

Podia Affiliate Swipe Copy

To make promoting Podia as easy as possible, we created a bunch of swipe-able promotional copy you can use as inspiration for your social media channels, newsletters, blog, and more.

While the copy *can* be used as is, we recommend using the examples below as inspiration and tweaking the language so it feels authentic to your unique voice, audience, and goals. Keep in mind, these examples are in “our voice,” so they’ll work best if they sound like they’re coming from you, not us.

If you have any questions or need help, you can always [get in touch with our team](#) via email or live chat.

We look forward to seeing your posts — feel free to tag us on [Instagram](#), [Twitter](#), or [YouTube](#)!

1. General swipe copy

Need a quick description of Podia? Use the options below to inspire your copy. To ensure authenticity, we recommend tweaking the examples below to fit your unique voice, audience, and goals.

One-sentence description

Podia is an all-in-one digital storefront that gives you everything they need to build a beautiful website, grow your email list, and sell online courses, coaching, webinars, and downloads – without worrying about the tech.

Longer description

Podia is your all-in-one digital storefront where you can sell courses, coaching, webinars, and digital downloads in one place. Podia also has your website, blog, landing pages, and email marketing under one roof.

Podia eliminates the technical headaches by handling *everything* for you, including sales pages, file hosting, checkout, affiliate marketing, and so much more. No third-party apps required, and no more trying to figure out how to make all of your apps talk to each other...because you don't need them anymore!

If you do need help, Podia offers super-friendly customer support and you can get advice from other users in the Podia community. Podia also offers FREE migrations for if you're moving from another platform to make the switch even easier. Sign up for free today to get started!

2. Social media swipe copy

Promoting Podia on your social media channels? Here's a collection of swipe copy you can use in your tweets, Facebook/Instagram posts, YouTube captions, and more! While we include longer and shorter options below, some links may need to be shortened (i.e. - bitly'd) to meet a character limit.

Pro tip: You can add your affiliate tag (the “?via=name” part of your affiliate link) to **any** URL on the Podia site (e.g. the demo page, articles, pricing, etc) and we'll track the referral!

- Need a home for your products? I recommend Podia because it has everything you need to create, host, market, and sell your products. Keep things simple by using one platform for your website, blog,

landing pages, email marketing, courses, products, and everything else. Learn more about Podia here: <https://www.podia.com/>

- Starting your online business just got easier. Podia lets you build your entire online business (including your website, blog, products, courses, email list, and affiliates) with one tool! No complicated integrations, no tech headaches so you can focus on what you do. Learn more here: <https://www.podia.com/pricing>
- What's included in Podia? 🤔 And how does everything work together? Find out now by watching this minute video tour which gives you a quick overview and a peek at the product.
<https://youtu.be/AFRfv1V9yPk?si=16uulthGNDQQql5d>
- Turn your course idea into a successful business with Podia. This comprehensive guide covers everything you need to be successful, from how to come up with product ideas to making your first sale, and everything in between. Perfect for first-time creators!
<https://www.podia.com/articles/how-to-create-sell-online-course>
- Have a product idea, but don't know where to start? Podia can help you build your first website, to launch your flagship course, and everything in between. Find the right plan for your business:
<https://www.podia.com/pricing>
- Switching to Podia from another platform? Podia offers FREE migrations for creators who upgrade to any annual Mover, Shaker, or Email plan, which means all of your content will be transferred from your current platform into Podia for FREE! Learn more here:
<https://www.podia.com/migrations>

3. Email copy

Promoting Podia to your email list? Check out the swipe emails below for inspiration.

The first swipe is best for first-time creators while the second is ideal for more advanced creators. As always, we recommend using these templates as inspiration and tweaking the copy/language so it feels unique to your voice, audience, and goals.

Version 1 — For first-time creators

Hi {{ First name }},

Do you want to be making a living off your passion, but don't know where to start?

X years ago, I was in your shoes — I had a digital product, but didn't have the tools to turn it into a successful business.

In the beginning, I tried hacking together a system that would help me market and sell my product, but ended up spending more time tinkering with the tools (and getting really frustrated!) than actually promoting or selling my products.

Plus, using all of those tools got *really* expensive. I was using multiple tools to collect email addresses, host my products, collect payments, and more, but I wasn't in a place where I could justify the steep costs.

After tons of time and headache, I started looking for a solution that would not only take away my technical headaches, but would give me everything I needed build great products, share my work, sell my products for a price I could afford.

I tried a few different solutions, but Podia was the only all-in-one digital storefront that checked all of my boxes, including:

- All-in-one digital storefront
- Website, blogging, and landing pages included
- No third-party apps required
- Easy online course builder
- Possible to sell digital downloads, coaching, and webinars
- Email marketing, newsletters, and automations
- Super-friendly customer support

Since joining, I've been successfully using Podia to run my entire business, from hosting my website and blog to collecting email addresses, sending newsletters and drips, building courses, collecting payments, running webinars, and so much more.

If you're serious about starting your online business, [take a look at their plans and pricing](#) so you can find the best option for your needs.

I hope this helps point you in the right direction. Let me know if you have any questions about Podia — I'm happy to help!

Best,
Your Name

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Version 2 — For intermediate/advanced creators

Hi {{ First name }},

As a creator, you want to focus on selling your products and making as much money as possible.

The problem is, many of the product platforms out there don't deliver on these two key areas — they're often incomplete solutions (or overwhelming complex), and many charge high monthly premiums while taking a big cut of your earnings.

I know this because I used to use [insert relevant alternative] and was shocked by the high fees and really disappointed by the product.

[Name of alternative] promised a lot, but in the end, I was spending way too much time learning how to use the features and not enough time on my actual products. And every time the monthly bill hit my account, I realized just how little I was actually taking home (despite all of my hard work).

After a while, I realized I needed to make a change and started looking into alternatives, which is when I found Podia.

From the very beginning, Podia was simple, intuitive, and easy to use.

[Description of what you can do with Podia that you couldn't do with the alternative]

When I finally decided to upgrade to an annual plan, Podia also migrated my content for free, making the switch fast, easy, and headache-free.

Since then, I've been successfully using Podia to run my entire business, from hosting my website and products to collecting email addresses, sending newsletters and drips, collecting payments, running webinars, and so much more.

If you're thinking about switching platforms, I recommend trying Podia (for free!) to see if it's right for you. If it's a good fit, don't forget you can upgrade to an annual plan to get that free migration from whatever platform you're currently using.

If you have any questions, let me know — I'm happy to point you in the right direction! 😊

Best,
Your Name

4. Blog and video topic ideas

Need a little inspiration for your blog or YouTube channel? Check out some of the most popular affiliate content categories below.

(1) Tutorials

Teach (or show) your audience how to do *something* using Podia with tutorial-style content.

Example ideas:

- How to start an online business using Podia
- How to build your email list from scratch using Podia
- How to build your website with Podia
- How to launch your first online course using Podia

- How to use Podia's _____ (name of feature) feature
- How I use Podia's (name of feature) in my business

(2) Product review

Share your experience as a Podia customer or provide an honest review around a specific topic that's related to Podia in some way.

Example ideas:

- My honest review of Podia
- Podia Review - My honest review after using Podia for X years
- Podia Review - Is Podia the best way to build an online business?
My honest take is inside!
- Is Podia the best online course platform?
- Podia Review - Can Podia really help you consolidate your toolset (and save money every month)? Find out now!

(3) Product comparison

Ever used a product that's similar to Podia? Compare and contrast your experience (or the products themselves) with product comparison-style content.

Example ideas:

- Podia vs _____: How they compare
- Which should I choose: Podia or _____? Here's my honest take
- Podia vs _____: Which one is best for _____?
- Podia vs _____: Which tool has the better value?
- Podia vs _____: Which tool is better for newbies?
- Podia vs _____: Which tool is easier to use?

(4) Case study or experiments

Has Podia helped you achieve a specific goal? Are you using Podia to test out new ideas or to grow your business in some way? Share your

experiences (and success stories) with case study or experiment-style content.

Example ideas:

- How Podia helped me _____ (insert result/outcome)
- How I launched my first product using Podia
- How I launched my online business using Podia (without stress or technical headaches!)
- How I added _____ new leads to my list using Podia's email marketing tool
- How I save _____ hours each week with Podia's email automations
- How I generated _____ sales through my Podia blog

(5) Resource page or post

Does your audience constantly ask you which tools you use in your business or which resources you recommend? Create a directory of everything you recommend by compiling your favorite tools/resources into a "Resource" page on your site or as a blog post.

Example ideas:

- The top ____ resources I recommend for starting an online business
- The top _____ tools I use in my business
- The _____ tools I use to (insert results, outcome, goal, etc)
- Everything I used to start my business
- Everything I use to successfully run my business
- A complete list of every tool I use to _____ (insert results, outcome, goal, etc)

(6) Ultimate guides

If you're interested in creating more robust content, consider an "ultimate guide"-style blog post; ultimate guides are perfect for going deep on a particular topic and also tend to rank well in search engines.

Example ideas:

- The ultimate guide to building your email list on a budget
 - The ultimate guide to starting an online business (perfect for newbies)
 - The ultimate guide to launching a new product in 30 days or less
 - The ultimate guide to building your email list from scratch (no experience required!)
 - The ultimate guide to making your first sale
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Best of luck!

We hope these swipes give you everything you need to promote Podia in easy, yet genuine ways. If you ever have questions or need help, you can always [reach out anytime via live chat or email](#).

Best of luck on your affiliate marketing journey; we're excited to start sending you commission payments!