

## Loot4rs Ambassador Program Sequence for all Customers

### Email 1

Subject: free free... free free free

Hey [FIRSTNAME],

It's (name) from Loot4rs, and do I have some exciting news for you today.

After much thought and many energy drinks, we've decided to officially launch our Ambassador Program. But what's that, you ask?

This is the name of our referral program. Each time you refer someone to Loot4rs and they make a purchase, both of you get a free spin on our prize wheel for up to \$10 of free currency, and you get 50 bonus points.

**But the benefits go way beyond 50 bonus points and free spins.**

The Ambassador Program has both a monthly bonus and an achievement bonus. Here is how each breaks down.

Monthly Bonus:            \$10 in free currency for 2 referrals.  
                                     \$30 in free currency for 5 referrals.  
                                     \$55 in free currency for 10 referrals.

Achievement Bonus:      \$10 in free currency for 5 referrals.  
                                     \$30 in free currency for 10 referrals.  
                                     \$40 in free currency for 20 referrals.  
                                     \$75 in free currency for 50 referrals.  
                                     \$250 in free currency for 100 referrals.

Check out this amazing new program right now.[\(link\)](#) I know you're going to love it. I mean, what's not to love, [FIRSTNAME]? **You can now earn freebies WITHOUT purchasing.** (Damn energy drinks!)

(signature)

## Email 2

Subject: Testing testing... 123

Hey [FIRSTNAME],

This is (name) again from Loot4rs. I don't wanna sound like an impatient child in a shopping mall, but have you tested out your shareable referral link in our new Ambassador Program?

Inside your Loot4rs dashboard, you can find your very own referral link([link](#)) that you can copy and paste. And paste. And paste again.

When using that link, our super high-tech website tracks your referrals automatically, so you never get hosed.

Do you remember those referral bonuses you can get? The monthly bonus is tallied, well... monthly, and the achievement bonus accumulates to infinity and beyond. And as you know, beyond infinity is an awfully long time.

But here's the point. **Imagine getting that \$250 bonus in free currency** just for referring 100 friends, family members, co-workers, acquaintances, people you meet at the grocery store, your mailman, faceless names online, hitchhikers, ax murderers, karaoke singers... OK, that's going too far.

You could paste that sucker all over the place and see what sticks. And then BOOM! It's bonus time, baby!

So, how about you set down the game control (just for a minute) and think about all the places and people you can refer us to.

It's a lot, right?

OK, I'm going to let you think now. And by the way [FIRSTNAME], **did I ever tell you you're my hero?** (I should give you some bonus points for figuring out that horrific reference.)

(signature)