

✉ AFFILIATE PROMO ASSET



THE HAPPY DOG GUT BLUEPRINT

The 7 Email *Swipe Sequence*

Seven done for you follow up emails, written to warm up your list and turn dog owners into buyers. **Copy, paste, drop in your hoplink, and send.**

7 ready to send emails

Plain text, copy and paste

Written for cold and warm lists

The Happy Dog Gut Blueprint
Affiliate Resource Center

Built for affiliates ready to do this right.



START HERE

Seven emails that do the *selling for you*

These swipes use the same warm, honest voice as the sales page, the kind dog owners trust. Each one leads with a real problem your audience already feels, then points them toward the Blueprint as the calm, natural answer.

Send them as they are, or tweak the wording to sound more like you. **Just keep the hook and the flow intact.**

☑ Three Steps To Send

- 1 Copy the subject line and full email body of any swipe.

- 2 Replace **[YOUR HOPLINK]** with the personal link from the affiliate page, and swap in your details.

- 3 Paste into your email platform, send a test to yourself, then send to your list.

i **One quick reminder.** Send to opted in subscribers only, and keep your claims honest. The Blueprint supports gut health, it does not cure or treat disease.

THE SEQUENCE AT A GLANCE

<p>1 The Itch That Will Not Quit Cold open Day 1</p>	<p>2 It Was Never The Skin The realization Day 2</p>
<p>3 What The Vet Bills Never Fixed Cost of waiting Day 4</p>	<p>4 Seven Days From Now Transformation Day 5</p>
<p>5 What Other Owners Are Seeing Social proof Day 7</p>	<p>6 Still On The Fence? Handle hesitation Day 9</p>
<p>7 Last Call For Your Dog Final nudge Day 11</p>	



1

DAY 1 · COLD OPEN

The Itch That Will Not Quit

Tone: Empathetic

Goal: Open the loop

Length: Short

SUBJECT LINE

your dog's itching is trying to tell you something

Alt: the scratching is not a skin problem

EMAIL BODY

Hey [First Name],

If your dog has been licking their paws raw, scratching at their ears, or scooting across the carpet, you have probably tried everything by now.

New food. Special shampoo. Maybe a few trips to the vet and a bag of expensive prescription kibble that promised to fix it.

And yet here you are, still watching your dog be uncomfortable.

Here is the part most owners never get told. That itching, scratching, and scooting is almost never a skin problem. It is a warning sign coming from somewhere else entirely, the gut.

A new guide called The Happy Dog Gut Blueprint walks through exactly why this happens, and the simple, natural steps to calm it down at the source. No prescriptions, no steroids, no guesswork.

If your dog has been struggling, this is worth ten minutes of your time:

[YOUR HOPLINK]

Tomorrow I will explain why the gut controls so much of your dog's comfort, and why treating the skin alone never works.

*Talk soon,
[Your Name]*



Best for: Cold list intro and broad dog owner audiences. Sets up the whole sequence by opening the gut and skin loop.



2

DAY 2 · THE REALIZATION

It Was Never The Skin

Tone: Educational

Goal: Reframe the problem

Length: Medium

SUBJECT LINE

why the vet keeps treating the wrong thing

Alt: the real reason your dog keeps itching

EMAIL BODY

Hey [First Name],

Yesterday I mentioned that your dog's itching usually starts in the gut, not the skin. Here is why that matters so much.

Most of your dog's immune system actually lives in their gut. When the balance of bacteria gets thrown off, the body reacts the only way it can, through the skin, the ears, the stool, and the flare ups you have been chasing for months.

So treating the skin alone only treats a symptom while the real cause keeps running in the background. That is why the relief never lasts, and why the problem always comes back.

The Happy Dog Gut Blueprint flips that. Instead of masking the itch, it rebuilds the gut so the itching has no reason to keep happening. Think of it as turning off the tap instead of mopping up the leak.

You can see exactly how it works here:

[YOUR HOPLINK]

It is a simple plan any owner can follow at home, with everyday foods and clear steps.

Talk soon,

[Your Name]

P.S. If your dog has been on and off treatments for months with no lasting change, this is probably the piece you have been missing.



Best for: Day two of the sequence. Builds belief by explaining the gut and skin connection in plain language.



3

DAY 4 · COST OF WAITING

What The Vet Bills Never Fixed

Tone: Honest

Goal: Stack the cost

Length: Medium

SUBJECT LINE

how much have you already spent on this?

Alt: the cycle that keeps draining your wallet

EMAIL BODY

Hey [First Name],

Let me ask you something a little uncomfortable. How much have you spent trying to fix your dog's itching and stomach troubles over the last year?

Vet visits. Special diets. Supplements. Sprays and shampoos. For a lot of owners, it adds up to hundreds, sometimes more than a thousand dollars a year. And the frustrating part is that the dog is often no better for it.

That is not your fault. The whole cycle is built around managing symptoms, not fixing the cause. So you keep paying, and your dog keeps struggling.

The Happy Dog Gut Blueprint breaks that cycle for the price of a single bag of premium treats. One simple plan, yours to keep, that goes after the actual root of the problem instead of renting you temporary relief.

Here is where to start:

[YOUR HOPLINK]

Imagine not dreading the next flare up, or the next bill that comes with it. That is what fixing the gut actually gives you.

Talk soon,

[Your Name]

P.S. It comes with a full money back guarantee, so trying it costs you nothing if it is not right for your dog.



Best for: Mid sequence. Speaks to owners worn down by repeat costs and gives them a reason to act now.



4

DAY 5 · THE TRANSFORMATION

Seven Days From Now

Tone: Hopeful

Goal: Paint the outcome

Length: Medium

SUBJECT LINE

picture your dog one week from today

Alt: what calm nights could look like again

EMAIL BODY

Hey [First Name],

Close your eyes for a second and picture your dog one week from now.

No more frantic scratching in the middle of the night. No more licking that keeps you both awake. Their stools are firm, their coat looks healthier, and that restless, uncomfortable energy has settled into something calm.

They greet you at the door with the kind of bounce you have not seen in a while. They sleep through the night. And so do you.

That is the kind of change owners describe when they finally fix the gut instead of chasing the symptoms. And the best part is how quickly it can start. Many owners notice their dog is calmer within just a few days.

The Happy Dog Gut Blueprint lays it all out, step by step, in a simple plan you can begin tonight:

[YOUR HOPLINK]

One week from now, your dog could already be on the way back to comfortable. The only thing standing between here and there is starting.

Talk soon,
[Your Name]



Best for: The future pacing email. Helps the reader feel the result before they buy. Pairs well after the cost email.



5

DAY 7 · SOCIAL PROOF

What Other Owners Are Seeing

Tone: Reassuring

Goal: Build trust

Length: Medium

SUBJECT LINE

they tried everything too, then this

Alt: the change other dog owners noticed first

EMAIL BODY

Hey [First Name],

One of the things I love about The Happy Dog Gut Blueprint is how consistent the feedback from owners has been.

So many of them describe the exact same story. They had spent months, sometimes years, trying creams, special foods, and endless vet visits. Nothing held. Then they shifted their focus to the gut, and within the first week something finally changed.

The scratching eased off. The stools firmed up. The dog that had seemed low and uncomfortable started acting like itself again.

What stands out is that these are not dramatic overnight miracles. They are simple, steady improvements that come from finally working with how a dog's body is built, instead of against it.

If you have been waiting for a sign that this could work for your dog too, let this be it:

[YOUR HOPLINK]

Your dog deserves to be the one acting like a puppy again. This is how a lot of owners got there.

Talk soon,

[Your Name]



Best for: The trust builder. Uses the pattern of owner results without quoting specific medical claims. Keep it honest and general.



6

DAY 9 · HANDLE HESITATION

Still On The Fence?

Tone: Warm

Goal: Remove the risk

Length: Short

SUBJECT LINE

a fair question before you decide

Alt: what if it does not work for my dog?

EMAIL BODY

Hey [First Name],

If you have been thinking about The Happy Dog Gut Blueprint but have not started yet, there is probably one honest question on your mind. What if it does not work for my dog?

Fair question. Here is the answer.

You are fully protected by a money back guarantee. You can watch the lessons, follow the simple steps, and use all the bonuses. If you do not see a real improvement in your dog's comfort, you just ask for a refund and you get every penny back.

That means the only real risk is doing nothing, and letting your dog stay uncomfortable for another week.

So there is genuinely nothing to lose by trying it:

[YOUR HOPLINK]

Give it an honest shot. Your dog will either feel better, or it costs you nothing. That is a pretty easy decision.

Talk soon,

[Your Name]



Best for: The objection handler. Leans on the guarantee to remove risk for readers who are interested but hesitating.



7

DAY 11 • FINAL NUDGE

Last Call For Your Dog

Tone: Direct

Goal: Drive the click

Length: Short

SUBJECT LINE

closing this out (for your dog's sake)

Alt: one more week of itching, or this

EMAIL BODY

Hey [First Name],

This is the last email I will send you about The Happy Dog Gut Blueprint, so I want to keep it simple.

Over the last week and a bit, I have shared why your dog's itching and stomach troubles usually come from the gut, why the usual fixes never last, and what changes when you finally treat the cause.

Now it really comes down to one choice. Another week of watching your dog scratch, scoot, and feel miserable, or a simple, natural plan you can start tonight to turn it around.

The Blueprint is low cost, backed by a full guarantee, and ready the moment you join:

[YOUR HOPLINK]

Your dog gives you their whole heart every single day. This is one small way to give a little of that back.

Whatever you decide, give that pup a scratch behind the ears from me.

Talk soon,

[Your Name]



Best for: The closer. Recaps the sequence and drives a final decision with warmth, not pressure.



Now Go Make Some *Commissions*

You have seven proven emails ready to send. Drop in your hoplink, hit send, and let the sequence do the work. **The more of these you send, the more your list warms up.**

A Few Ground Rules

- ✓ Email **opted in subscribers only**. Always follow CAN SPAM and the rules in your region.
- ✓ Keep claims honest. The Blueprint **supports gut health**, it does not cure or treat disease, and it does not replace a vet.
- ✓ Always send traffic through **your hoplink to the sales page**, never straight to checkout.
- ✓ Feel free to edit the wording to match your voice, just keep the hook and structure intact.