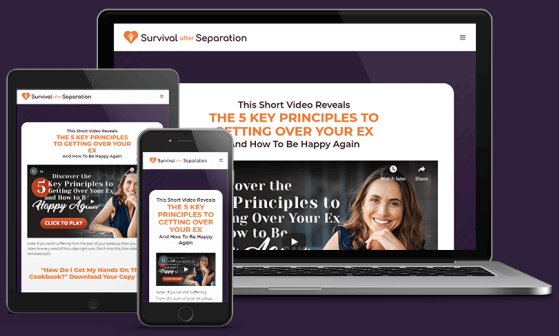
AFFILIATE SWIPE PACK

Survival After Separation

Affiliate Swipe Pack

By Penny Price, relationship counselor for over 20 years



Commission: 75% of every US$37 sale through ClickBank

Your link: `AFFILIATE-LINK`

Affiliate area: http://aff.survivalafterseparation.com/

Andrew Rusbatch, Affiliate Manager, andrew@unicapublications.com

How to use this pack

Everywhere it says `AFFILIATE-LINK`, paste your own ClickBank hoplink. Build it at http://aff.survivalafterseparation.com/links/

Replace {{first_name}} with your autoresponder's first-name tag.

Write the line in [brackets] in your own words.

Quick start (5 minutes)

1. **Get a free ClickBank ID.** Sign up at accounts.clickbank.com/signup.
2. **Build your hoplink.** Use the Promotion Links page. For most readers choose the Main Video Sales Page.
3. **Read the rules (two minutes).** No bidding on the brand name, no spam, always say you may earn a commission.
4. **Pick the one tool that fits where your readers are.** Email list: the email swipes. Social media: social posts and the social images. Blog or website: the articles and presell pages. Paid ads: talk to Andrew first, because Google and Bing ads need a review.
5. **Send or post with a tracking ID.** Then send the next email in the sequence two or three days later.
6. **Selling well?** Ask Andrew about the 90% commission boost.

Your link

```
https://hop.clickbank.net/?affiliate=YOURID&vendor=survivsep&type=main
Optional tracking ID: add &tid=TRACKINGID
```

`type=main`

Main Video Sales Page

"The 5 Key Principles to Getting Over Your Ex". The only link type: links that skip the sales page (straight to the order form) are not allowed.

EMAIL 1 OF 10

The advice everyone gives

Day 1 of the sequence

SUBJECT LINES (CHOOSE ONE)

`The kindest advice that doesn't work`

`Why waiting it out keeps the hurt around`

`Something I wanted to pass on`

PREHEADER

`Friends mean well when they say time heals. A counselor of 20 years sees it differently.`

EMAIL BODY

Hi {{first_name}},

When someone we care about goes through a breakup, most of us reach for the same sentence: "Give it time. Time heals."

It's kind, and it's well meant. But Penny Price, a relationship counselor who has spent over 20 years with people going through heart-shattering breakups, says it's often wrong.

Her point is simple. Time on its own doesn't heal a broken heart. If you never let yourself feel the loss, it doesn't go away, it just gets buried. You're left with a bit of a hole in your heart that you choose to ignore, and it can quietly shape every relationship that comes after.

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

If a breakup is still sitting heavy on you, or on someone you love, Penny has made a short video on the five key principles of getting over your ex and being happy again. It's calm and practical, and watching it costs nothing.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. If you've been waiting for time to do the work and it hasn't, that isn't a failing on your part. Penny's video shows what helps instead.

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

EMAIL 2 OF 10

Why it hurts this much

Day 3 of the sequence

SUBJECT LINES (CHOOSE ONE)

> `Why a breakup can hurt in your body`

> `Feel less foolish about how much it hurts`

> `This might explain the last few weeks`

PREHEADER

> `If you've wondered why you can't just switch it off, there's a real reason.`

EMAIL BODY

Hi {{first_name}},

Have you ever had a breakup hurt so much that you felt a little embarrassed by it? As if you should be over it by now, and the fact that you're not says something about you?

A lot of people feel that way. They stop mentioning it to friends. They act fine at work, then sit in the car for ten minutes before they can face going inside.

Relationship counselor Penny Price sees it differently, and I think her view is worth hearing. She says the pain after a breakup is real and justified. If you loved someone, what you're feeling is a human response, mental, emotional and even chemical. You didn't choose it, and you're not being dramatic.

That one idea takes a lot of weight off. Once you stop fighting yourself for hurting, you can start dealing with the hurt itself.

[Add one honest sentence about why this topic matters to you or your readers]

Penny explains what to do next in a short video on the five key principles of getting over your ex and being happy again.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. If you've been telling yourself to "just get over it", give yourself a little time with this short video instead. It's a kinder place to start.

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

EMAIL 3 OF 10

You are not at fault

Any time; works well as the first of the three

SUBJECT LINES (CHOOSE ONE)

`Someone needed to hear this, maybe you`

`Stop replaying what you did wrong`

`A personal one from me`

PREHEADER

`No matter why it ended, beating yourself up won't help you heal.`

EMAIL BODY

Hi {{first_name}},

I don't usually write about breakups, but this one has been on my mind.

[Add a short, true story here: a time you, or someone close to you, went through a breakup and kept asking "what did I do wrong?"]

That question can run on a loop for months. You replay the last argument, the text you shouldn't have sent, the thing you never said. And every replay ends with the same verdict: it must be me.

Penny Price, who has counseled people through breakups for over 20 years, says something I wish more people heard early on. No matter why the breakup happened, you are not at fault. Healing can't start while you're busy punishing yourself for the loss.

That's why I'm passing her short video along. It covers the five key principles of getting over your ex and being happy again, and it's gentle without being soft.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

If it helps even one of you stop replaying that last argument, I'll be glad I sent it.

[Your Name]

P.S. If you've been carrying the blame for a breakup, Penny's video is a kind place to start putting some of it down.

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

EMAIL 4 OF 10

Who got you through it

2 to 3 days after the first warm email

SUBJECT LINES (CHOOSE ONE)

`Why you shouldn't go through this alone`

`The one person you need after a breakup`

`What I'd tell a friend tonight`

PREHEADER

`Penny Price calls it a Breakup Sponsor. It's simpler than it sounds.`

EMAIL BODY

Hi {{first_name}},

Think back to the worst week of a breakup you've been through. What got you through it probably wasn't advice. It was a person.

[Add a short, true line here about someone who helped you, or someone close to you, through a hard breakup]

I was thinking about that when I came across an idea from relationship counselor Penny Price. She calls it a "Breakup Sponsor": one person you lean on on purpose while you get over your ex. Someone you can call at 11 p.m. instead of texting your ex. Someone who hears the same story for the fifth time and doesn't sigh.

Penny is honest that it isn't a magic pill. But she says the support of a sponsor can be worth its weight in gold, and that asking for help is a real sign of strength. Her eBook, Survival After Separation, explains what a Breakup Sponsor is and why you need one.

If you're going through it right now, start with her short video on the five key principles of getting over your ex.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. If you've been trying to get through this on your own, Penny's video is a good reminder that you don't have to.

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

EMAIL 5 OF 10

The Sunday afternoon problem

Day 8

SUBJECT LINES (CHOOSE ONE)

> The Sunday afternoon problem

> Daily habits that pull you out of a rut

> Small things for the hard days

PREHEADER

> When the routine falls apart, the sadness moves in. Here's how to stop that.

EMAIL BODY

Hi {{first_name}},

Ask anyone who has been through a breakup which part of the week was worst, and a lot of them will say Sunday afternoon.

There's no work to distract you, and the plans you used to make together are just gone. You lie on the sofa scrolling, the light changes, and suddenly it's dark and you haven't eaten.

Penny Price calls this getting stuck in a "sadness rut", and it often starts when a breakup knocks out your usual daily routine. One empty afternoon becomes a habit, and the habit becomes a rut.

Penny is clear that it's okay to feel sad, so this isn't about forcing a smile. What helps is a handful of small daily things that get you through the rough periods and give you back some self-control. Her eBook, Survival After Separation, has tips you can use every day for exactly that.

[Add one honest sentence about how you handle the hard days, or why you're sharing this]

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. If your Sundays have felt long lately, Penny's short video is a good place to begin. Next time: the question that catches almost everyone off guard.

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

EMAIL 6 OF 10

What if they ask to come back?

Day 14

SUBJECT LINES (CHOOSE ONE)

> What if they ask to come back?

> How to stay strong if your ex reaches out

> The text you half hope for

PREHEADER

> It's the message you've half hoped for. Penny Price on what to do if it arrives.

EMAIL BODY

Hi {{first_name}},

Here's the question I promised you. What would you do if your ex texted tomorrow and said, "I've been thinking. Can we try again?"

For a lot of people, that message is the thing they've been hoping for and dreading at the same time. Your heart jumps. Your thumb hovers over the keyboard. And the old relationship, with all the reasons it ended, suddenly looks a lot better than it did last week.

Penny Price has a whole section on this in Survival After Separation: exactly what to do if your ex asks to get back together. Her advice is to be strong, make a clean break, and never settle for second best again. You deserve someone who is sure about you.

[Add one honest sentence of your own about why this matters]

This is the last note in this little series, so if you haven't watched Penny's short video yet, now is a good time.

>> Watch Penny's short video on the five key principles here:
`AFFILIATE-LINK`

[Your Name]

P.S. Survival After Separation is $37, one payment, with a 60-day money-back guarantee. It's a small price for knowing what to say if that text ever comes.

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

EMAIL 7 OF 10

The 2 a.m. replay

Any time, as a stand-alone

SUBJECT LINES (CHOOSE ONE)

`It's 2 a.m. and you're replaying it again`

`What to do with the 2 a.m. thoughts`

`For the nights you can't sleep`

PREHEADER

`If you've wished for a switch to turn it all off, read this first.`

EMAIL BODY

Hi {{first_name}},

It's 2 a.m. The house is quiet, and you're lying there running the whole thing back from the start. The first date. The trip. The night it started going wrong. What you should have said.

You check the clock: 2:14. You pick up your phone, open their profile, put the phone face-down on the bedside table, and then pick it up again.

If you've had nights like that, you've probably wished for a switch. Something you could take tonight so you'd wake up tomorrow feeling like a whole new person.

Penny Price, a relationship counselor for over 20 years, wishes for that too. But she says it plainly: there is no magic pill, and nothing anyone says will erase the hurt in one go. She also says your life is not over, and that there's a way to move through the pain instead of lying awake circling it.

[Add one honest sentence about why you're sharing this, or a sleepless night of your own]

That's what her short video is about: the five key principles of getting over your ex and how to be happy again.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. There's no overnight fix, and Penny is honest about that. What she offers is a clear, step-by-step way through, starting with this short video.

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

EMAIL 8 OF 10

When you were the one who left

Any time, as a stand-alone

SUBJECT LINES (CHOOSE ONE)

> When you were the one who ended it

> Why it still hurts when you chose to leave

> Nobody sends flowers for this kind of heartbreak

PREHEADER

> Ending a relationship yourself doesn't mean you don't get to grieve it.

EMAIL BODY

Hi {{first_name}},

Here's a kind of heartbreak people rarely talk about.

You made the decision. You said the words. You were the one who packed the bag, or asked them to. And now everyone assumes you must be fine, because it was your choice.

So you're not allowed to be sad. Or that's how it feels when you're sitting in the car outside work, not ready to go in yet.

Penny Price, a relationship counselor for over 20 years, wrote Survival After Separation for anyone getting over a breakup, whether it came as a total surprise, was mutual, or was their own decision. The first thing she tells her readers is one a lot of people who left need to hear: no matter why it ended, you are not at fault, and no healing can happen while you keep beating yourself up over it.

[Add one honest sentence about why you're sharing this, or a time you ended something and still grieved it]

Her short video walks through the five key principles of getting over your ex and how to be happy again. It applies to you just as much as to the person who was left.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. Choosing to leave and missing someone are not opposites. You can feel both, and still move forward.

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

EMAIL 9 OF 10

What's actually inside

2 to 3 days after a reader has had at least one other email about Penny

SUBJECT LINES (CHOOSE ONE)

`What you get for $37`

`Inside Penny Price's breakup guide`

`A plain look at what is in the book`

PREHEADER

`The eBook, two bonuses and a 60-day guarantee. Here is the plain version.`

EMAIL BODY

Hi {{first_name}},

I've mentioned Penny Price's video a few times now, and if you've wondered what you actually get if you buy the book, here's the plain version.

Survival After Separation is an eBook by Penny Price, a relationship counselor for over 20 years. It gives you easy-to-read, step-by-step instructions to understand the psychology of your breakup and then recover as quickly as you can.

Inside, she covers:
- getting through the first shock of a breakup
- why it's okay to feel sad
- what a "Breakup Sponsor" is, and why you need one
- what the five stages of grief are really about
- riding out the emotional rollercoaster
- when contact with your ex is advisable, and when it isn't
- what to do if your ex asks to get back together
- overcoming your fears, setting new goals and starting fresh

It comes with two bonuses: Supreme Self Confidence (In Dating, Relationships & Social Situations) and How To Achieve Mastery of Your Inner Game.

It costs $37, one payment, and it's covered by a 60-day money-back guarantee. The order goes through ClickBank.

[Add one honest sentence of your own about why you think it's worth a look]

Penny's short video explains the five key principles behind the book. Watch it first and you'll know if it's for you.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. No subscription is needed for the book. It's one payment of $37.

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

EMAIL 10 OF 10

The first holidays apart

Late November or the first week of December

SUBJECT LINES (CHOOSE ONE)

> The first holidays after a breakup

> When everyone asks where they are this year

> Getting through the season on your own terms

PREHEADER

> The empty chair is hard. One person can make the whole season easier.

EMAIL BODY

Hi {{first_name}},

The first holiday season after a breakup has its own kind of hard.

There's the work party where someone asks, "Is your other half coming?" There's the family dinner where an aunt means well and says the wrong thing. There's the decoration you bought together, still in its box.

And there's the pressure to look happy, because everyone around you seems to be.

Penny Price, a relationship counselor for over 20 years, says one of the most useful things you can do after a breakup is find what she calls a "Breakup Sponsor": one person you can lean on when it gets hard, so you're not carrying it all alone or wearing out every friend you have. It's not a magic pill, she says, but that support can be worth its weight in gold. In a season like this one, it might be the best gift you give yourself.

[Add one honest sentence about why you're sharing this at this time of year]

Her short video covers the five key principles of getting over your ex and how to be happy again.

>> Watch Penny's short video here:
`AFFILIATE-LINK`

[Your Name]

P.S. Pick your Breakup Sponsor before the busy weeks start. One text now ("Can I call you if one of the big days gets hard?") can make the whole season lighter.

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

Social posts

Ready to post. Fill in the line in [brackets] in your own words and keep the #ad tag.

Facebook Post 1: Time doesn't heal it on its own

Everyone tells you the same thing after a breakup: "Give it time."

So you give it time. A few months, maybe a year. You stop crying when your song comes on in the supermarket. You tell people you're fine.

But being able to carry it quietly isn't the same as being over it.

Penny Price, a relationship counselor for over 20 years, says time on its own often leaves you with a bit of a hole in your heart that you just choose to bury and try to ignore. And that hole can affect all your future relationships, and your future happiness.

She explains what to do instead in a short video on the 5 key principles to getting over your ex.

[Add one honest sentence about why you're sharing this]

Watch it here: `AFFILIATE-LINK`

#ad

Facebook Post 2: You are not at fault

Can I tell you something you might need to hear today?

If you've spent the last few weeks lying awake replaying every argument, every text and every moment you think you got wrong, please stop for a second.

Relationship counselor Penny Price has met thousands of people after heart-shattering breakups, and the first thing she wants every one of them to know is this: no matter why it ended, you are not at fault for the pain you're feeling.

She says no healing can start while you're busy beating yourself up. That was then. This is now.

[Add one honest sentence about why you're sharing this]

Penny's short video walks through the 5 key principles to getting over your ex and being happy again:

AFFILIATE-LINK

#affiliate

Facebook Post 3: The Breakup Sponsor

In a lot of support groups, people have a sponsor: someone they can call late at night when the urge to slip is strongest.

Penny Price thinks people getting over a breakup need one too.

She calls it a "Breakup Sponsor". It's the person you text before you text your ex. The one who picks up when you're holding your phone at midnight with your thumb hovering over their name.

It isn't a magic pill. But Penny, a relationship counselor for over 20 years, says that kind of support can be worth its weight in gold.

If you're in the thick of it right now, start with her short video on the 5 key principles to getting over your ex:
AFFILIATE-LINK

[Add one honest sentence about why you're sharing this]

#ad

Facebook Post 4: When they ask to try again

A few weeks after it ends, the message arrives: "I miss you. Can we try again?"

Your heart jumps. Part of you wants to say yes before you've even finished reading it.

This is one of the hardest moments after any breakup. Penny Price, a relationship counselor for over 20 years, covers exactly what to do when it happens: be strong, make a clean break, and never settle for second best again.

You deserve someone who chooses you completely, not someone who misses you only when they're lonely.

Her short video explains the 5 key principles to getting over your ex and being happy again:
AFFILIATE-LINK

[Add one honest sentence about why you're sharing this]

#ad

Instagram Post 1: The small moments

#ad Nobody warns you about the small moments.

The second toothbrush you still haven't thrown out. The song that stops you in the middle of the supermarket. Reaching for your phone to tell them something funny, then remembering.

If people keep telling you to "just get over it", here's what relationship counselor Penny Price wants you to know: the pain of a breakup is real. It's a mental, emotional and even chemical response, and you're not choosing to feel it. You're not being dramatic.

She explains how to move through it in a short video on the 5 key principles to getting over your ex. Link in bio.

[Add one honest sentence about why you're sharing this]

#breakup #heartbreak #gettingoveryourex #breakuprecovery #healing #selfcare #divorcesupport #movingon

Instagram Post 2: The first Saturday alone

#ad The first Saturday morning alone is the strangest.

No one to make coffee for. No plans you made together. Just a quiet home and a whole day with nobody's opinion but your own.

It feels like loss, and it is. But relationship counselor Penny Price says it can also be the start of something: a newer, better, more loving and loveable you. Not by pretending the past didn't matter, but by honoring it while you look forward.

Her short video covers the 5 key principles to getting over your ex and being happy again. Link in bio.

[Add one honest sentence about why you're sharing this]

#movingon #newchapter #breakuprecovery #selflove #afterdivorce #heartbreakhealing #startingover

X / Threads Single post 1

"Time heals all wounds" is kind advice, but after a breakup time on its own often just teaches you to bury the hurt. Relationship counselor Penny Price explains what to do instead in a short video on the 5 key principles to getting over your ex. #ad `AFFILIATE-LINK`

X / Threads **Single post 2**

Still replaying every argument at 2 a.m.? A relationship counselor of over 20 years tells everyone the same thing after a breakup: no matter why it ended, the pain is not your fault. Her short video on getting over your ex: `AFFILIATE-LINK` #ad

Pinterest **Pin 1: The 5 key principles**

Title: The 5 Key Principles to Getting Over Your Ex and Being Happy Again

Getting over a breakup takes more than time. Relationship counselor Penny Price, who has spent over 20 years with people going through heart-shattering breakups, shares the 5 key principles to getting over your ex in a short video. Helpful after a separation, a divorce, or a breakup that still hurts months later. Watch it here: `AFFILIATE-LINK` #ad

TikTok script **Script 1: No pill for this**

Script:
0-2s [I wish there was a pill for this]
"I wish I could hand you a pill that makes the breakup stop hurting by tomorrow morning."

2-8s [There isn't one]
"There isn't one. Even Penny Price, who's been a relationship counselor for over 20 years, says so."

8-18s [The first weeks matter]
"What she does say is that what you do in the first days, weeks and months after a breakup makes a huge difference. Most people grab whatever numbs it fastest, and that's what keeps them stuck."

18-28s [Be gentle with yourself]
"So tonight, be gentle with yourself and let yourself feel it. And if you want her actual approach, she has a short video on the 5 key principles to getting over your ex."

28-32s [Link in bio]
"The link's in my bio."

Caption:
#ad No pill fixes a broken heart, but the first few weeks matter more than people think. Penny Price's short video on the 5 key principles to getting over your ex is linked in my bio. #breakup #heartbreak #gettingoveryourex #breakupadvice #healing

Hooks

Open with one of these, then hand your reader to Penny's short video.

It's not your fault

- If you've spent the last few weeks replaying every argument, looking for the moment you ruined everything, please read this first.
- There's one sentence a relationship counselor of over 20 years tells everyone after a breakup, and most people don't believe her the first time.

The pain is real (even chemical)

- If you feel embarrassed by how much this breakup hurts, there's a reason it feels physical.
- Your friends think you should be over it by now. Here's why your heart hasn't caught up with their timetable.

"Time heals" is a myth

- "Give it time" is the most common advice after a breakup, and for a lot of people it quietly backfires.
- It's been months, maybe years, and you still think about them. Time was supposed to fix that.

There's no magic pill (and that's okay)

- I wish I could give you a pill that made the breakup stop hurting by tomorrow morning. There isn't one, and anyone who says otherwise is selling something.
- There's no quick fix for a broken heart. But there is a better way through it than just waiting.

The emotional rollercoaster

- On Tuesday you felt almost normal. On Wednesday a song in the supermarket undid the whole week.
- If you're having one good day and three bad ones, you're not going backwards. You're on the rollercoaster.

Stuck in a "sadness rut"

- Most people make the same few mistakes after a breakup, and the worst one feels like the right thing at the time.
- Do you check their profile before you even get out of bed? That's one of six signs you're stuck.

Never settle for second best

- What would you say if your ex texted tonight and asked to try again? Decide now, while you're calm.
- The most dangerous message after a breakup isn't a cruel one. It's the one that says "I miss you."

A newer, happier you (new freedom)

- Moving on can feel like admitting it's really over. It's also the first step towards a life you'll love again.
- You can honor what you had and still look forward to what's coming. Those two things aren't enemies.

The "Breakup Sponsor"

- There's one person you need in your corner after a breakup, and it's probably not who you think.
- Your friends are tired of hearing about it, and you're tired of being the sad one. A counselor's idea of a "Breakup Sponsor" helps with both.

The 5 key principles (curiosity)

- A relationship counselor of over 20 years has boiled getting over your ex down to 5 key principles.
- If you're still hurting after a breakup, this short video is worth every minute.

Rules and disclosure

THE MOST IMPORTANT RULE

Never promise or hint that the book will help someone get their ex back.

Survival After Separation Rules

Google and Bing Advertising. Affiliates will need to undergo a review before you can promote Survival After Separation on Google and Bing. The Google and Bing rules below set out what that review covers.

Do Not do Brand Marketing. Affiliates are not allowed to bid any brand keywords like “Survival After Separation”.

Do Not Link Straight to the Order Form. Links that skip the sales page (straight to the order form) are not allowed. Every hoplink must open the Survival After Separation sales page.

Do Not Use False Representation. As an affiliate, you are not allowed to falsely promote yourself as the owner or creator of any Survival After Separation product.

Do Not Use False Negative Marketing. You are not allowed to market using negative strategies. This includes using words like fraud or scam in your ads or in your copy.

Do Not Spam Your Email Lists. Do not Spam your email lists when promoting any Survival After Separation product. Do not send unsolicited emails.

Do Be Clear and Upfront. Make it clear to your list or your audience that you are being compensated to promote Survival After Separation products. For additional rules and best practices, please go over Clickbank’s Guidelines.

Advertising on Google and Bing

Do Have Quality Websites. Affiliates are required to have quality websites. Do not just create a landing page, fill it with some of the free articles provided in the affiliates area. Instead, create original content and make your website valuable to your visitors. Make your website look good as well.

Do Have Your Website Reviewed. Contact us via the Affiliates Page before you start a Bing or Google Ad Campaign. Your websites need to be reviewed to make sure that you are following the rules. We can also help you with tips on marketing and optimization during the review process.

Do Not Do Brand Keyword Advertising. Affiliates are not allowed to bid any brand keywords like “Survival After Separation”.

Do Not Use Brand Words in Ad Copy. You are not allowed to use brand words in any copy. Do not list phrases like “Survival After Separation”.

Do Not Directly Advertise to Any Survival After Separation URLs. Affiliates are not allowed to directly advertise to Survival After Separation URLs and other Survival After Separation Products.

Do Not Use Direct Hoplink Advertisement. Do not advertise directly to a Hoplink URL. Use your own website instead. This is poor marketing practice and your ads are likely going to get denied.

Do Follow Our Other Rules. For our other promotion rules. Please check out our General Promotion Guidelines for Survival After Separation.

What you may say

+ Penny Price is a relationship counselor of over 20 years who has met with thousands of people going through breakups.
+ The book helps people understand their breakup, ride out the emotional rollercoaster and move on to a happier life.
+ It is written for anyone getting over a breakup, whether it came as a surprise, was mutual, or they ended it themselves.
+ It costs $37, one payment, with an 8-week (60-day) money-back guarantee through ClickBank.
+ The short video explains the 5 key principles to getting over your ex and how to be happy again.
+ Your own honest opinion, if you have really read it.

What you must never say

x No fake reviews, testimonials, quotes, star ratings or sales numbers, and never pretend you used it if you didn't.
x No income claims of any kind in your promotions.
x No guaranteed results or deadlines ("over your ex in 7 days"). The guarantee is a refund, not a result.
x No medical claims: never say it treats depression or replaces a doctor or therapist.
x No fake urgency, such as saying the price is about to go up.
x No ads that say or imply the viewer's personal situation ("Divorced?", "Your ex left you"). Speak in general terms.
x No mocking or shaming the reader, their ex or anyone's choices.

How to disclose

Tell people clearly, and close to your link, that you may earn a commission. Here is wording you can copy:

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

Social posts: `#ad`

Short version: `I may earn a commission from this link.`

Video and live: `I'm an affiliate, so I may earn a commission if you buy through my link.`

On social posts put #ad at the start or in the first line people see. On video, say it out loud as well as in the description.

More in the affiliate area

Banners in 14 sizes, presell pages, articles, keywords

http://aff.survivalafterseparation.com/overview/

Andrew Rusbatch, Affiliate Manager, andrew@unicapublications.com

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