



QUICK START TO SUCCESS AS A BUSINESS ANALYST: AFFILIATE HANDOUT

CONTENTS

| | |
|---|---|
| Contents | 1 |
| Promotion Details | 1 |
| Quick Start Workshop | 1 |
| Offer of BA Essentials Master Class | 2 |
| Long-Term Revenue Opportunities | 2 |
| Promotional Timeline | 3 |
| Sample Email Messages | 3 |
| General Marketing – Email #1 | 3 |
| General Marketing Email – Email #2 - More COVID-Aware | 4 |
| For BA-Focused Lists - Email #1 | 5 |
| For BA-Focused Lists – Email #2 – More COVID-Aware | 6 |

PROMOTION DETAILS

Quick Start Workshop

Bridging the Gap offers a free online workshop – the Quick Start to Success as a Business Analyst. The workshop is pre-recorded, and participants must register to view the workshop by providing their email address.

To find your affiliate link, login to the BTG Affiliate Dashboard here:

<https://bridgingthegap.samcart.com/affiliates/login>



Use the link titled “Free Quick Start to BA Training” with the destination <http://www.bridging-the-gap.com/quick-al/>

Be sure to copy your specific link from the affiliate platform.

When someone clicks your affiliate link with the tracking code, the system drops a cookie on the person’s computer/mobile device for affiliate tracking, so if they join the paid program during open cart or make any other purchase with us, your affiliate commission will be tracked.

The workshop covers the opportunities available to business analysts, the Business Analyst Success Path, and the key skills you need to be successful.

Offer of BA Essentials Master Class

At the end of the workshop, participants receive an offer to join the BA Essentials Master Class self-study version at \$497 or 3 payments of \$197.

Bridging the Gap pays a 30% commission on these sales.

If the participant does not purchase right away, they go into a short nurture sequence and then a 3-day open cart campaign. The offer to join the self-study version of this course ends 6 days after they opt-in. We are finding most purchases happen in days 4, 5, and 6 of this campaign.

Long-Term Revenue Opportunities

Participants who invest in the BA Essentials Master Class are eligible to receive a \$497 discount on the next session of The Business Analyst Blueprint® training program (a \$2,997 live program, where we also pay a 30% commission).

Participants who do not invest in the BA Essentials Master Class will be presented launch + offer content for The Business Analyst Blueprint® training program. We audit all Blueprint sales for affiliate commissions, and so we will be able to tell if an opt-in came through your partner link to the Quick Start workshop, invested in The Blueprint, and award a commission even if the cookie tracking does not flow through for some reason.

PROMOTIONAL TIMELINE

The next launch of The Business Analyst Blueprint® training program is scheduled to start on Monday, August 3.

I recommend promoting the Quick Start to Success workshop prior to The Business Analyst Blueprint® launch – preferably in May and June.

Even if the people who join the workshop do not join the BA Essentials Master Class, they will be on our list and become familiar with the BTG style of providing content and programs prior to the start of The Business Analyst Blueprint® training program. What's more, we will be in pre-pre-launch mode throughout July, and be sharing case studies and other warm-up information to transition into a successful August launch.

SAMPLE EMAIL MESSAGES

General Marketing – Email #1

*This copy is relevant for those **without** BA-specific lists.*

Sample Subject Lines

- This career pays \$90K+/year
- Taking your problem-solving skills to the next level
- Now is actually a great time to explore this career
- Insider details: opportunities in business analysis right now

Sample Email Copy

I'm all about helping you get to the next level in your career. And recently I learned about a profession that so many are doing and not even knowing it.

The interesting fact is that there are hundreds of thousands of opportunities opening up in this profession and the average salary in the U.S. exceeds \$90,000 per year.

The career path is in business analysis.

With all the change happening in the world, now is actually a great time to be or become a business analyst. Our organizations need your problem-solving skills now more than ever.

My friend and colleague, Laura Brandenburg, literally wrote the book on how to help mid-career professionals launch business analyst careers, and she's helped thousands of professionals find their quickest path to success in this expanding profession in her 11+ years of training and coaching at Bridging the Gap.

Today, she's offering a **free online workshop – Quick Start to Success as a Business Analyst** *{add your affiliate link here}* – that will help you explore the opportunities available to you as a business analyst.

And if you happen to already be a business analyst, Laura's online workshop will help you find your next step to success and create more security in your career.

>> **[Click here to get the free workshop today](#)** <<

There are some real golden nuggets in this free training, and I know you are going to love it.

{your sign-off}

General Marketing Email – Email #2 - More COVID-Aware

As a second follow-up, or to send to unopens or those who didn't click.

Sample Subject Lines

- An opportunity to step forward
- Here's a career option you may not have considered

Sample Email Copy

One thing I've learned during this pandemic is that we are really all in this together, and the little things we do to help each other can have a tremendous impact on how we get through this challenging time.

I'm personally looking for others who are stepping forward and contributing, who are leading and creating a vision for a brighter future instead of reacting and going negative.

My friend and colleague, Laura Brandenburg from Bridging the Gap, just released a brand-new free workshop – **Quick Start to Success as a Business Analyst**. It's all about finding opportunities to succeed in a career as a business analyst.

And while this role may not sound familiar, I was surprised to learn that many professionals who are strong problem solvers and communicators are actually doing business analysis without realizing it.

By formalizing your skills and experience, you can expand the career opportunities available to you right now. And we all know how important it is to be open to new opportunities during this uncertain time.

In times of change, organizations need problem solvers more than ever. And Laura is teaching timeless practices in this workshop that are even more important now in these challenging times we find ourselves in. She also makes an exclusive offer for one of her most popular online training programs, in case you decide you want to take the next step with her.

>> [Click here to register for the workshop](#) <<

{your sign-off}

For BA-Focused Lists – Email #1

Sample Subject Lines

- Your next step to success as a business analyst
- Insider details: opportunities in business analysis right now
- Your Quick Start to Success as a BA

Sample Email Copy

With all the change happening in the world, now is actually a great time to be or become a business analyst. Our organizations need your communication and problem-solving skills now more than ever.

My friend and colleague, Laura Brandenburg, literally wrote the book on how to help mid-career professionals launch business analyst careers, and she's helped thousands of professionals find their quickest path to success in this expanding profession in her 11+ years of training and coaching at Bridging the Gap.

Today she's offering a **free online workshop** – **Quick Start to Success as a Business Analyst** *{add your affiliate link here}* – that will help you explore the opportunities available to you as a business analyst.

And if you happen to already be a business analyst, Laura's online workshop will help you find your next step to success and create more security in your career.

>> **Click here to get the free workshop today** <<

There are some real golden nuggets in this free training, and I know you are going to love it.

{your sign-off}

For BA-Focused Lists – Email #2 – More COVID-Aware

As a second follow-up, or to send to unopens or those who didn't click.

Sample Subject Lines

- An opportunity to step forward
- Here's a career option you may not have considered

Sample Email Copy

One thing I've learned during this pandemic is that we are really all in this together, and the little things we do to help each other can have a tremendous impact on how we get through this challenging time.

I'm personally looking for others who are stepping forward and contributing, who are leading and creating a vision for a brighter future instead of reacting and going negative.

My friend and colleague, Laura Brandenburg from Bridging the Gap, just released a brand-new free workshop – **Quick Start to Success as a Business Analyst**. It's all about finding opportunities to succeed in a career as a business analyst.

With this free workshop, you'll discover the insider details on how to be successful as a business analyst:

- What the business analyst success path looks like, and what your specific next step is to start or grow your business analyst career.

- How to leverage the business analysis process framework to maximize your project effectiveness.
- Plus, answers to frequently asked questions such as when to pursue certification and whether or not you need technical skills or industry domain expertise.

In times of change, organizations need problem solvers more than ever. And Laura is teaching timeless practices in this workshop that are even more important now in these challenging times we find ourselves in. She also makes an exclusive offer for one of her most popular online training programs, in case you decide you want to take the next step with her.

>> **[Click here to register for the workshop](#)** <<

{your sign-off}