

**Project description:**

An email sequence to sell a 20 minutes discovery call by Hanna Finance  
HannahFinance is a credit repair business

A 20 minute call to basically look at your credit report together and talk about what you need to do to build positive credit and talk about how Hannah financial can help them get to their credit goals

-Emails should be plain,direct and official-

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Audience: List Free Training Sign up

Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call

Send Time: 1 Day After Last Email

Subject: It's Only 10 minutes!

Body:

Hey {{firstname}}

Yep, you read the subject line right.

The free credit repair training you signed up for is only 10 minutes long.

I don't believe in fluff or wasting anyone's time, so I made sure that this training was only 10 minutes long and in an engaging Q&A format.

Probably the same amount of time you'd use to watch two music videos or scroll through your Twitter feeds.

Put the next 10 minutes to best use, I could bet that it's most resourceful

You'll learn about:

How to accurately analyze your credit report

Strategies for disputing derogatory marks

Pay for delete strategies

How to dispute Chexsystems item

Building your credit to increase credit approval odds

You can watch the free training here.

Until Next Time,

Irene Day  
Hannah Financial  
CEO

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Audience: List Free Training Sign up  
Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call  
Send Time: 1 Day After Last Email  
Subject: They were able to fix my credit in less than 2 months!”  
Body:

Hey <First name>,

Are you ready to get your credit, and your life, back on track?

Let Hannah Financial help you fix your credit so that you can start living financially free. Our services are guaranteed to turn your credit situation around in as little as 45 days!

Just a few months ago, these clients were just like you. Now they are on a whole new financial level

Check out what they have to say now:

“I scheduled a consultation and It was worth every cent just to update your financial education. We went over my credit report and It was what I needed to do to increase not only my credit score but also my credit worthiness. I also appreciated not being sold a service I didn't need. Being trustworthy and ethical gets my highest recommendation.” - LA Hiphop Daily

“ Irene and Hannah Financial helped me understand how to get my credit restored. I followed the instructions and training that was given. Irene is professional and honest. I became a homeowner after being a client. I highly recommend Hannah financial!! Thanks again!! “ - Crystal Wilson

“ I have enjoyed being a customer of Hannah Financial, Even with a good credit, she has helped me become even better. I recently wanted to consolidate my credit card for my business and

Irene talked to me and helped me understand the importance of credit history and pay history. She saved me once again from making a bad decision. Hannah Financial has been a blessing to my personal and business credit. Thanks for the guidance, professionalism and good quality of service you provide “ - Rae Williams

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Let's write a new financial story for you.

Get started on the journey to better credits today

Book your credit clarity call now!

Until Next Time,

Irene Day  
Hannah Financial  
CEO

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Audience: List Free Training Sign up  
Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call  
Send Time: 1 Day After Last Email  
Subject: <First Name>, Your Application was denied  
Body:

That dreaded feeling when you apply for a car loan, submit a rental application, or a loan for that new house knowing your credit score ain't all that....and the application comes back denied (as expected )

I understand that feeling and to be real, it sucks, but I promise you that feeling does not last forever.

You can turn your credit around, though it's not rocket science, but if you hold our hands, stay dedicated and work with us. It's quite easy.

“ We'll need to check your credit” when you need credit for your dream car or property shouldn't be that scary to hear.

You could be that person zooming out of the dealership in that clean new whip you've always admired.

You deserve beautiful things and some more congratulations too, your credit status can't stop you.

Book a credit clarity call now.

Until Next Time,

Irene Day  
Hannah Financial  
CEO

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Audience: List Free Training Sign up

Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call

Send Time: 1 Day After Last Email

Subject: You have two choices

Body:

Hey <First Name>,

It's more...

Yeah, If you think Hannah Financial is a financial services business, you are right..

But it's more...

We don't just help you get your credit points up to that 'creditable' level, You also get access to credit education or let's say credit literacy.

You get to understand what a lot of people don't know about credit repairs and most importantly, how to secure your financial future.

It's important to us that you know the value of credit and how to establish a positive credit history ( this is actually very necessary )

I go live multiple times a week to talk about this. I dedicate quality time to dissect and explain these points to you in the most relatable terms ( trust me, I won't throw big words that'll bore you out : )

There are only three ways to get things done :

Do it yourself  
Get my help

OR ....

Do Nothing

But, is doing nothing really an option?

Well, If you think it is.

You can wait till when it's time to get a loan for a new house or new car, You'd understand better by then

Or...

You can get help from a professional now, be ahead of your game and get an easy loan approval with low interest rate by the time you decide to apply for a loan

It's all your choice !!

You deserve the best, you just need to put the work in to reach your financial goals.

Oh, and here are your two choices:

Get the tools to create an action plan to help yourself build a better credit history

Get on the phone with an expert who will help you get clear on what you need to do next in your credit repair journey.

It's up to you, <first name>.

P.S : I'll share the procedures and DIY tools you need to build a better credit history in my coming emails. Keep your fingers crossed and get ready!!!

Until Next Time,

Irene Day  
Hannah Financial  
CEO

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Audience: List Free Training Sign up  
Exclusions: None  
Send Time: 1 Day After Last Email  
Subject: A special gift for you!  
Body:

Hey < first name > ,

We wanted to give you something special for watching the Free Credit Repair Training.

Please enjoy this complimentary copy of our FDCPA (Fair Debt Collection Practices Act) Rights ebook where you'll learn the 10 most common violations by collection agencies that could get your debt cancelled.

The FDCPA Rights ebook is short, concise and packed with solid information...

'If I may whisper this into your ear'

They are information that collection agencies don't want you to know about.

This is your opportunity to stay a few steps ahead of them.

You can download and read it here.

Best Regards,

Irene Day  
CEO  
Hannah Financial

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Audience: List Free Training Sign up

Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call

Send Time: 1 Day After Last Email

Subject: Join the 700 Club

Body:

<First Name>,

Are you like Ariel?

She joined us about a year ago and we unloaded her, guided and walked her through everything she needed to do to increase her credit score which was the most important thing for her.

As advised, She paid off her credit card balances and her credit points jumped up to over 700 and It doesn't just stop there, her points are still climbing the ladder.

Ariel is just one of the numerous clients we've worked with to hit over 700 points even though some joined us at very low points.

I don't have to emphasize on how much of a deal it is being a 700 clubber.

Irrespective of the points you have at the moment, You'll achieve 700+ points when you join us, provided that you stay dedicated and follow our professional advices and hacks,

You ready??

Let's get started.

I'm ready to join the 700 club!

Best Regards,

Irene Day  
CEO  
Hannah Financial

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Send Time: 1 Day Later

Audience: List: Free Training Sign up

Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call

Subject: It's that time.

Hey <First Name>,

Before a person is accepted into our credit restoration program. There is just one necessary phase they have to go through and that is...

Getting on a clarity call first.

As it is, we have to be clear (and of course you do too) if we can work together.

Do you really need the service we provide?

... or there is an easy way for you to get things in place.

Yes, signing a new client is great, but our reputation and trustworthiness as a reliable financial business is of utmost priority to us.

When you hop on a clarity call with us, the first thing we work out for you is a detailed analysis of your credit report.

We do this to ascertain your creditworthiness so that we don't end up cutting bread with a chainsaw. We advise you on what is best for you.

Then after the analysis, we provide professional insight and advice on how to build a better credit history for yourself.

The clarity call might be all that you need.

Want to get started?

Book a call today

Best regards,



Irene Day  
CEO  
Hannah Financial

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Send Time: 1 Day Later

Audience: List: Free Training Sign up

Exclusions: Anyone who purchased the DIY Guide or Credit Clarity Call

Subject: Credit Repair Matchmatcher

Hey <First name>,

As you already know, we offer clarity call sessions for people that need to put their creditworthiness in check, not just in check, people that want to build a better credit history for themselves.

We offer a Do-It-Yourself guide which you can grab and taketh the wheel by yourself..

The DIY guide is for you if you can dedicate time (I mean, quality time ) to digest the procedures and laws that we put together there.

...and a background in finance would help you understand better too.

Get the DIY here

But If you want to get ahead fast and skip the “long process and hard work”.

You get on the phone with a professional and get everything done and sorted out for you in minutes.

We could call it the Fast track

Book a clarity call now

Your choice.

Best regards

Irene Day  
CEO

Hannah Financial