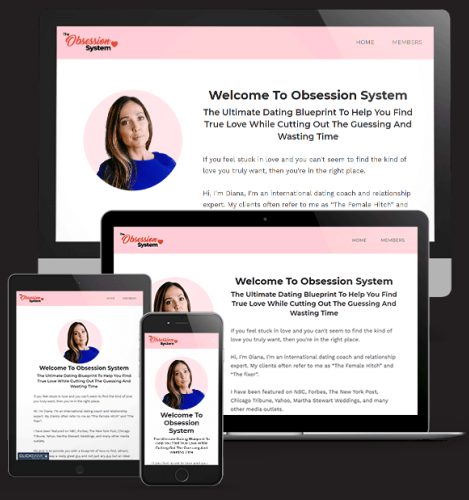


AFFILIATE SWIPE PACK

Ready-to-send swipes for The Obsession System

Emails, hooks, social posts, your hoplink and the rules, all for Diana Mandell's dating program for women, which comes with a 30-day money-back guarantee.



10 best emails	**26** hooks	**4** pages to link to	**30** day money-back guarantee

aff.obsessionsystem.com · Unica Publications Ltd · Affiliate manager: Andrew Rusbatch, andrew@unicapublications.com

INSIDE THIS PACK

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All the material for promoting The Obsession System by Diana Mandell, gathered in one file. Every swipe is also online at aff.obsessionsystem.com, where your own hoplink is filled in for you.

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PART 1

How to use this pack

What you are promoting

The Obsession System is a dating program for women by Diana Mandell, an international dating coach and relationship expert. Her clients call her “The Female Hitch” and “The fixer”, and she has been featured on NBC, Forbes, The New York Post, Chicago Tribune, Yahoo and Martha Stewart Weddings.

It is made for single women who want a committed relationship with a high-quality man. Diana calls it “The Ultimate Dating Blueprint To Help You Find True Love While Cutting Out The Guessing And Wasting Time”.

Inside are 8 modules of videos, audios, workbooks and companion guides, with weekly action steps, real-life examples from her past clients and a worksheet for each audio training. Three bonuses come with it: the Sex and Intimacy Guide, The Commitment Blueprint and The Dating Tracker.

Diana also runs a free webinar, The Secret Formula To Attract AND KEEP An Amazing Love Life. For a reader who has never heard of Diana, it is the gentlest way in, because she gets to listen to Diana before she sees any price.

The program is $497, or 3 monthly payments of $199, sold through ClickBank with a 30-day, no questions asked, 100% money-back guarantee. As the sign-up page says: “Earn up to 75% commissions on the front end.”

Six habits that sell

1. **Start where people already know you.** An email list works best, followed by YouTube, Instagram, Facebook and TikTok. A reader who already trusts you is far more likely to give Diana an evening on your say-so than a stranger who sees a single post.
2. **Offer the free webinar to new readers.** Most people find it easy to say yes to a free class, so the webinar registration link suits a new or cold audience, while the main sales page suits readers who already know Diana. Any of the four pages works with any email, so pick the one that fits your readers.
3. **Lead with a moment your reader will recognise.** The emails open on moments a single woman knows well, such as a man who suddenly goes quiet, and the story emails retell Diana’s client stories (Jade, Nancy, Abby, Lexi and Kate) exactly as she tells them.
4. **Add one true line of your own.** Every email has a [square bracket] for it. A sentence about why you are sharing Diana does more for your readers’ trust than anything we could write for you.
5. **Sell a healthy, committed relationship.** Diana says her approach works “Without Manipulation”. Leave out tricks for making a man obsessed, and never promise anyone a man, a proposal or any result by a set date.
6. **Use a tracking ID for each place you post.** A short word such as email1 or yt_review shows you in ClickBank which send made each sale, so you can do more of what works.

Where to post

Channel	What works
Email	Short emails with one link each, one a day. The webinar invitations are the best place to start.
YouTube	A video about a dating problem your viewers know well, such as a man who sends mixed signals, with your hoplink and the disclosure line in the description.
Instagram and TikTok	Links in posts are not clickable, so put your link, or better a presell page on your own site, in your bio.
Facebook	A personal post or a post in your own group, with one of the pictures from the social posts page so it stands out in the feed.
Your blog	Publish one of the articles with a paragraph of your own at the top, or use one of the two presell pages.

PART 2

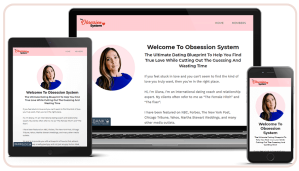
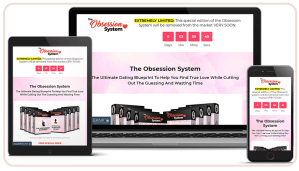
Your hoplink

Every sale is tracked through your ClickBank hoplink. This is its format:

```
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=obsessnsys&tid=YOURTRACKINGHERE&type=main
```

Part	What it means
affiliate=	Your ClickBank nickname. Put it where it says YOURIDHERE.
vendor=obsessnsys	The Obsession System. Leave it exactly as it is.
tid=	Your tracking ID. It is optional and only you see it, and it tells you which email, post or video made each sale. Delete &tid=YOURTRACKINGHERE if you do not use one.
type=	The page your link opens (see below). Leave it out and the link opens the main sales page.

The four pages your link can open

Ending	Page	Suits
&type=main	**Main Salespage** Diana's own letter: who she is, the 8 modules, the three bonuses, the price and the 30-day guarantee. 	Readers who already know Diana, or who have watched her webinar.
&type=start	**Salespage with Timer** The same letter and price, opening with a banner that says this special edition will be removed from the market very soon. 	Not recommended: we cannot confirm the edition is being removed, so use the main sales page instead.

&type=register	**Webinar Registration Page** The sign-up page for Diana's free webinar, The Secret Formula To Attract AND KEEP An Amazing Love Life. 	New readers and cold audiences, because signing up for the webinar costs them nothing.
&type=replay	**Webinar Replay Page** The webinar replay, with timestamps, Diana's client stories and a button to the program. 	Readers who signed up but missed the class.

Links that skip the sales page are not allowed. Never link to the order form, and never put a raw hoplink in a paid ad: send ads to your own website.

The easy way: save your hoplink once at aff.obsessionsystem.com/links/ and every email, post, article and banner in the online area shows your own link, ready to copy. In this pack you put it in yourself: every place a link goes shows **{{LINK}}**. Swap **{{first_name}}** for your email tool's first-name tag, with a fallback such as "there".

PART 3

The best emails

The Emails page online holds 26 emails. These 10 are the best place to start: the webinar invitations in full, then the opening email of every other set. Each has three subject lines, a preheader, the email and a tip.

01. An invitation to Diana's free webinar

Invitations to Diana's free webinar · Email 1 of 5 · Day 1 · suggested page: Webinar Registration Page

Subject lines

1. A free webinar on finding a great man, and keeping him
2. Her clients call her "The Female Hitch"
3. Diana Mandell is teaching a free class on love

Preheader: An international dating coach is running a free class, and you're invited.

Hi **{{first_name}}**,

I want to introduce you to someone, because I think a lot of the women on my list will be glad they met her.

Diana Mandell is an international dating coach and relationship expert. Her clients call her "The Female Hitch", and some of them just call her "the fixer". She has been featured on NBC, in Forbes, The New York Post and on Yahoo, among plenty of others.

Right now she is running a free webinar called The Secret Formula To Attract AND KEEP An Amazing Love Life.

In it she shows the formula her clients have been using to meet a great man and keep him, all without manipulation or pretending to be someone they are not.

She also covers how to heal old emotional wounds so the same painful pattern stops repeating, and she tells the story of how she found her own husband.

You can sign up here:

{{LINK}}

[One line from you: why you thought of your readers when you came across Diana.]

Over the next few days I'll tell you more about what she covers.

Talk soon,
[Your name]

Tip: *Send this one first. The square-bracket line is the one readers trust most, so write it as yourself, in one or two sentences.*

02. When she has everything except love

Invitations to Diana's free webinar · Email 2 of 5 · Day 2 · suggested page: Webinar Registration Page

Subject lines

1. Why smart, beautiful, successful women find it hard to find love
2. You would think it would be easier for her
3. The woman who has it all together, apart from her love life

Preheader: A dating coach gives her top reason for it in a free webinar.

Hi **{{first_name}}**,

Think of a woman you know who seems to have it all together.

She's clever and kind, she has done well at work, her friends adore her and she looks great. Somehow the good men never seem to stay, if they turn up at all.

Most of us know someone like that. Maybe you have even been her yourself.

Dating coach Diana Mandell has a view on why this happens. Early in her free webinar she gives what she calls the top reason smart, beautiful and successful women find it so hard to find love with a high-quality man.

She explains it within the first few minutes, so even if you only have a short while, it's worth signing up:

{{LINK}}

[If you have seen this in your own life or a friend's, a sentence about it here makes the email feel personal.]

[Your name]

Tip: *This works well on a weekend morning, when readers have time to think about their own love life. Keep the reason itself for Diana to give.*

03. When the dating rules don't work

Invitations to Diana's free webinar · Email 3 of 5 · Day 3 · suggested page: Webinar Registration Page

Subject lines

1. Dating advice that doesn't ask you to play games
2. What if you didn't have to pretend to be someone else?
3. Wait three days, never text first, play it cool...

Preheader: If playing it cool has never felt like you, this free webinar is worth a look.

Hi **{{first_name}}**,

A lot of dating advice comes down to a list of rules. Wait three days before you reply, never text first, and act a little less interested than you really are.

Women follow those rules faithfully and then wonder why the man they end up with doesn't really know them.

Diana Mandell sees it differently. In her free webinar she says her approach has nothing to do with "game-playing, your physical beauty, being someone you aren't, and guessing your way through dating."

What she teaches instead starts with knowing yourself well and seeing the man in front of you clearly, so you can attract and keep a good relationship while staying exactly who you are.

Anything built on tricks has to be kept up forever, and that sounds exhausting.

Here's where to join:

{{LINK}}

Speak soon,
[Your name]

Tip: *If you have a dating "rule" you were told and never believed, add it after the first paragraph. Readers love comparing notes on these.*

04. The free How To Text Guide

Invitations to Diana's free webinar · Email 4 of 5 · Day 4 · suggested page: Webinar Registration Page

Subject lines

1. What to say to him by text
2. A free texting guide from Diana Mandell
3. When you stare at his message and have no idea what to send

Preheader: Diana gives it to everyone who stays to the end of her free webinar.

Hi **{{first_name}}**,

Let's say he sends you a message on a Tuesday night. It's friendly but short, and you spend twenty minutes typing a reply, deleting it and typing it again.

You worry that it sounds too keen, and you wonder whether to leave it until the morning.

Texting is where promising starts often go wrong, and Diana Mandell knows it. So at the end of her free webinar she gives everyone who stayed a How To Text Guide, which she says reveals exactly what to say to him to keep him wanting more.

It's the kind of thing you can use the very same evening, which is why I wanted you to know about it.

The webinar itself goes much further, into the 6 key areas of your personal and dating life, and how to spot the men who aren't right for you.

Sign up here, and stay to the end for the guide:

{{LINK}}

[Your name]

Tip: *Readers who ignored the first invitation often sign up for a free gift. Send this to anyone who hasn't clicked yet.*

05. If you missed it: the replay

Invitations to Diana's free webinar · Email 5 of 5 · Day 6 · suggested page: Webinar Replay Page

Subject lines

1. Missed Diana's webinar? You can watch the replay
2. The replay of The Secret Formula webinar
3. Watch it once the house is quiet

Preheader: You can watch Diana Mandell's webinar on replay, whenever suits you.

Hi **{{first_name}}**,

Not everyone can sit down at a set time for a webinar, so if you didn't get to Diana Mandell's, there's a replay you can watch when it suits you.

It's a long one, so make yourself a cup of tea first.

Diana opens with 3 habits she says make a woman stand out to the high-quality men she wants to meet. Then she tells the stories of clients like Jade, whose 15-year relationship had ended in divorce, and Abby, who had been on more than 100 first dates and couldn't work out why men kept ghosting her.

After that she gets into her three secrets, starting with 4 myths about men and relationships, which she takes apart one by one.

Near the end she introduces her program, The Obsession System, and the replay page lets you watch the whole thing:

{{LINK}}

[If you have watched it yourself, tell readers which part stayed with you.]

Enjoy,
[Your name]

Tip: *Send this two days after the last invitation. Its link goes to the Webinar Replay Page, because the email is about the replay.*

06. Jade, after 15 years

Five women Diana has coached · Client story · Any day · suggested page: Webinar Registration Page

Subject lines

1. Jade was with him for 15 years

2. Starting again after a long marriage
3. Jade's life after a 15-year relationship

Preheader: Her 15-year relationship ended in divorce, and that wasn't the end of her story.

Hi **{{first_name}}**,

Fifteen years is a long time to build a life with someone.

Jade had done exactly that, and then her relationship ended in divorce.

If you have been through a divorce, you know it isn't only the marriage that ends. Routines go, friends sometimes take sides, and dating again can feel like walking into a party where everyone else already knows the rules.

Jade worked with Diana Mandell, an international dating coach and relationship expert. Diana says Jade has regained her happiness and is now in a strong, committed relationship with the love of her life.

Diana's approach pays close attention to the woman herself, including healing old hurt so the same pattern doesn't follow her into the next relationship.

Diana tells Jade's story in her free webinar, along with the method behind it:

{{LINK}}

[If you have started over yourself, one line about it here will mean a lot to readers in the same spot.]

[Your name]

Tip: *Keep Jade's story exactly as Diana tells it. Don't add her age, her children or any detail Diana didn't give.*

07. The three things holding women back

What holds women back · Secrets · Any day · suggested page: Main Salespage

Subject lines

1. 3 things that hold women back from being pursued by great men
2. Why the good ones walk past
3. Diana's list of three

Preheader: A dating coach keeps seeing the same three things hold women back.

Hi **{{first_name}}**,

Diana Mandell is a dating coach, and her work is helping women with their love lives.

Among the women she works with, she says the same three things keep holding them back from being passionately pursued by high-quality men.

If good men seem to walk straight past you, those three things are well worth knowing.

Diana is clear about what she means by a high-quality man, and I like her description: kind, intelligent, ambitious, good looking and emotionally mature.

That last one is the hardest to find, isn't it?

Her program, The Obsession System, shares all three in depth. It's 8 modules of videos, audios and workbooks, with an action step every week so you put what you learn into practice as you go.

Here's her program:

{{LINK}}

[Your name]

Tip: *Ask readers to reply with the quality they value most in a man. It makes a good follow-up email.*

08. Who Diana Mandell is

What's inside The Obsession System · Inside the program · Any day · suggested page: Main Salespage

Subject lines

1. Why her clients call her "The Female Hitch"
2. The dating coach NBC and Forbes have featured
3. Meet the woman behind The Obsession System

Preheader: A little more about Diana Mandell, the coach behind the program.

Hi **{{first_name}}**,

Remember the film Hitch, where Will Smith plays a "date doctor" who coaches men on winning over the woman they like?

Diana Mandell's clients call her "The Female Hitch". A few of them call her "the fixer".

She's an international dating coach and relationship expert, and she has been featured on NBC, in Forbes, The New York Post and the Chicago Tribune, on Yahoo and in Martha Stewart Weddings.

What stands out to me is how she describes her work: "I do this every day with real women, and this is my core passion in life."

Her program, The Obsession System, puts that coaching into 8 modules you can work through at home, and because it's all digital you can start straight away.

Have a look at what's inside:

{{LINK}}

[Your name]

Tip: *A good first email for a list that hasn't heard of Diana. If you have read or watched her yourself, add one sentence about it.*

09. "I've left it too late"

Emails that answer common doubts · Doubts · Any day · suggested page: Main Salespage

Subject lines

1. "I've left it too late"
2. Is there an age limit on finding love?
3. For anyone who thinks her dating days are over

Preheader: Age is no barrier, says one dating coach, and her client Nancy is a good example.

Hi **{{first_name}}**,

One of the saddest things I hear from women is, "I've left it too late."

Maybe the children have grown up, or a long marriage has ended, or you looked up one day and realised it has been years since your last date.

Dating coach Diana Mandell doesn't accept that. She says age is no barrier, and that it is never too late.

One of her clients, Nancy, thought she was too old and avoided dating for years. Diana says Nancy has now been dating a guy who adores her for over a year.

Her program covers self love and embracing your femininity, along with dating profiles and where to meet men, so it looks after you as well as your dating life.

Here's where you can see how it works:

{{LINK}}

[Your name]

Tip: *Never add an age or an age range to this email. Diana's point is that age doesn't decide it, so let the email say that and nothing more.*

10. Everything in one email

Guarantee and closing emails · Close · Closing days · suggested page: Main Salespage

Subject lines

1. Everything you get with The Obsession System
2. The whole program in one email
3. Diana's program, the bonuses and the price

Preheader: 8 modules, three bonuses, the price, the payment plan and the 30-day guarantee.

Hi **{{first_name}}**,

Here is everything that comes with Diana Mandell's complete dating program, The Obsession System. There are 8 modules of videos, audios, workbooks and companion guides, with real examples from her past clients, a worksheet for each audio training and action steps every week.

Three bonuses come with it. The Commitment Blueprint explains what a man needs to hear, see and feel to want to commit. The Dating Tracker is the tool her clients call "THE dating tool". The Sex and Intimacy Guide helps you feel comfortable and in control of that side of your life.

The price is $497, or 3 monthly payments of $199 if you would rather spread it out.

It comes with a 30-day, no-questions-asked, 100% money-back guarantee, so if you aren't happy with it you can ask for a refund within 30 days.

{{LINK}}

[One sentence from you: the part you think your readers will get the most from.]

[Your name]

Tip: *Check the price and bonuses on the sales page before you send. If anything has changed, change it here too.*

PART 4

Angles and hooks

Pick the angle that fits the people you talk to, then use one of its lines as a subject line, the first line of a post or the opening of a video.

"The Female Hitch"

Lists that like expert advice from someone with a name. Email, Facebook and YouTube.

- Remember Hitch, the "date doctor" Will Smith played? Diana Mandell's clients call her the female version.
- A dating coach featured on NBC and in Forbes is running a free webinar on attracting a great man and keeping him.

Smart, successful and still single

Professional women and busy, capable readers who have done well everywhere except love.

- She has a great job, close friends and a full diary, but the man she's hoping for still hasn't shown up.
- Diana Mandell says there's one top reason clever, successful women struggle to find a good man.

Starting over after divorce

Readers who are divorced or out of a long relationship. Email and Facebook.

- Jade was with him for 15 years before it ended in divorce.
- Dating again after a long marriage can feel like being dropped into a country where you don't speak the language.

"It's too late for me"

Women who have stopped dating, or think their chance has passed. Email and Facebook.

- Nancy thought she was too old, and for years she didn't date at all.
- One of the saddest things I hear from women is "I've left it too late."

Ghosted again

Women who date a lot, on apps or off, and keep getting ghosted. TikTok, Instagram and email.

- Over 100 first dates, and the men kept disappearing without a word.
- Abby couldn't work out why the men she dated kept ghosting her.

Mixed signals

Women who are dating someone now and can't read him. Instagram, TikTok and email.

- He texts every day for a week, goes quiet for three days, then turns up with "hey you" as if nothing happened.
- Lexi kept getting mixed signals from men and was always second-guessing herself.

Even the matchmaker got stuck

Readers who are the sensible friend everyone asks for advice. Email and Instagram.

- Kate helps people find love for a living, and her own love life was stuck.
- Who does a professional matchmaker turn to when her own dating life goes wrong?

Tired of the dating games

Readers who are sick of dating "rules" and tricks. TikTok, Facebook and email.

- What if the dating rules your friends swear by are the reason he never really gets to know you?
- A dating coach whose approach has nothing to do with game-playing or pretending to be someone you aren't.

Four myths about men

Curious readers who enjoy a list and a debate. TikTok, YouTube and email.

- Four things most women were taught about men, and a dating coach says none of them are true.
- Diana Mandell names four myths about men, and most of us were raised on at least one of them.

The same man with a different name

Readers who keep choosing the wrong kind of man. Email and Facebook.

- Some women date the same man over and over, just with a different name and a different job.
- If the same kind of man keeps turning up in your life, a dating coach explains why in her free webinar.

What makes a man commit

Women in a relationship that has stalled, and women dating seriously. Email.

- He seems happy and says all the right things, and he still won't make it official.
- Diana Mandell says there's a number one thing men look for in a woman before they commit.

What to say by text

Anyone who has stared at a message for twenty minutes. TikTok, Instagram and email.

- What do you send back when his text is friendly but only three words long?
- A dating coach is giving away a guide on exactly what to say to him by text.

The Dating Tracker

Practical readers who like tools and lists. Email and Facebook.

- Was it the man from Saturday who never asked you a single question, or the one before him?
- Diana Mandell's clients call one simple tool "the game changer".

PART 5

Social posts

One ready post for each network. The Social Posts page at aff.obsessionsystem.com/social/ has more, each with its picture.

Facebook posts: An invitation to Diana's free webinar

Suggested page: Webinar Registration Page

If you want a committed relationship with a really good man, and you're tired of guessing, this free webinar is worth an evening.

It's called The Secret Formula To Attract AND KEEP An Amazing Love Life, and it's run by Diana Mandell, an international dating coach whose clients call her "The Female Hitch".

She covers how to heal old emotional wounds, why the same hurtful patterns keep coming back, and how to be chosen by a great guy who isn't looking for "the next best thing". She also tells the story of how she found her own husband.

It costs nothing to sign up:
{{LINK}}

#ad I earn a commission if you buy through this link.

Instagram captions: Mixed signals

Suggested page: Webinar Registration Page

#ad Lexi was always getting mixed signals from men, and she was forever second-guessing herself.

She became a client of dating coach Diana Mandell, and Diana says Lexi is now having fun dating high-quality men who are "falling at her feet".

Diana tells Lexi's story in her free webinar. The link is in my bio.

YouTube videos and community posts: A video about the free webinar

Suggested page: Webinar Registration Page

A Dating Coach's Free Webinar on Attracting and Keeping a Great Man

TikTok videos: 100 first dates

Suggested page: Webinar Registration Page

#ad Abby's 100 first dates #datingadvice #datingtips #ghosted

PART 6

Rules summary

Breaking these can cost you your commissions. The full rules are at aff.obsessionsystem.com/rules/.

Do

- Tell your readers you are paid to promote it: put the disclosure line in every email, post, article and video description.
- Only email people who asked to hear from you.
- Send any paid ads to your own good-quality website, and have it reviewed by Andrew before you start a Google or Bing campaign.
- Keep Diana's words and her client stories exactly as she tells them.

Do not

- Bid on brand keywords such as "The Obsession System", or use brand words in ad copy.
- Advertise straight to a hoplink or to any Obsession System page.
- Present yourself as the owner or creator of The Obsession System.
- Use negative marketing such as "scam" or "fraud" in your ads or copy.
- Use links that skip the sales page and go straight to the order form. They are not allowed.
- Promise anyone a man, a relationship, a proposal or any result in a set time, or call anything "guaranteed" except the 30-day money-back guarantee.

The disclosure line goes in every email, post, article and video description: "I may earn a commission if you buy through my link, at no extra cost to you."

Diana's client stories are hers to tell. Retell Jade, Nancy, Abby, Lexi and Kate only as she tells them, and never add results, names or details of your own.

PART 7

Banner sizes

The Banners page at aff.obsessionsystem.com/banners/ has ready-made sets in 14 sizes. Each banner's code carries your hoplink once you have saved it. Download a set and upload the pictures to your own site.

Size (pixels)	Where it fits
320 × 50	phone banner
468 × 60	banner, older sites and forums
320 × 100	large phone banner
200 × 200	small square
250 × 250	square, sidebars
728 × 90	leaderboard, top of a page
120 × 600	skyscraper, narrow sidebars
300 × 250	medium rectangle, sidebars and inside posts
336 × 280	large rectangle, inside posts
160 × 600	wide skyscraper, sidebars
300 × 600	half page, sidebars
970 × 250	billboard, wide sites
1200 × 628	picture that shows when a link is shared
1080 × 1080	square social post

The Product Images page has the box set, the devices picture and the three bonus covers for your own pages and posts.

PART 8

Help and contact



Andrew Rusbatch
Affiliate Manager, Unica Publications
andrew@unicapublications.com

Email Andrew to have your website reviewed before any Google or Bing campaign, to ask about your commission, or to ask for an article or email written for your audience.

Every swipe in this pack is also online at aff.obsessionsystem.com, with presell pages, articles, banners and product pictures.