

Email #1

Your Free Checklist is Here. Now Learn How to Be Financially Sassy!

Hi [First Name],

Thank you so much for getting your free checklist. You can simply click [here](#) and you'll be well on your way to be a Financially Sassy Woman!

I've been exactly where you are right now. But after a lot of trial and error, these are the top 5 steps that I've learned that you absolutely must do if you want to feel peaceful about money.

I'm willing to bet that right now, you are either very unsure about how to handle money, or just flat out scared about your financial situation.

Believe me, I promise I know **EXACTLY** how you feel. Tomorrow I'm going to tell you all about my journey and how I got to be the Financially Sassy Woman that I am today.

So be on the lookout for my email and together, we'll begin your journey to a life of financial peace.

Sincerely,

Chris

P.S. I'm also going to tell you about a special offer I have just for you because you downloaded your checklist. So look for my email tomorrow!

Email #2

I Knew I Had to Help

Hi [First Name],

Have you looked over the checklist yet? The steps seem so simple, but I know they can be hard to do. Just keep making progress and if you need any help, just let me know.

Yesterday, I told you I'd tell you my story, so here goes.

I actually learned about money from a very young age. You see, my dad was a quiet guy, though he never really talked about anything.

When he did, it was always about money. If I ever wanted any accolades from him the only way to get them was by saving money.

He taught me the value of money from childhood. When we would go school shopping, we only got 3 pairs of pants. 2 pairs of blue jeans and one black pair.

I learned all about the Blue Light special at K-Mart from an early age and we shopped at Payless for shoes.

When I went to Junior High, like most girls I wanted name brand clothes and shoes to try to fit in. My father told me that if I wanted anything besides what he bought, I'd have to buy them myself. I learned how to make money. That's how I learned the value of money. I started realizing how many hours it took to get the clothes and shoes that I wanted.

When I lost my job 4 years ago, I decided not to go back to work because I already had my money working for me. I had invested in real estate and was doing pretty well

What I didn't realize though is that I knew something most people didn't. People were losing their jobs all around me and because of their fancy homes and cars, they were living paycheck to paycheck.

I had to help.

Financially Sassy Woman was born!

Now my calling is to help you learn about money in an easy to understand way and break it down to its essence. You'll see just how simple it is to handle money and feel peaceful that you are taking care of yourself and your family.

Now, I promised you a special gift since you downloaded my Top 5 checklist.

I want to talk to you personally. I want to have a phone or Skype conversation with you to have a personal strategy session with you. I want to give you specific tips, based on your situation, that will benefit you immediately.

I normally charge \$250 for a one-on-one strategy session, but I am so excited that you've taken an interest in taking control of your money, that we can talk absolutely **FREE**. And there is **NEVER** any obligation for you, ever.

Just a talk about how we can get you turned in the right direction and start setting a new course for your financial freedom.

So reply to this email or simply call me at 555-555-5555 and we'll set up a time that's convenient for you.

I'm so excited that you've taken your first step to financial peace and I can't wait to talk to you.

Sincerely,

Chris

P.S. If you don't feel comfortable talking with me or want to get a jumpstart on some great tips, you can purchase my Financially Sassy Woman workbook [here](#).

Email #3

Does Thinking About Money Keep You Up at Night?

Hi [First Name],

I know talking about money can be pretty scary, especially if you don't know what you don't know.

Let me ask you this. Do you feel like there is more month than there is money left in your checking account?

Or do you feel nervous or even scared when you're talking about money or trying to negotiate for things like buying a car or other big purchases?

I understand why you feel that way. But I'm telling you flat out that it's not OK for you to feel that way.

How would you like to set some financial goals and have others encourage, support and help each other meet those goals? Would you like to find out how to retire early or turn life goals into reality?

That's what we do here at Financially Sassy Woman. We learn, teach, encourage, and grow with each other.

My offer to speak with you personally for a strategy session still stands. I hope you'll take me up on it.

But whether you are ready to take that step or not, I want you to at least start learning more about money and how you can get ahead and feel comfortable and peaceful with it.

You can buy your Financially Sassy Woman workbook for just \$59. But I'm making you this promise. If you don't learn at least one tip that helps you save at least \$59 within the first 30 days, I'll give you **100% of your money back, no questions asked!**

You have literally nothing to lose and your financial peace and freedom to gain.

Click [here](#) now and let's make you Sassy!

Sincerely,

Chris

Email #4

She Called Me Crying

Hi [First Name],

I have a dear friend that I've known for the last 6 years that called me, hysterically crying about a year ago.

Both she and her husband had been laid off from their jobs within one week of each other. They had no money in savings and a mortgage payment that was quickly approaching.

As we talked, I found myself getting a little upset with her. I know it sounds harsh, but hear me out.

You see, when I had lost my job and was in her position, she was the one that comforted me and told me everything would be OK. Back then, she'd admitted to me that she and her husband were living paycheck to paycheck, even though they made over \$100,000 a year between them.

That night, four years ago, when she was comforting me, we both made vows to change our financial lives.

But it was last year when the tables were turned, that I realized that she had not followed through on her promise. She had three years, the same time I'd had, and she had done nothing to improve their situation. And now she was staring bankruptcy right in the face.

I tell you this because I don't want you to be like her. You've taken the first step. You've downloaded your free checklist, and have hopefully started working your way through it.

Don't wake up one morning, years from now and wish that you'd taken action. There is an old saying that goes something like this.

"The best time to plant a tree was 20 years ago. The second best time is today."

Plant your financial tree today, please.

Let's set up a financial strategy session so we can get your money and your life in order, so you won't look back and wish you'd taken action when you had the chance.

Reply to my email or call me at 555-555-5555 and let's set up a time to talk.

Sincerely,

Chris

Email #5

How Does a 110% Guarantee Sound?

Hi [First Name],

By now, you should be well on your way to working through the top 5 steps you must take if you want to feel peace around your money.

But I have something I want to ask you. If you have started to work your way through the steps, and you've seen just how valuable the information is, I ask that you to trust me.

Trust me when I tell you that my Financially Sassy Woman workbook will make such a huge change in your life, and that you will wish we'd met each other sooner.

I want you to take advantage of this opportunity so badly that I will let you have the workbook for 20% off. For just \$47, you can take advantage of everything I've learned on my journey.

Plus, my money back guarantee still stands. But because I know you're going to love it and find such value as a Financially Sassy Woman, that you can have the book for 60 days. If you don't absolutely love it, just let me know and **I'll give you 110% of your money back, no questions asked.**

How is that for Sassiness?

Plus, I still want to talk to you personally. So click [here](#) to buy the workbook and at checkout, let me know when the most convenient time for you is to talk.

I can't wait to take your journey with you. I'm a little jealous of where you are now, because I know how much fun and excitement you're going to be experiencing soon.

Order today and let's get to work. Because **TOGETHER** we can rock the world!

Sincerely,

Chris