

⚡ AFFILIATE PROMO ASSET



THE HAPPY DOG GUT BLUEPRINT

# Subject Lines & Angles

Five proven angles and a deep bank of subject lines to promote the same offer in fresh ways. **Test, find your winner, then scale it.**

5 promotion angles

30+ subject lines

Sorted and ready to swipe

**The Happy Dog Gut Blueprint**

Affiliate Resource Center

*Built for affiliates ready to do this right.*



START HERE

# One offer, *five different doors*

The same buyer who scrolls past one message will stop dead for another. That is the power of angles. Each angle below sells the exact same Blueprint, just through a different door, a different feeling, a different reason to care.

Pick two or three that fit your audience, test them against each other, then put your effort behind the one that lands. **Same offer, you are just changing the door you knock on.**

## ☑ How To Work These

- 1 Match an angle to your audience using the **who it is for** note on each page.
- 2 Use the hook and subject lines in emails, ads, or video openers.
- 3 Send the same offer to different segments using different angles a few days apart.

**Quick tip.** The same owner who ignored the cost angle might buy on the hope angle a week later. The offer never changes, only the way in does.

## THE FIVE ANGLES

1 **The Itchy Dog**  
Lead with the problem they feel every day

2 **It Is The Gut, Not The Skin**  
The reframe that changes everything

3 **The Money Drain**  
The cost of doing nothing

4 **The Happy Dog Again**  
Hope and the transformation

5 **For The Skeptic**  
For owners burned by other products



1

PROBLEM FIRST

# The Itchy Dog

THE HOOK

*“The licking, scratching, and scooting that just will not stop.”*



WHO IT IS FOR

Owners actively frustrated right now. Broad dog lists, itchy dog and allergy audiences, anyone who has tried products that did not work.



WHY IT WORKS

It names the exact behaviors owners watch every day. The moment they read it, they feel seen and they click.

SUBJECT LINES TO TEST

1 your dog's itching is trying to tell you something

2 still scratching? this is probably why

3 the scooting, the licking, the sleepless nights

4 what your dog's paws are trying to say

5 tired of watching your dog scratch all night?

6 the itch that no shampoo ever fixed



2

THE REFRAME

# It Is The Gut, Not The Skin

THE HOOK

*“You have been treating the wrong thing this whole time.”*



WHO IT IS FOR

Curious, informed owners. People who like to understand the why. Health minded dog lists and educational content audiences.



WHY IT WORKS

It delivers a genuine aha moment. Reframing the problem as a gut issue makes the Blueprint feel like the obvious next step.

● SUBJECT LINES TO TEST

1 it was never the skin

2 why the vet keeps treating the wrong thing

3 the real reason your dog keeps itching

4 most of your dog's immune system lives here

5 the gut and skin connection no one explained to you

6 stop treating the symptom, start fixing the source



3

COST OF DOING NOTHING

# The Money Drain

THE HOOK

*“How much have you already spent without fixing it?”*



WHO IT IS FOR

Owners who have spent on vet visits, special diets, and supplements with little to show. Practical, budget aware buyers.



WHY IT WORKS

It makes the low price feel like an obvious win against the money already lost. The contrast does the selling.

● SUBJECT LINES TO TEST

1 how much have you spent on this already?

2 the cycle that keeps draining your wallet

3 cheaper than one more vet visit

4 stop paying to manage what you could fix

5 what a year of special food really costs you

6 the fix that costs less than a bag of treats



4

HOPE & TRANSFORMATION

# The Happy Dog Again

THE HOOK

*“Picture your dog calm, comfortable, and themselves again.”*



WHO IT IS FOR

Warm lists and emotionally driven dog lovers. People who respond to the bond with their pet more than to logic.



WHY IT WORKS

It sells the outcome, not the problem. Owners buy the picture of their happy dog, and that picture is powerful.

● SUBJECT LINES TO TEST

1 picture your dog one week from now

2 calm nights and a happy dog again

3 the bounce in their step is coming back

4 your dog deserves to feel comfortable again

5 what a calm, happy tail looks like

6 give your dog the comfortable life they deserve



5

FOR THE DOUBTER

## For The Skeptic

THE HOOK

*“You have tried it all. Here is what was actually missing.”*



WHO IT IS FOR

Owners worn down and doubtful after products that overpromised. Skeptical lists that tune out hype.



WHY IT WORKS

It meets doubt head on instead of hyping. The honest, no nonsense tone plus the guarantee lowers the wall.

● SUBJECT LINES TO TEST

1 you have tried everything, i know

2 not another miracle cure, just this

3 skeptical? good, read this anyway

4 what every other fix was missing

5 no hype, just the part everyone skips

6 try it risk free and judge for yourself



MIX AND MATCH

# The Subject Line Bank

## ● Curiosity

“ the part no one tells dog owners

“ this changed how i feed my dog

“ the 7 day thing for itchy dogs

“ open if your dog scratches a lot

“ the quiet cause behind the itching

“ your vet may not have mentioned this

## ● Problem

“ the scratching that never quits

“ runny stools on every walk?

“ the scooting has to stop

“ another sleepless night of licking

“ mystery allergies that never clear up

“ your dog is uncomfortable and you know it

## ● Benefit

“ calmer skin in about a week

“ firmer stools, happier walks

“ the natural fix that actually lasts

“ a comfortable dog again, naturally

“ simple steps, real comfort

“ help your dog feel like themselves

## ● Gentle Urgency

“ do not let another week go by

“ start tonight, see a change this week

“ your dog has waited long enough

“ the sooner you start, the sooner they settle

“ one small step for a big change

“ today is a good day to start



## Test, Learn, *Then Scale*

You have five angles and a deep bank of subject lines. Test two or three, watch your open and click rates, then lean into the winner. **The data always knows before you do.**

### **Keep It Honest**

- ✓ Every subject line should match what is actually inside. **No false promises** to win the open.
- ✓ Avoid the words **cure, heal, and guaranteed**. The Blueprint supports gut health, it does not treat disease.
- ✓ Email **opted in subscribers only**, and follow CAN SPAM and the rules in your region.
- ✓ Always send through **your hoplink to the sales page**, never straight to checkout.