

AFFILIATE SWIPE PACK

Everything you need to promote The Hurricane Method

Emails, hooks, the hoplink format, the rules and the banner sizes for Lindsay Lake's $47 novel-writing program, backed by its 60-day money-back guarantee.



11	33	14	$47
best emails	hooks	banner sizes	one payment

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

INSIDE THIS PACK

Contents

Everything you need to promote The Hurricane Method by Lindsay Lake, in one file. Every swipe is also online at aff.hurricanemethod.com, where your own hoplink is filled in for you.

1 **How to promote** 3
Where to post, what to lead with and the six habits that sell

2 **Your hoplink** 5
The link format, the two pages it can open and tracking IDs

3 **11 best emails** 6
Subject lines, preheaders, the emails and a tip for each

4 **11 angles and their hooks** 15
Opening lines for subject lines, posts and videos

5 **Rules summary** 17
What keeps your commissions safe

6 **Banner sizes** 18
14 sizes and where each one fits

7 **Help and contact** 19
Andrew Rusbatch, your affiliate manager

PART 1

How to promote The Hurricane Method

What you are promoting

Lindsay Lake is a romance author. She says she spent years writing and rewriting the same opening chapters. When her husband left and she was raising three children alone, she set out to learn what successful novelists do differently.

She says she then wrote her first novel in 14 days, and that ten weeks later it “flew up the top seller charts”. She calls herself an Amazon.com top selling author, and her books include Private Seduction in the Hideaway of Desires series.

Her own warning sits right beside that number: “This method is controversial. Many writers will disagree with me that writing can be fast. It will depend what your goals are.” Keep it next to any mention of 14 days.

The Hurricane Method is $47, one payment, sold through ClickBank with a 60-day money-back guarantee. It comes with a complete audio edition and three bonus reports: Sensual Storytelling, How To Make Money On Kindle Self Publishing, and How To Create Dynamic & Engaging Characters.

Six habits that sell

1. **Pick one place you already have readers.** An email list works best, then YouTube, Instagram, Facebook and TikTok. Start where people already know you, because a stranger is far less likely to buy a writing program on the strength of one post.
2. **Lead with Lindsay’s story or with a writing problem.** Lindsay’s story, a single mother who finally finished a novel, is the angle these emails lead with. The articles and hooks start from the problems every new novelist has: stalling at chapter three, flat dialogue, an ending that will not come.
3. **Send people to the written sales letter.** Use the &type=written link for now. It holds Lindsay’s whole story, the named techniques, the four bonuses and the guarantee.
4. **Add one true line of your own.** Every swipe has a [square bracket] for it. Why you are sharing this, or what you are writing yourself, is the line your readers will trust most.
5. **Keep the disclosure line and Lindsay’s warning.** Put “I may earn a commission if you buy through my link, at no extra cost to you.” in every email, post, article and video description. Whenever you mention her 14 days, keep her own words next to it: she says the method is controversial and that the time a book takes depends on your goals.
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	A short story email with one link. Send the series in order, one a day.
YouTube	A video on a writing problem, such as finishing a first draft, 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 a product picture so it stands out in the feed.
Your blog	Publish an article from the articles page 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=hurricanem&tid=YOURTRACKINGHERE&type=written
```

Part	What it means
affiliate=	Your ClickBank nickname. Put it where it says YOURIDHERE.
vendor=hurricanem	The Hurricane Method. Leave it exactly as it is.
tid=	Your tracking ID. Optional, 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).

The two pages your link can open

Ending	Page	Suits
&type=written	**Written Sales Page (recommended)** Lindsay Lake's full sales letter as text: her story, the named techniques, the four bonuses, the 60-day guarantee and the $47 order button.	Almost everyone right now, and especially book lovers, readers coming from your articles, and people on a phone with the sound off.
&type=main	**Video Sales Page** The hurricanemethod.com home page, built around Lindsay's video presentation.	Viewers who would rather watch than read, once the refreshed video is back on the page.

Use &type=written for now. It is the page we recommend. Never link to the order form or any page that skips the sales letter, and never put a raw hoplink in a paid ad.

The easy way: save your hoplink once at aff.hurricanemethod.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 online area holds 29 emails. These 11 are the best place to start: the first series in full, then the opening email of every other set. Each has three subject lines, a preheader, the email and a tip.

01. The day the house went quiet

Lindsay's story in five emails · Email 1 of 5 · Day 1 · link opens the written sales letter

Subject lines

1. The day her house went quiet
2. Lindsay Lake was lying on the couch when it hit her
3. A single mum, three kids and a dream she nearly gave up

Preheader: Her parents took the kids out for the day, and Lindsay finally had a minute to think.

Hi **{{first_name}}**,

Let me tell you about a romance writer called Lindsay Lake, because her story starts somewhere a lot of us have been.

She had dreamed of writing romance novels since she was about 16. She had a head full of stories, and she still couldn't get past the first few chapters.

Then her husband told her he was leaving her for another woman and moving out of state. Lindsay was left to raise her three children alone, on a minimum-wage job that was hardly enough to feed her family.

For months she just got through the days, working and looking after the kids, and the writing stopped altogether.

One day her parents came to town and took the kids out. Lindsay lay on the couch in a house that had gone very quiet, and a thought arrived that she couldn't shake.

She realised she had a choice to make: give up on the dream for good, or finally learn what it takes to write fiction people love to read.

She chose the second, and what she found is laid out here:

{{LINK}}

[One line from you: the story you've always meant to write, or why Lindsay's story caught your eye.]

Tomorrow I'll tell you what she found when she went looking, and why it nearly made her quit again.

Talk soon,
[Your name]

Tip: *Send this one first, on a weekday morning. The square-bracket line is the one readers trust most, so write it as yourself.*

02. What the writing gurus left out

Lindsay's story in five emails · Email 2 of 5 · Day 2 · link opens the written sales letter

Subject lines

1. Every writing guru told Lindsay the same thing
2. What to do, but never how
3. Why the writing books never helped Lindsay finish

Preheader: She read until her eyes watered, and the advice kept stopping at the same point.

Hi **{{first_name}}**,

Yesterday I left Lindsay Lake on her couch, with her mind made up to learn how successful novelists actually get their books written.

So she went online and spent hours reading everything she could find, until her eyes watered.

Every so-called writing guru, she noticed, seemed to be teaching the exact same thing, and they all made it sound so hard to do.

In Lindsay's words, they were teaching what to do, "but NOT actually HOW to do it".

If you've ever closed a writing book feeling fired up, then sat at the laptop with no idea what to type first, you know the gap she means.

She admits she was ready to throw in the towel. Something in her gut kept her going, and she started studying how working authors plan and finish their books.

Weeks of that reading led to the morning I'll tell you about tomorrow. For now, here's the page where Lindsay explains the HOW part herself:

{{LINK}}

See you tomorrow,
[Your name]

Tip: *If you have ever bought a writing book that left you no further on, say so in a sentence after the "what, but not how" line.*

03. It hit her on the school run

Lindsay's story in five emails · Email 3 of 5 · Day 3 · link opens the written sales letter

Subject lines

1. It hit her on the school run
2. Lindsay was driving her kids to school when the pieces fell into place
3. She went home that night and opened a blank document

Preheader: Everything she had studied suddenly fitted together, somewhere between home and the school gate.

Hi **{{first_name}}**,

One morning Lindsay Lake was driving her kids to school, thinking about nothing much.

Then, as she tells it, something hit her like a bolt of lightning. Everything she had been studying for weeks fitted together like a jigsaw puzzle.

She spent the whole day with a plot taking shape in her head.

That night she opened a brand new document and started typing. She says that for the first time she felt free, with no more staring at a blank screen.

She also says she wrote like a woman possessed, and that her fingers throbbed from trying to keep up with her thoughts.

What came together that morning was a set of steps, which is good news for the rest of us, because steps can be written down, used again on the next book and taught to someone else.

She called them the Hurricane Method, and she explains the whole thing here:

{{LINK}}

Tomorrow I'll tell you how long that first draft took her. Fair warning: a lot of writers argue with the number.

[Your name]

Tip: *Keep "as she tells it" and "she says" in place. They make it clear these are Lindsay's memories, which is what keeps the email believable.*

04. Fourteen days, with a warning attached

Lindsay's story in five emails · Email 4 of 5 · Day 4 · link opens the written sales letter

Subject lines

1. 14 days (and why some writers roll their eyes at that)
2. How long Lindsay's first draft took
3. Is two weeks enough for a first draft?

Preheader: Lindsay puts her own warning next to the number, and her reason is worth reading.

Hi **{{first_name}}**,

Lindsay Lake says she finished that novel in 14 days.

She's quick to add that she writes romance, and a romance novel is quicker to write than an epic fantasy series.

On her website she puts it like this: "It will depend what your goals are. Writing a 'Harry Potter' novel takes a lot longer than a 'romance' novel... (I write those in under 14 days)".

So a 120,000-word saga will take you longer than two weeks.

What she does claim is that her methods let her write 5 times faster than she ever thought she could. She gives most of the credit for that 14-day draft to one planning technique, the Fruition Tree, which you'll hear

more about from me soon.

Ten weeks later, she says, the book was climbing the seller charts, with five-star reviews coming in from readers in the United States, England and Australia.

Her full story, with the techniques behind it, is here:

{{LINK}}

[Your name]

Tip: Keep Lindsay's quote word for word. Readers who write slowly trust the offer more when the fast number comes with her own warning beside it.

05. The messages on her blog

Lindsay's story in five emails · Email 5 of 5 · Day 5 · link opens the written sales letter

Subject lines

1. Then readers started asking Lindsay for help
2. Why a romance writer turned her notes into a course
3. The promise Lindsay made before she wrote a word of it

Preheader: She was busy writing her second novel when the messages started arriving.

Hi **{{first_name}}**,

After her first novel took off, Lindsay says she was able to quit her day job and write full time. Before long, people who had read her book began writing to her on her blog.

Readers wanted tips and feedback on their own writing, and a few even asked if she would be their mentor.

She was busy with contract writing and her second novel, so she couldn't coach everyone one by one. Instead she put her methods into a program anyone could follow.

Before she started, she made herself one promise: it had to be easy and step by step, or she would be just like every other guru she had read.

That program is The Hurricane Method. It comes as a PDF guide plus a full audio edition you can play in the car or on a walk, with bonus guides on characters, sensual storytelling and Kindle publishing.

It's $47, and there's a 60-day money-back guarantee, so you can try the techniques on your own story first.

{{LINK}}

[If you've followed the series, tell your readers which technique you'd try first, or which story you'd start with.]

Thanks for reading along this week,
[Your name]

Tip: Check the price on the sales page before you send and change it here if it has moved. Then give the series a few days to breathe before the next email about Lindsay.

06. The blank screen

Writer's block emails · Writer's block · Any day · link opens the written sales letter

Subject lines

1. If the blank screen wins most nights
2. What Lindsay does about writer's block
3. When you open the document and nothing comes

Preheader: Lindsay spent years in that spot before she found a way out of it.

Hi **{{first_name}}**,

Most writers I know have a version of the same evening.

You make a cup of tea and open the document, reread the last page, fix a comma and check your email, and an hour later the word count hasn't moved.

Lindsay Lake spent years like that. She says she would sit at her laptop staring at a blank screen, writing, rewriting and starting over, again and again.

Her answer is the very first technique in her course, the Clarity Momentum Formula, which she says clears the mental blocks so you can write with freedom.

I like that she starts there, because plotting tricks are no use to someone who can't get the first sentence down on the page in the first place.

Her page explains how it works:

{{LINK}}

[Tell your readers what your own version of that evening looks like. One true sentence is plenty.]

Happy writing,
[Your name]

Tip: *Good as a stand-alone email for a writing list. If you write yourself, the square-bracket line is where this email comes alive.*

07. The argument about speed

The controversial method · Controversial method · Any day · link opens the written sales letter

Subject lines

1. "Writing can be fast" (plenty of authors say no)
2. Writing advice a lot of authors can't stand
3. Can a novel really be written fast?

Preheader: Lindsay Lake says writing can be fast, and she is upfront about the books where it isn't.

Hi **{{first_name}}**,

There's a line on Lindsay Lake's sales page that starts arguments in writing groups.

"Many writers will disagree with me that writing can be fast."

A lot of us were taught that real novels take years, and that speed means cutting corners. Lindsay pushes back on that, and she adds a warning of her own:

"It will depend what your goals are. Writing a 'Harry Potter' novel takes a lot longer than a 'romance' novel... (I write those in under 14 days)"

So when she talks about speed, she means the kind of books she writes, and she says herself that a doorstop fantasy will need longer.

Where I think she has a point: a lot of lost writing time goes on stalling, rewriting and second-guessing. Those are the things her techniques go after.

Make up your own mind here:

{{LINK}}

[Tell readers which side of this argument you're on. A little disagreement makes a lively email.]

[Your name]

Tip: *Invite replies. An email that takes a side in a writers' argument gets more answers than almost anything else you can send this list.*

08. The Fruition Tree

Technique emails · Technique · Any day · link opens the written sales letter

Subject lines

1. Plotter or pantser? Lindsay has an opinion
2. The planning mistake Lindsay calls deadly
3. The outline method behind her 14-day draft

Preheader: She says most authors make one planning mistake, and her outline method is built to avoid it.

Hi **{{first_name}}**,

Writers love arguing about whether to plan every chapter before they start, like the plotters do, or sit down and see where the story goes, like the pantsers.

Lindsay Lake is on the side of a plan, and she says there's one deadly mistake most authors make when they try to plan a novel.

Her fix is a quick outline method she calls the Fruition Tree. She calls it the single-handed reason she was able to finish a whole first draft of a romance novel in 14 days, and she's clear that longer books take longer.

Pantsers may well bristle at that. I'd still read what the mistake is before deciding, because it might be why your last plan fell apart halfway through.

Even if you love writing without a map, a light outline tells you where the story is heading on the nights the ideas dry up. Lindsay walks through hers step by step.

It's all on her page:

{{LINK}}

[Plotter or pantser? Tell your readers which you are and invite them to reply.]

[Your name]

Tip: *Readers enjoy picking a side. Count the replies and tell your list the result in your next email.*

09. After "The End"

Kindle and publishing emails · Publishing · Any day · link opens the written sales letter

Subject lines

1. You finished the book. Now what?
2. What happens after "The End"
3. Lindsay's Publishing Power Pack

Preheader: What Lindsay's course covers once your draft is finished, from the blurb to Kindle.

Hi **{{first_name}}**,

Plenty of writers never get far enough to ask this, but once the book is done, how do readers find it?

Lindsay Lake's course also covers what comes after the last chapter. Part of it is what she calls the Publishing Power Pack, which is about getting your work out into the world.

There's a bonus with it too, a report called How To Make Money On Kindle Self Publishing, on putting your book on Kindle and marketing it.

Self-publishing means you don't need a publisher's permission to reach readers, and the rest of her course is about making sure the book you put out is worth reading.

So the course takes you from your first outline right through to a published book on Kindle, with each step laid out for you.

If the publishing side is what has kept you from starting, have a look:

{{LINK}}

[If you have published anything yourself, even a short story, say so in a sentence.]

[Your name]

Tip: *Leave the money side to the bonus title. Don't add sales figures or royalty amounts of your own.*

10. No time to write

Emails that answer common doubts · Doubts · Any day · link opens the written sales letter

Subject lines

1. No time to write? Lindsay had three kids and a job
2. Writing a novel around a busy life
3. If your writing time is the half hour before bed

Preheader: Lindsay wrote her way out while raising three children on her own.

Hi **{{first_name}}**,

"I'd love to write a book, I just don't have the time." I hear that more than any other reason.

Lindsay Lake was a single mother of three, working a minimum-wage job, when she started. Her writing happened in the evenings, around everything else.

So she knows about short evenings. Her course is built to make that time count, with techniques for getting started fast, planning so you don't waste sessions, and getting past the spots where you'd normally stall.

There's also a full audio edition, 15 tracks you can put on your phone and play in the car, on a walk or while you cook. You can learn the method in time you already spend on something else.

Fifteen minutes a night adds up quickly when you know what you're writing as you sit down.

{{LINK}}

[If you write around a job or a family yourself, say so in a sentence.]

[Your name]

Tip: *Send this to readers who opened the story emails and didn't click. Time is the most common reason people give for not starting.*

11. Everything in one email

Guarantee and closing emails · Close · Closing days · link opens the written sales letter

Subject lines

1. Everything you get with The Hurricane Method
2. A quick list before I stop talking about Lindsay's course
3. The Hurricane Method in one email

Preheader: The techniques, the audio edition, the bonuses, the price and the guarantee, all in one place.

Hi **{{first_name}}**,

I've written a fair bit about Lindsay Lake's course lately, so here it is in one place.

The Hurricane Method is her writing program, as a PDF guide you can download straight away.

Inside are her named techniques: the Clarity Momentum Formula for writer's block, the Fruition Tree for outlining, the Twisted Climax Technique for endings, the Seesaw Dialog Technique for dialogue and the

Tidal Wave Technique for when you're stuck. The Publishing Power Pack and the Blurb Generator cover getting the book out.

Four bonuses come with it: a full audio edition for your phone, Sensual Storytelling, How To Make Money On Kindle Self Publishing, and How To Create Dynamic & Engaging Characters.

It's $47, with a 60-day money-back guarantee. If it doesn't help your writing, you can ask for your money back.

Everything is a download, so you can start reading tonight.

{{LINK}}

[One sentence from you: the part you think your readers will use first.]

[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 quiet house

Warm lists and followers who enjoy a personal story. Email, Facebook and short video.

- Lindsay Lake was lying on the couch in a very quiet house when she made the decision that changed her life.
- After her husband left, Lindsay was raising three kids on her own, and the romance novel she had dreamed about since she was 16 was nowhere near finished.
- Her parents took the kids out for the afternoon, and Lindsay used the silence to make a decision.

What, but not how

Writers who have bought writing books or courses and still haven't finished a novel.

- Every writing book Lindsay read told her what to do, and none of them showed her how.
- Lindsay read every writing guru she could find, and she still couldn't finish a book.
- If you've read the writing books and still can't finish a draft, Lindsay Lake thinks she knows why.

The speed argument

Writing groups and writers who enjoy a debate. Facebook, YouTube and TikTok.

- Every time Lindsay Lake tells writers how fast she drafts a romance, she expects an argument.
- One romance author says her novels take her under 14 days, and she knows a lot of writers won't like hearing it.
- Can a good novel be written fast? Lindsay Lake says yes, with one big condition.

Two years without an ending

Fantasy, sci fi and genre writers, and anyone with a stalled manuscript.

- Jackson spent over two years looking for the ending to his fantasy novel.
- A fantasy writer called Jackson had his whole story worked out apart from the ending, until Lindsay Lake gave him one technique.
- What would you do if the last chapter of your novel had been missing for two years?

The swampy middle

Writers part-way through a draft, including November novel-in-a-month writers.

- Chapter nine is where a lot of novels quietly get abandoned.
- The opening was easy and the ending is clear, so why has the middle of your book stopped moving?
- Lindsay Lake has a technique for the exact point where a lot of writers give up on a draft.

The blank screen

Anyone who wants to write and keeps not starting. Broad lists and social posts.

- You make a cup of tea, open the document, and an hour later the word count still hasn't moved.

- Lindsay Lake spent years staring at a blank screen before she found a way past it.
- The first technique in Lindsay's course is for the moment before you've typed a single word.

Plotter or pantser

Writing communities, YouTube writing channels and anyone who enjoys craft talk.

- Do you plan your novel chapter by chapter, or sit down and see where it goes? Lindsay Lake has a strong view, and it starts with a mistake she calls deadly.
- There's one planning mistake Lindsay says most authors make, and it might explain your last abandoned draft.
- Lindsay credits one outline method for finishing the first draft of her romance novel in 14 days.

Learn it in the car

Busy parents and commuters who say they have no time to read.

- Lindsay Lake's big idea arrived while she was driving her kids to school.
- This writing course comes as 15 audio tracks you can play on the drive to work, for anyone who says they have no time to read.
- Raising three kids alone, Lindsay found the answer to her writing problems on the morning drive to school.

Your book in your hands

Readers who have always wanted to publish something, and self-publishing communities.

- Imagine a delivery box on your doormat with a printed copy of your own novel inside.
- Lindsay's course carries on after "The End", right through the blurb and the publishing.
- Lindsay Lake has a tool for the few lines on the back of your book that decide whether a browser buys it.

Over 50 books under other names

Curious readers and book lovers who may never have thought about writing.

- Most of the 50-plus bestsellers Lindsay Lake says she has written came out under other names.
- You may have read one of Lindsay's books without ever seeing her name on it.
- A romance author who says she has written under many different pen names has put her method into a course.

Characters that stay with you

Book clubs, reader lists and writers who love character work.

- Is there a character from an old favourite book who still feels like someone you once knew?
- Some characters stay with readers for years, and Lindsay Lake builds hers on purpose.
- Lindsay has a name for the method behind characters readers can't forget.

PART 5

Rules summary

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

Do

- Make it clear to your list or your audience that you are being paid to promote Hurricane Method, using the disclosure line below.
- Describe the offer as it is: Lindsay Lake's Hurricane Method, $47 as a digital download, with a 60-day money-back guarantee.
- Contact Andrew to have your website reviewed before you start a Google or Bing ad campaign.
- Send paid traffic to your own website or presell page first.
- Use tracking IDs so you know which emails and posts bring sales.

Do not

- Bid on brand keywords such as "Hurricane Method", or use brand words in your ad copy.
- Advertise straight to Hurricane Method pages or straight to your hoplink.
- Promise readers income, a bestseller or a finished book by a set date.
- Present yourself as the owner or creator of any Hurricane Method product.
- Use words like "fraud" or "scam" in your ads or copy.
- Spam your email lists or send unsolicited emails.

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.”

Lindsay’s 14 days is her story, and her pace for romance. Never promise anyone a finished, published or best-selling book by a set date, and never promise income. Keep her own warning next to any mention of 14 days.

PART 6

Banner sizes

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

Size (pixels)	Where it fits
320 × 50	mobile banner
468 × 60	banner, older sites and forums
320 × 100	large mobile 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 pictures page has the package shot and the four bonus covers for your own pages and posts.

PART 7

Help and contact

AR

Andrew Rusbatch
Affiliate Manager, The Hurricane Method
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.

Customer questions about the program go to support@hurricanemethod.com.

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