came across your youtube channel via the algorithm after trying to find some solid weight loss tips in my spare time. I was intrigued by your uploads and noticed something that you might be missing out on.

You could be writing some community posts on Youtube a few times a week, giving your subscribers a mini review of a product that you're interested in (and have an affiliate link for).

This would basically get your posts to a large portion of your subscriber count, increasing their knowledge of the product and potentially earning you some more money in your pocket.

Now look, I hate being "sales-y" so I'd suggest using a "Soft Value Push" strategy. This way, you would be providing content to your followers that isn't too pushy or sales-y.

I like your style and I think what you're doing is cool. (and we both love coffee)

So I'll include a PDF with what I'd consider an average community post sequence would look like.

If you like what I've written, shoot me an email back and we can brainstorm some more stuff together.

Until next time.

- Brandon Smith

**Attached FV:**

## **Soft Value Push - Community Post Sequence**

**HappyStylishMommy - 12 Hours Ago**

Hey y'all, I hope you're crushing it out there!

I just wanted to say thankyou for all of your support and positivity on my recent videos.. It means the world to me ❤️🥰

I'm going to be posting another video tomorrow and then one later this week on thursday.. I have some exciting content in the works!

I look forward to speaking to y'all soon.

Xoxo  
Shanna

**HappyStylishMommy - 36 Minutes Ago**

Hi again, I just uploaded another vlog to the channel, I really enjoyed filming this one ✨

Also, if anyone is in need of a cheap but easy to blend bronzer.. I've fallen in love with the Laguna Bronzer by NARS.

It's so easy to blend and you don't have to cake it on like some other bronzers.. Which means it's lasted me quite awhile.

It also smells heavenly.. Which is an added bonus I guess 😊

Shop NARS Laguna Bronzer here: <https://go.magik.ly/ml/1r7za/>

xoxo  
Shanna

P.S. I may receive commissions, but I use this product myself and genuinely think you guys will like this!

The Soft Value Push can be altered in many ways in order to keep your posts feeling genuine.

For example, we can look at how users are responding and tone down the affiliate posts, but keep sending out “value” to them. Creating rapport and giving your viewers a sense of community.

I’m all for constant innovation and bridging gaps we might have when it comes to your brand.

**NOTES:** Her youtube channel has 18k subscribers and her instagram has 8k followers, she barely posts on instagram and her youtube seems to get a lot of interaction which is why I decided to point my efforts at her youtube channel.

She doesn’t do community posts, so I thought we could push some affiliate stuff there for her to get extra \$\$\$

Looking back now, I don’t think this was a good investment of my time as she most likely doesn’t make enough to even consider spending money on my services.

I appreciate all the feedback guys. Thank you.