USING THE DRIP EMAILS AND ARTICLES:

Feel free to modify the emails and blog posts to match your voice and experience if desired. These emails provide a solid foundation for you to start with or can be used as is - simply copy, paste, and send.

Be sure to add the appropriate disclosures to the bottom of your post per your compliance department – and get the article approved from compliance before posting

The emails were written to be sent to your prospects via email as part of a drip communication program when you get a new lead.

If you prefer to post the article copy on your blog and send your prospects a link to view the article on your blog, you'll find email copy for that as well in this document.

Note - in the blog posts *- when you see brackets [like this] that means the words inside the bracket should be a hyperlink to what you're talking about (when posted on your blog). For example, [contact me] should link to your contact form or email address. (Remove the brackets in your blog post and email - they are there just to help you know what to link and where.)*

Alternate email salutations to consider:

- Hey there! (Your name) here, *(this one is currently used in all the emails)*
  - e.g. Hey there! Sharon here,
- (Your name) here, with something I thought you might be interested in,
  - e.g. Sharon here, with something I thought you might be interested in,
- Happy (Day of the Week)!
  - e.g. Happy Monday!
- Dear (name of recipient), < *this one I seldom use since in my email database many contacts didn't put a first name - then the email has a blank or simply puts "contact" in that field which does not look professional if using a broadcast email program*
- no salutation – just start with the first paragraph *(doesn't seem as personal or friendly but it's another option)*

In the emails and blog posts, look for any orange text which needs to be edited / updated before you submit to compliance and post on your blog or send via email.