



Automated, No Hassle, Lead Follow-Up System

Objective

Help our attorneys follow up with 100% of their leads, without having to do any more work.

Steps to an Automated Lead Follow-Up System

Step 1

Listen to this January 2016 Strategy Call - Listening time: 26:07. [Click here to download.](#)

Step 2

Determine if you would like the following emails to be sent out for you, automatically to your leads. Keep in mind that these emails are 100% customizable.

Step 3

Determine if you want to manage this in-house, or have 720SS set it up for you.

Key Points

- 1) Most attorneys are following up on their leads less than 40% of the time.
- 2) The most common reason I hear as to why an attorney does not have follow-up system in place is because they are "too busy" or "don't know how to set up a system."
- 3) Gartner Research states, "\$1 invested into a smart email marketing strategy can result in as much as \$43 in revenue."

-- Source: www.Gartner.com.

You will see below that I've done all of the heavy lifting for you... all you need to do is start collecting email addresses.

It's that simple.

Setting up an "Automated, No Hassle, Lead Follow-Up System"

- 1) This isn't about creating more work for you and your staff. Rather, it's about leaning into technology and letting technology do the work for you.
- 2) Get an account with SendPepper.com. Accounts start at \$29.95 per month for up to 2,500 contacts.
- 3) If you don't want to or don't have the time to set it up, we can do it for you for \$100.
- 4) Input the attached emails (100% customizable):
 - a) Emails for leads that booked appointments (not automated)
 - b) Emails for leads that didn't book appointments (automated)
 - c) Emails for leads that booked appointments but didn't show up (automated)
 - d) Emails for people on payment plans (automated)

Once System is Set Up, How Does It Work?

- 1) When you get a new email address, you:
 - a) Log into your account with Send Pepper.
 - b) Input the email address and "tag" it with what type of lead it is.
 - c) Assign them to the email sequence for that lead type.
 - d) The system will automatically send out emails for you.
- 2) Natalie will walk you through this entire process to make sure you understand it completely.

Call Transcription

Phil: I wanted to start our call today talking about lead follow-up systems because with the amount of leads out there, lead follow-up is absolutely critical. Lead follow-up does not mean that you're going to work more. In fact, what we're going to talk about today is how easy it is to create an automated lead follow-up system. The key thing to remember is that you guys have already paid for these leads. Most of them you've already talked to. Anytime we don't follow-up with our leads effectively, it's in essence throwing money down the drain.

For those of you on the call who don't have an automated lead follow-up system already established, what if all your follow-up could be done for you, 100% automated? What if you can get at least one extra client from it? We've had 20 months of our system being out, with our emails that we have already written out. I know small law firms can generate a client a month by following up efficiently. What if you were to be charging \$1,500 for bankruptcy and got one extra a month? That's \$18,000 in revenue without even trying.

I want to give you two examples: 1) Chris Denton with Denton Law who uses 720 and 2) Ellen Fine from Miller and Miller in Milwaukee.

Denton Law implemented this lead follow up system and immediately saw an increase in his leads in terms of people calling him after they've already called him the first time. The real kicker was, those of you who heard him on this call will remember this because this is a key component, he was able to layoff one of their paralegals because of all the time they saved when using this lead follow-up system. It was a \$30,000 a year position plus benefits that he realized he no longer needed.

Miller and Miller had a different point that I want to bring up. When it was brought to Ellen's attention, her first reaction was "Man, I don't like the idea. We're going to get bombarded with negativity. The people won't like it." Now after a year of doing it, they only got four complaints, after thousands of emails were sent. Just so you know, when you get someone who complains from emails, it's really simple. You just take them off the list so they don't receive any more emails from you. She ended up saying "The best part about the system now is that we literally get emails that say things like "I didn't know this about bankruptcy, I'm ready to move forward." As you probably remember, our emails are not just reminder emails. They're emails with content in them. It's teaching and educating people around bankruptcy so they understand it and learn more about it. They feel more comfortable with it.

Here is what these emails are about:

1) Emails for leads that booked appointments. These are the only set of emails we've written that are not automated. They are sent by your staff simply because they're coming in soon. You can't pre-program the computer to send out emails if some are coming in one day from now, or seven.

2) We have six months worth of emails that are pre-written for leads that did not book appointments. Six months. Complete emails and completely automated.

3) We have six months of emails written for you for leads that booked appointments, but didn't show up. Once again, completely automated.

4) We have six months of emails written for people on payment plans. For a simple goal, to get them to pay you sooner, so they can discharge sooner, so they can start getting back to their lives sooner.

Transcription, continued...

With all these things done, the real question is why do a majority of our attorneys not have this in place. I know what the problem is. It's setting up the system. You got the emails, but now you got to set up the system. The system we recommend is called Sent Pepper. It's \$29.95 per month for up to 2,500 contacts. All you have to do is set up the system, but I know many of you guys don't have the time.

In the past, we charged our partners \$300 and Natalie is able to set it all up for you. But I have good news. We figured out a way to save the emails in the system so they don't need to keep on being re-imputed for every new firm. I emailed Natalie and asked her how many hours it is going to take you to set one of these up per firm. She responded, "Three hours." Basically, for 100 bucks, we can set it all up for you. All you would have to do is every time a new lead comes in, put them into the system. Then for the next six months, emails will go out to your leads reminding them about you and your law firm.

Are there any questions?

Tom: That's an amazingly reasonable price compare to what I paid to set up a deal through Infusionsoft.

Phil: Well Tom keep in mind though, Infusionsoft does a lot right?

Tom: That's true. They do a lot more.

Phil: Tom, while I'm talking to you, let me ask you how great is it to get those emails or calls from people who received your emails and they say they are ready to meet with you?

Tom: It's nice. They definitely respond to the follow-up emails.

Phil: Bob, let me ask you a question. Based on what you know about follow-up marketing, when the system is already built out for six months and you have to pay \$100 to get it set up plus \$29 per month, how does that land on you?

Bob: I pay \$379 a month for Infusionsoft. I think it's a fantastic deal, frankly.

Phil: Excellent. Good deal.

Any other questions while we've got people on the phone. Things that are working, things that aren't working. What would you like to share?

Tom: People are excited about when I present the program during the first visit. A lot of people, that's what they're there for really, to get their credit back. Some just have a lot of old junk on their credit. They're getting collection calls, but the main thing is they want to buy a house or get in a position to get their credit cleaned up. When you can explain to them that you have a program. We give it away as part of the fee. They really like that. That gets their attention right away. That's always been a winner for us, and closing the deal. I think they really like it.

Phil: Ken Neeley, one of our attorneys in Arizona, said to me, "Emotionally, people are thinking that they're going to be impacted for years and years." They've read that a bankruptcy is on their credit report for ten years. When I tell them, "NO, no, no. You're not going to be impacted. You can literally have a 720 credit score 12-24 months after the bankruptcy. It's taking that emotional fear away. He said to me, "Once I take that emotional fear away, then I go to the logic and I explain to them, look at 720creditscore.com."

Transcription, continued...

For those of you who haven't done this, go to 720creditscore.com, click on seven steps to a 720 credit score. It says in red letters, \$1,000. That is an anchor price for you so that you guys can say, look this is a \$1,000 program. What Ken was explaining to me is that once he takes the emotion away, it puts people at peace that he's going to raise their credit, that bankruptcy is not going to impact them for long, so there goes the fear. Then he wants to unpack the logic. He's like, logic number one, why you should use me and not this guy down the street that charges \$1,400 or \$1,200 dollars or \$999 or \$799, is that I'm going to give you this \$1,000 program for free. Ken, like you Tom, gives it away for free. He doesn't sell it, but many of our attorneys do sell it. That's just what he does.

Tom: Our biggest frustration is getting people to come back in with their paperwork. We can get them to pay, but just the mountain of paperwork that they have to bring in now, they're just not organized. You have to stay after them. Chase them down. I hate to be like another bill collector calling them, but they've paid the fee. It's getting them back in with all the paperwork at one time. We had another guy that doesn't want to file because he's looking for a job. I said it's a perfect time to file while you're unemployed. Go out and get a six figure job, you may not qualify to file. He's afraid that the filing will affect his ability to get a job. That's a problem.

Phil: Any feedback for Tom on that? Tom, I hear that often. That's a common complaint that people ask me all the time. How do I get my clients to bring in the paperwork sooner? I'm not in your seat, Tom, but where my mind goes is the sooner people think that they can get their life back to normal, the sooner they're going to get their paperwork together. Maybe the question is, do they see themselves needing a new car in the next 12-24 months? Would you agree that 99% of your clients are going to say yes to that?

Tom: Yeah. That's a great example.

Phil: The thing is, if they need a car, and 99% of them are going to say yes to that question, then they're going to realize that the sooner they get the paperwork in, the sooner they're going to be able to get that new car.

Tom: Some of these vehicles they're coming in with nowadays... these huge trucks that are very costly. Getting a low interest rate would be a very important thing but you just have to put it in concrete terms like you say. It's going to save you so much a month. And a better credit score will help you. They can get a better one if they had a better credit score.

Phil: Thanks Tom. No problem. In closing, if anyone would like the emails that we mentioned earlier, or if you want us to set up this system for you for \$100, just let us know.

And as always, if you ever need to chat, please call me at 310-779-3898.

A) Emails for New Leads that Booked an Appointment

Email 1 of 2

Send: Day that appointment was booked

From: <Insert Your Name> (Do not send from company name)

Attachment: Rebuild Your Credit Score Flyer

Note: These two emails are not automated by MailChimp.com and need to be sent out manually by your staff. The "Rebuild Your Credit Score" flyer needs to be attached to the email.

Subject: Apt. Reminder, <insert day and time>

Just a friendly reminder that your appointment with our office is tomorrow, <Insert appointment date> at <Insert appointment time>.

Our address is:

<Insert Your Office Address>

[I've attached something that you may find interesting.](#) It's a company that we have partnered with that helps our clients rebuild their credit score after their financial meltdown. As you can see, they normally charge \$1,000, however, we include it for free, as part of our financial recovery process.

I look forward to meeting you on <Insert Appointment Date and Time>,

<Insert Your Name>

Owner, <Insert Your Law Firm Name>

P.S. If for whatever reason you need to change the time of your appointment, please let us know right away by responding to this email.

A) Emails for New Leads that Booked an Appointment, continued

Email 2 of 2

Send: Day that appointment was booked

From: <Insert Your Name> (Do not send from company name)

Attachment: Rebuild Your Credit Score Flyer

Note: These two emails are not automated by MailChimp.com and need to be sent out manually by your staff. The "Rebuild Your Credit Score" flyer needs to be attached to the email.

For this email to be most effective, please forward the original email (email 1 of 2) to the recipient. Only send both emails if the appointment was set three days in advance.

Subject: FW: Apt. Reminder, <insert day and time>, tomorrow

Just a friendly reminder that your appointment with our office is tomorrow, <Insert appointment date> at <Insert appointment time>.

Our address is:

<Insert Your Office Address>

[I've attached something that you may find interesting.](#) It's a company that we have partnered with that helps our clients rebuild their credit score after their financial meltdown. As you can see, they normally charge \$1,000, however, we include it for free, as part of our financial recovery process.

I look forward to meeting you on <Insert Appointment Date and Time>,

<Insert Your Name>

Owner, <Insert Your Law Firm Name>

P.S. If for whatever reason you need to change the time of your appointment, please let us know right away by responding to this email.

B) Emails for New Leads that Didn't Book an Appointment

Email 1 of 10

Send: Same day of call/ inquiry

From: <Insert Your Name> (Do not send from company name)

Subject: A couple of things I forgot to mention ...

Thank you for calling about your bankruptcy. After we spoke, it occurred to me that I should tell you a couple of things that might not have been during the call.

1) Many of my clients are really concerned about the effect bankruptcy will have on their credit scores; I don't want this to worry you at all! When you come in for an appointment, I'm going to show you how declaring bankruptcy will allow you to increase your credit score a lot faster than you might be able to do otherwise.

I know this sounds crazy, but here's the thing: There is an art to rebuilding your credit score, but you need to have a clean slate. Sometimes, bankruptcy is the only way to give you a fresh start.

2) Yes, I can file your bankruptcy and help you get creditors off your back, but this isn't why my clients hire me. My clients hire me because they know I don't stop there. I focus on your complete financial recovery. Declaring bankruptcy is just the first step toward rebuilding your financial life and returning to a state of normalcy. I want to be your partner on this journey.

I know how scary this time can be, but I want to assure you that when you come in for an appointment, you will leave feeling excited about your future. It only gets better from here!

I hope this eases your mind.

Sincerely,

<Insert Your Name>

P.S. If you have any questions, please hit "reply," or call me at <Insert Your Phone Number>.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 2 of 10

Send: 7-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Please listen to this recording...

As you know, I've contracted with 720CreditScore.com to help my clients rebuild their credit after bankruptcy. Please listen to this short audio about a guy who followed the program after his bankruptcy:

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=646912&f=TQEGZB&ps=13&p=1>)

This is what is going to happen to you!

Keep this in mind, you can't start the 720 Credit Score program until after I discharge your debt. That being said, any extra money you can put towards your bankruptcy will get you closer to being like the guy in this audio.

Sincerely,

<Insert Your Name>

P.S. Don't erase this email until you listen to this recording, [click here to listen.](#)

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 3 of 10

Send: 14-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Can we meet next week?

I'm curious what your next steps are, with regards to your finances. Would you like to schedule some time to come in and talk next week?

I just want to reiterate what I said in my last email:

Yes, I can file your bankruptcy and help you get creditors off your back, but this isn't why my clients hire me. My clients hire me because they know that I don't stop there. I focus on complete financial recovery. Declaring bankruptcy is just the first step toward rebuilding your financial life and returning to a state of normalcy. I want to be your partner on this journey.

I know how scary this time can be, but I want to assure you that when you come in for an appointment, you will leave feeling excited about your future. It only gets better from here!

I really mean that. I've helped hundreds of people through their financial recoveries. This is the beginning of turning your life around.

I hope to see you next week!

Sincerely,

<Insert Your Name>

P.S. Just hit "reply" and let me know if you can come in, and I'll get back to you right away.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 4 of 10

Send: 21-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Another success story...

When I heard this, I realized I needed to send this to you.

The woman in this recording filed bankruptcy. After completing the 720CreditScore.com credit-rebuilding course, she got a better car loan than her daughter, who didn't have a bankruptcy.

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=647414&f=WNWJTO&ps=13&p=1>)

This is an example of what can happen to you. Keep this in mind, you can't start the program until after we discharge your debt.

Sincerely,

<Insert Your Name>

P.S. The sooner we discharge your debt the better. Feel free to call my office to increase your payment. This will get your life back to normal sooner.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 5 of 10

Send: 30-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Has it gotten better?

Since, I haven't heard from you, I was wondering, has your financial situation gotten better? If so, that's great news!

if your financial situation has not yet improved, let's set up an appointment in the coming days. I don't want you to have that awful feeling in the pit of your stomach, so let's take a few steps so you can relax and start living a normal life again.

Don't forget, I also want to talk to you about our credit-improvement program that will teach you how to transform your credit in the next 12-24 months. There's an art to rebuilding credit after a financial meltdown. For instance, about half of all credit cards will actually hurt a person's credit score while the other half will help them. I can explain more when we talk.

I look forward to hearing from you.

<Insert Your Name>

P.S. A lot of people think bankruptcy is a dirty word, but I disagree. I think it is a turning point. In fact, I **know** it is a turning point. It marks the end of your financial meltdown and the beginning of your financial recovery. It puts an end to the constant worries and anxiety. Call me at <Insert Your Phone Number> to help get you on the road to financial recovery.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 6 of 10

Send: 45-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Are you ready to start rebuilding your credit?

Sometimes the greatest battles occur in our minds, especially when it comes to changing our future. Thinking about a problem is very different from deciding to take action. If you're ready to take action to resolve your financial problems, I am ready to assist you.

Many of my bankruptcy clients have shared how difficult it is for them to file for bankruptcy. They do not want to be seen as lazy, promise-breakers, irresponsible, or associated with people they feel are looking for "an easy way out." None of this may apply to you, but if it does, please know that this is a normal concern.

After filing bankruptcy, you will ask yourself, "Why did I wait so long!" I hear this all the time from my clients.

I have a two-fold approach to financial recovery. The first phase is filing for bankruptcy to stop creditors from calling you, stop foreclosure, or stop garnishment. Next, I give you a second chance financially by enrolling you into a program called, "7 Steps to a 720 Credit Score." This program is an online credit improvement course which all of my bankruptcy clients receive.

If you are ready to rebuild financially, call me at <Insert Your Phone Number> or reply to this email.

Sincerely,

<Insert Your Name>

P.S. Now is the time! Call me at <Insert Your Phone Number> to begin your financial recovery.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 7 of 10

Send: 60-days later

From: <Insert Your Name> (Do not send from company name)

Subject: I haven't given up on you

Even though you haven't responded yet, I still care about your financial state. I know there are many reasons why you may not have responded to my emails. Hopefully, this is the time for you to step out and take control of your financial situation.

Please do not think you have to make this journey alone. I have the knowledge to successfully navigate all phases of bankruptcy. Not only that, I am concerned about your total financial recovery. That's why I have partnered with 720 Credit Score to help you recover financially after bankruptcy.

It's been two months since my initial contact with you. Are you secretly believing that everything will be resolved without taking any action? You may be the exception, but that has never happened to any of my clients.

If you have any questions or concerns about the bankruptcy process, please call me at <Insert Your Phone Number> or reply to this email.

Sincerely,

<Insert Your Name>

P.S. Don't fear bankruptcy. 720 Credit Score will help you rebuild your credit after bankruptcy and give you the second chance you deserve.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 8 of 10

Send: 90-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Have you made a decision?

I know response time is different for everyone. I also appreciate your decision not to act until you know it's time to make a change.

Have you made a decision concerning your financial state?

Bankruptcy and rebuilding after bankruptcy are not light decisions. Sure, some people make decisions quickly, but I'm not concerned about those people. My desire is to help you recover financially after you make the decision to take action.

I provide total financial recovery for all my clients. I take you through the bankruptcy process and also enroll you in the 720 Credit Score program to help you rebuild your credit after bankruptcy.

If you have any questions or concerns, please call me at <Insert Your Phone Number> or reply to this email. If you're ready to take action, I want to help you recover financially in the least amount of time.

Sincerely,

<Insert Your Name>

P.S. Call now to begin your journey to financial recovery. My number is <Insert Your Phone Number>.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 9 of 10

Send: 120-days later

From: <Insert Your Name> (Do not send from company name)

Subject: Still here to help you

It's been six months since I initially contacted you. I am still ready to help you recover financially. My two-phase approach includes filing for bankruptcy and enrolling you in 720 Credit Score to complete the financial recovery process after your bankruptcy is discharged.

If you're ready to take control of your finances, I am ready to help you with bankruptcy and rebuilding financially after bankruptcy in as little as twelve to twenty-four months.

How can I help you rebuild financially in such a short time with a bankruptcy on your credit report for ten years? With the services of 720 Credit Score!

Trust me to guide you at this difficult period in your life because total financial recovery is what I desire for you. Call me at <Insert Your Phone Number> or reply to this email to see how I can re-shape you financially.

I'm waiting to help you. Are you ready to help yourself recover financially?

Sincerely,

<Insert Your Name>

P.S. Don't hesitate. Call me now at <Insert Your Phone Number> to rebuild your financial life.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

B) Emails for New Leads that Didn't Book an Appointment, continued

Email 10 of 10

Send: 180-days later

From: <Insert Your Name> (Do not send from company name)

Subject: It's not too late to start...

Life can be hectic! We've all experienced unplanned delays. It's been six months since you reached out to me. I'm here when you are ready.

I want to help you get a new start financially. There's no reason past financial mistakes should keep you from the financial future we know you can enjoy.

If you are ready to come in and meet, simply reply to this email or call me at <Insert Your Phone Number>.

Sincerely,

<Insert Your Name>

P.S. Financial freedom awaits you. Call me now at <Insert Your Phone Number>, or reply to this email.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 1 of 9

Send: Day after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Are you okay?

I'm sorry we didn't get a chance to meet last <Insert Appointment Date>. I know how awful it is to feel financial pressure, so I wanted to check in with you and make sure you are okay.

I also wanted to alleviate one of your concerns...

A lot of my clients come to me really worried about their credit scores. I don't want you to worry about this. You see, the truth is ...

Sometimes your credit score will be better off after declaring bankruptcy. And here's why...

If you are struggling with your finances and your credit score, and you do not see an immediate light at the end of the tunnel, you will probably continue to struggle for a few more years. As you fight to stay afloat, you will probably miss a few payments here and there.

And your credit score will suffer. In two years, it will be exactly where it is now.

In fact, it might be even worse. And it won't get better until your finances take a drastic turn. But if you declare bankruptcy today, and then start the process of rebuilding your credit score, in two years, you could have a terrific credit score.

You have to take the right steps, of course, and I help my clients rebuild their credit scores through 7 Steps to a 720 Credit Score. I know it isn't enough to file your bankruptcy. That's why I want to help you get your life back so we can focus on your financial recovery post-bankruptcy.

This means I'll walk with you as you take those steps. I have worked with thousands of clients, and I know your finances will get better. I want to show you how.

Can we please reschedule our meeting? Please hit "reply," or give me a call at <Insert Your Phone Number>.

Sincerely,

<Insert Your Name>

P.S. Any bankruptcy attorney can file your bankruptcy. That's the easy part. My clients hire me because I do much more than that. I help my clients return to normal. I know you want your life back, and I want to help you get it back. Please reply to this email, or call me at <Insert Your Phone Number>.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 2 of 9

Send: 7-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Please listen to this recording...

As you know, I've contracted with 720CreditScore.com to help my clients rebuild their credit after bankruptcy. Please listen to this short audio about a guy who followed the program after his bankruptcy:

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=646912&f=TQEGZB&ps=13&p=1>)

This is what is going to happen to you!

Keep this in mind, you can't start the 720 Credit Score program until after I discharge your debt. That being said, any extra money you can put towards your bankruptcy will get you closer to being like the guy in this audio.

Sincerely,

<Insert Your Name>

P.S. Don't erase this email until you listen to this recording, [click here to listen.](#)

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 3 of 9

Send: 14-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Still waiting for you...

A common thing happens when clients miss their appointment – it's because they feel overwhelmed by the bankruptcy process. This is normal.

I know this is a difficult time for you. When you are ready to talk about it, I'm here. By the way, I've seen it all.

Do you want to stop the debt collectors from calling you? Not a problem.

Do you want to stop your foreclosure? Not a problem.

Do you want to stop the garnishment of your wages? Not a problem.

Just know that nothing you tell me will surprise me. After our meeting, there is one thing you will ask yourself,

"Why did it take me so long?"

When you are ready, I'm here. Simply hit the reply button or call me at <Insert Your Phone Number>.

Sincerely,

<Insert Your Name>

P.S. When you come in, make sure you ask me about the program that will increase your credit score fast, yes, even after bankruptcy.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 4 of 9

Send: 21-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Another success story...

When I heard this, I realized I needed to send this to you.

The woman in this recording filed bankruptcy. After completing the 720CreditScore.com credit-rebuilding course, she got a better car loan than her daughter, who didn't have a bankruptcy.

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=647414&f=WNWJTO&ps=13&p=1>)

This is an example of what can happen to you. Keep this in mind, you can't start the program until after we discharge your debt.

Sincerely,

<Insert Your Name>

P.S. The sooner we discharge your debt the better. Feel free to call my office to increase your payment. This will get your life back to normal sooner.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 5 of 9

Send: 30-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: You ready?

Has your financial situation improved over the past month? If not, I'm here to help.

Of course, any law firm can help you with bankruptcy, but I offer you much more. Instead of simply discharging your debt, stopping the garnishment, or stopping the foreclosure, my focus is your future.

I ask myself, "How can I get my clients back to a 'normal life' as soon as possible?"

I want you to be able to get a new car at a great interest rate or a new home, if you want one. Why pay higher rates or settle for second best? Yes, this is possible even with a bankruptcy on your credit report.

When we meet, you will see that my focus is your financial success. Frankly, this is why my clients choose me.

If you are ready to come in, simply hit the reply button or call me at this number <Insert Your Phone Number>.

Sincerely,

<Insert Your Name>

P.S. Don't forget to ask about the program designed especially to help rebuild your credit after bankruptcy.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 6 of 9

Send: 45-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Where have you been?

Most likely, you still haven't done anything about your financial problems. If this is the case, you are feeling even more pressure than you did two months ago.

What do you think your next steps are?

I know how stressful financial meltdowns are, as I live them every day with my clients. Refusing to take action to resolve this problem only prolongs your current financial state. Let me help you regain peace of mind now. This is what I do.

If you aren't sure bankruptcy is for you, look at it this way: Bankruptcy is a second opportunity for you to take control of your finances. Also, not only will I help you wipe out past mistakes, but I will enroll you in a program called, "7 Steps to a 720 Credit Score." This program will help you rebuild your credit score to 720+ in 12-24 months after the bankruptcy.

If you are ready to get rid of your financial pressure, give me a call me at <Insert Your Phone Number>, or reply to this email to begin your journey to financial recovery.

Sincerely,

<Insert Your Name>

P.S. There is new life after bankruptcy. Ask me how you can enjoy the benefits of good credit after bankruptcy.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 7 of 9

Send: 60-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Has your financial situation improved?

If your financial situation has improved, there's no need to contact, me, or, better yet, reply to this email and I'll stop sending you more emails.

But if your finances haven't improved, when do you plan on contacting me? My job is designed to do one thing, eliminate your financial stress.

Waiting is good at times. Waiting for your financial situation to improve without taking action is not smart, and frankly, inaction will hurt you more in the long run.

A common situation I see from my clients is that they wait too long. This prevents me from protecting their assets as much as I would like.

Now is a great time to call me!

One thing you should know, I have contracted with 720CreditScore.com. They help my clients rebuild their credit after bankruptcy.

My goal is simple: help you become financially healthy again. From a credit score prospective, this means you can have a 720 credit score within 12-24 months after the bankruptcy – yes, even with a bankruptcy on your credit report.

If you are ready to set up an appointment, simply reply to this email or call me at <Insert Your Phone Number>.

Sincerely,

<Insert Your Name>

P.S. Call me now to see a difference in your credit score in 12-24 months.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 8 of 9

Send: 90-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: What's stopping you?

One of two things has happened since you first contacted my office:

Option #1: You started your bankruptcy with another firm

Option #2: You haven't done anything

If it's the first option, then hit the reply button and let me know. I'll stop sending you emails.

If it's the second option, my question is, "Why?"

Do you realize that bankruptcy can relieve much of the pressure you are feeling. It can help you close a painful chapter in your life.

A better financial life is yours if you choose to act now. Call me at <Insert Your Phone Number> to turn your life around, or simply reply to this email to set up a time for us to meet.

I'm here waiting to hear from you.

Sincerely,

<Insert Your Name>

P.S. Don't continue to be stressed. Call me to discover how you can reverse your current financial situation in 12-24 months.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

C) Emails for New Leads that Booked an Appointment but Didn't Show

Email 9 of 9

Send: 120-days after missed appointment

From: <Insert Your Name> (Do not send from company name)

Subject: Today is your day

What's the most important item on your "To Do" list today? Taking control of your finances should be your priority because it affects you, your family, your job, your mental state, and your future.

I know how devastating financial problems can be because I have helped many of my clients recover financially after bankruptcy. Instead of waiting for your life to improve, don't you think now is the time to take action?

As an extra value to you, I've contracted with 720CreditScore.com to help my clients rebuild their credit after their bankruptcy.

This is a win-win situation for both of us. You get a high credit score. I get a happy client.

Are you ready? Simply reply to this email or call me at <Insert Your Phone Number>.

This is your moment.

Sincerely,

<Insert Your Name>

P.S. 720 Credit Score is a great plan for rebuilding your credit. Ask me how it can change your future.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

D) Emails for People on Payment Plans

Email 1 of 5

Send: Day that payment plan started

From: <Insert Your Name> (Do not send from company name)

Subject: Congrats

This is the beginning! Congratulations on starting the process of your bankruptcy. Very soon all your financial concerns will be gone.

Keep in mind, the sooner we discharge your debt, the sooner you will get your life back to normal.

When your life is back to normal, you will be able to:

- Get a different car without being gouged by high interest rates.
- Get a new home, if you want one, and not overpay.

I'm excited to have you as a client, and I'm grateful that you are allowing me to serve you.

Sincerely,

<Insert Your Name>

P.S. Keep in mind, the sooner we discharge your debt the better. Call me now at <Insert Your Phone Number> to get your life back to normal.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

D) Emails for People on Payment Plans

Email 2 of 5

Send: 30-days after payment plan started

From: <Insert Your Name> (Do not send from company name)

Subject: How's it going?

Just a simple email to check in and tell you a story.

We recently had a client who wanted to start rebuilding her credit immediately instead of waiting for the discharge. Unfortunately, that can't be done. Rebuilding your credit can't be done until after the bankruptcy.

To speed up the process, here is what she did:

- 1) She asked her parents for a temporary loan to pay for her bankruptcy so we could begin the discharge process.
- 2) We filed her bankruptcy.
- 3) We got her discharged.

In no time, her bankruptcy was discharged and she started to rebuild her credit. That simple loan from her parents saved a year of her life. Her life is getting back to normal a year earlier. She is able to get a great car loan a year earlier. If she wants, she will be able to buy a home a year earlier.

Once I file your bankruptcy, you will see that this is the beginning of your freedom. You will really start feeling relieved because debt will no longer weigh you down.

My question is, "Who can you ask for a short term loan?"

Think about it. When you have an answer, give me a call at <Insert Your Phone Number> or reply to this email.

Sincerely,

<Insert Your Name>

P.S. I'm excited about your future, you should be too.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

D) Emails for People on Payment Plans

Email 3 of 5

Send: 60-days after payment plan started

From: <Insert Your Name> (Do not send from company name)

Subject: Please listen to this recording...

As you know, I've contracted with 720CreditScore.com to help my clients rebuild their credit after bankruptcy. Please listen to this short audio about a guy who followed the program after his bankruptcy:

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=646912&f=TQEGZB&ps=13&p=1>)

This is what is going to happen to you!

Keep this in mind, you can't start the 720 Credit Score program until after I discharge your debt. That being said, any extra money you can put towards your bankruptcy will get you closer to being like the guy in this audio.

Sincerely,

<Insert Your Name>

P.S. Don't erase this email until you listen to this recording, [click here to listen.](#)

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

D) Emails for People on Payment Plans

Email 4 of 5

Send: 90-days after payment plan started

From: <Insert Your Name> (Do not send from company name)

Subject: Another success story...

When I heard this, I realized I needed to send this to you.

The woman in this recording filed bankruptcy. After completing the 720CreditScore.com credit-rebuilding course, she got a better car loan than her daughter, who didn't have a bankruptcy.

[Click here to listen.](#)

(Link: <http://playaudio-345.com/play.asp?m=647414&f=WNWJTO&ps=13&p=1>)

This is an example of what can happen to you. Keep this in mind, you can't start the program until after we discharge your debt.

Sincerely,

<Insert Your Name>

P.S. The sooner we discharge your debt the better. Feel free to call my office to increase your payment. This will get your life back to normal sooner.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>

D) Emails for People on Payment Plans

Email 5 of 5

Send: 120-days after payment plan started

From: <Insert Your Name> (Do not send from company name)

Subject: Are you feeling it?

Do you feel it? Do you feel it in your bones that your new life is about to begin?

The one question you should be pondering every week is: How can I file my bankruptcy faster, so that I can move on with my life?

Once your bankruptcy is filed, everything will get much, much easier.

Think about the following questions:

- Who can I borrow the money from? My boss? Family Members? Friends?
- How can I put an extra \$25 per week towards my bankruptcy? Can I make it \$50 and skip the movie?
- How can I work overtime and put that money into getting my life back?
- What can I sell that would allow me to pay for my bankruptcy?

I've seen this over and over again, and you will see it too: Freedom begins at discharge.

Here's to your future, let me know how I can help.

Sincerely,

<Insert Your Name>

P.S. The sooner we discharge your debt the better. Feel free to call my office to increase your payment. This will get your life back to normal sooner.

<INSERT YOUR LAW FIRM NAME>

<INSERT YOUR ADDRESS>

<INSERT YOUR PHONE NUMBER>