

Copy and paste the following text into your launch email.

Please don't alter this text without approval from Affirm. You can reach out to your Client Success Manager or [merchanthelp@affirm.com](mailto:merchanthelp@affirm.com) with any questions or concerns.

<b>Subject line</b>	New: Pay at your own pace!
<b>Preheader</b>	We're excited to partner with Affirm, so you can split your next purchase into easy monthly payments.
<b>Header</b>	Introducing a better way to pay
<b>Message</b>	{{first_name}} – We're excited to partner with Affirm, giving you the flexibility to pay at your own pace. Next time you're shopping with us, just select Affirm at checkout to split your purchase into monthly payments with zero hidden fees.

<b>Affirm Value Props</b>	<p><b>Transparent</b> Affirm tells you up front the total amount you'll pay. That number will never go up.</p> <p><b>Flexible</b> You choose the payment schedule that works for you.</p> <p><b>Fair</b> Affirm won't charge you late fees or penalties of any kind, ever.</p>
---------------------------	--

<b>How Affirm Works</b>	<p>Here's how it works:</p> <ol style="list-style-type: none"> <li><b>Fill your cart</b> Select Affirm at checkout, then enter a few pieces of info for a real-time decision.</li> <li><b>Choose how you pay</b> Pick the monthly payment plan you like best. You'll never pay more than you agree to up front.</li> </ol>
-------------------------	--

	<p>3. <b>Pay over time</b>          Make payments at <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</p>
<b>Image</b>	{Insert cart page image, <a href="#">download here</a> }
<b>CTA</b>	<u>Start shopping</u> {link to your store}
<b>Featured Products</b>	{Examples of your products here}
<b>Affirm Value Props</b>	<p><b>Buy with confidence</b></p> <ul style="list-style-type: none"> <li>• Know exactly what you'll owe</li> <li>• Know when you'll be done paying</li> <li>• Never pay a hidden fee</li> </ul>
<b>CTA</b>	<u>Learn more about Affirm</u> {link to Affirm.com}
<b>Disclosure (include in the footer of your email)</b>	Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: <a href="https://affirm.com/lenders">affirm.com/lenders</a> .
<b>Footer details</b>	<ul style="list-style-type: none"> <li>• Your company name or logo</li> <li>• Your company postal address</li> <li>• Option to unsubscribe</li> </ul>