

January 2014 Strategy Call

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How Sagaria Law sold 49 credit programs at \$200 each... in just two weeks by sending just two emails

Objective

Sell 7 Steps to a 720 Credit Score to your past clients.

What you'll need

- 1) The email addresses for your past clients, and
- 2) An upbeat employee who can answer incoming phone calls.

Step 1

Listen to this 16-minute recording of the January 2014 strategy call:

<http://www.hightail.com/download/eINLb2VKMHdFc0tFTmNUQw>

Step 2

Prepare your email database so that it is ready to send an email blast. If you need support with this, please contact Natalie Sanchez.

Natalie@720SystemStrategies.com

Step 3

Pick a date two weeks in the future to hold the class, as described in the recording.

Step 4

Send the email 1 (Included on the following page) to your past clients. Note, this subject line should not be more than 50 characters (including spaces), if your firm name is long, please shorten it:

Step 5

Send email 2 a week prior to the beginning of class. This is the word-for-word email that Sagaria Law used, which worked extremely well for them.

Step 6

Send email 3 the day before the class begins. It bears noting that Sagaria Law did not send this email, but I suspect that your results will be even better if you send this third and final email. Remember: The majority of people in your database are people who have procrastinated with their financial decisions in the past. This email serves as their final reminder to make a decision and grab hold of this opportunity.

Key Points From Recording

1) Call the program a "class"

This will build the urgency in your clients' minds. Unless they feel urgency, your clients will likely procrastinate.

To maintain integrity, make sure you enroll all of your past clients into our program on the same day, the day when your "class" starts. This way, all your clients will get the same lessons on exactly the same day. This is important because they will see each other's comments and hear each other's stories during the Question & Answer sessions.

2) Use your phone number.

We have tested the best way to elicit responses and have found that asking your clients to call a phone number is much, much more effective than asking them to reply to emails. This brings us to our next point.

3) Have the right person answering the phone.

If the person who is taking the orders is not upbeat, encouraging, and engaged with the 720 program, your results will suffer. If you don't have someone on staff that fits this description, please contact our office for ideas and additional training.

Reminder

Everyone you enroll into our program will receive an automated drip email sequence from 7 Steps to a 720 Credit Score that will directly reference your firm. We've provided a typical example on page 5. Ciam es que aute officiam harunte dit quae et, tem hillabo. Imporum quistias enietur, si ne non recatemqui volor magnis accaectet et qui officipis ne conse sedi quodisto officid

 **email 1**

Send the following email to your past clients. Note, this subject line should not be more than 50 characters (including spaces), if your firm name is long, please shorten it.

Subject Line: <Insert Firm Name>, rebuilding credit after BK

Thank you for trusting us to handle your bankruptcy. One of the questions we hear from most of our clients is this:

“How long will it take for my credit score to improve after my bankruptcy?”

I have great news: We’ve searched far and wide for a program that will teach our clients how to rebuild their credit after their bankruptcy, and we have found it ...

The program is called 7 Steps to a 720 Credit Score, and we’ve contacted the company and hired them to teach a private class for our clients beginning on <Insert Date of Class>.

The class is virtual, so each week you will receive one lesson to watch, which will take about fifteen minutes. You will have one week to watch the lesson before you receive the next lesson.

Normally, the credit-improvement program costs \$1,000 per person. However, since we reserved the class, we negotiated a discounted rate of only \$199 per person. This is a savings of over 80%. This special is only for the class starting on <Insert Date of Class>.

I know you might not have \$199 right now, so if this is something you are interested in, we will cover the cost for you, and you can make payments to us. Simply put, we want to help our clients to recover as fast as possible from their bankruptcy.

Space is limited and spots will be offered on a first come, first serve basis. Please call me today to reserve your spot!

I can be reached directly at: <Insert Phone Number>.

If you want more information on this class, you can check it out here: <http://www.720creditscore.com/7-steps-to-a-720-credit-score/>.

Don’t miss out on this opportunity. I look forward to hearing from you.

Sincerely,

<Name of Person Answering Phone>

P.S. Like I said, this class will be offered on a first come, first serve basis. If you want to be enrolled, please call me at <Insert Phone Number> right away.

 **email 2**

Send this email a week prior to the beginning of class. This is the word-for-word email that Sagaria Law used, which worked extremely well for them.

Subject Line: Last chance for credit rebuilding class!

Last Chance!!!

I emailed you a week ago about the credit-rebuilding course that we have reserved for our clients. If you've already reserved your spot, great!

If not, it is filling up fast ...

As I write this, we only have six open spots left. If you are interested in joining us, call me ASAP at **<Insert Phone Number>**.

This course is normally \$1,000, but because we bought out the whole block for **<Insert Date of Class>**, we can offer it to you for only \$199.

If you don't have \$199 right now, that is okay. Let's set up a payment plan and get you on your way to rebuilding your credit.

Only six spots left!

Call me today – **<Insert Phone Number>**

We are looking forward to helping you rebuild for the future!

Sincerely,

<Name of Person Answering Phone>

P.S. I'm not sure if I'll be doing this again, so if this interests you, please call me today at **<Insert Phone Number>**.

 **email 3**

Send this final email the day before the class begins.

This is your last day to enroll into the class that we reserved for clients of **<Insert Firm Name>**.

If you are interested in joining the virtual class, please call our office immediately at **<Insert Phone Number>**. Spots are limited, and we might not offer the course again.

In case you missed my earlier emails, **<Insert Firm Name>**, has searched far and wide for a program that will teach our clients how to rebuild their credit after a bankruptcy. Not only did we find a program, but we also tested it, and we learned that even people who have a fresh bankruptcy on their credit report can transform their scores in 12 to 24 months!

The program is called 7 Steps to a 720 Credit Score, and we negotiated a one-time discount with its creator to offer a class exclusively for our clients. The class starts on **<Insert Date of Class>**. We aren't sure whether we will offer this discount in the future, so if you are interested in signing up, call me immediately!

The class is virtual, so you can complete it from the comfort of your home. Each week, you will watch one lesson (which will take about fifteen minutes). You'll have one week to complete the action items associated with the lesson (about ten minutes), and then you will receive a notification inviting you to watch the second lesson.

Normally, the company charges \$1,000 per person. However, since we reserved so many spots, we negotiated a discounted rate of \$199 per person. This is a savings of over 80%, and it is available only for the class that begins tomorrow.

I know that you may not have \$199 right now, but if this is something you are interested in, please let us know, regardless of your financial situation. We will pay to hold your spot, and you can make payments to us.

Simply put, we want to help our clients recover as fast as possible from their bankruptcy.

I hope to hear from you!

<Name of Person Answering Phone>

P.S. Please call **<Insert Phone Number>** to reserve your spot today. You will receive your first lesson tomorrow.

 **Reminder**

Everyone you enroll into our program will receive an automated drip email sequence from 7 Steps to a 720 Credit Score. These emails will include the following referral to your firm at the bottom:

<Your Firm Name> has enrolled you in the 14-Day Credit Challenge, which will teach you seven simple steps to a 720 credit score (yes, even with a bankruptcy on your credit report).

If you have any friends, co-workers, or family members who are considering bankruptcy, please have them call <Your Firm Name> to set up an appointment for a free consultation. Not only can <Your Firm Name> help resolve financial issues, it can also put your friends, family members, and colleagues on a path to great credit.

<The Name of Your Firm>

<Your Firm's Email Address>

<Your Firm's Phone Number>
