

Week 1 Email

Subject Line: **Have you started the training yet?**

Message:

We Made It Quick and Easy for You

Hi <first name>,

Tom here. I just wanted to touch base and congratulate you on signing up for the *Lifetime Referral System* course. We've worked with thousands of agents over the years, and know these ideas work like gang-busters.

We're eager to see them work for you, too.

Have you started the course yet? If you have, terrific. But if you haven't, I can understand why.

As an agent, you're juggling a lot of priorities. Open houses, listing presentations, viewings, preparing offers, making calls. Whew! It can be difficult to carve out "learning time".

We know that. That's why we designed this course to make it incredibly quick and easy for you.

- Accessible anytime on your computer, tablet or phone.
- Short chapters, each taking just a few minutes.
- Step-by-step instruction you can put into action right away.

Stopping for a coffee? Do a few minutes of the course. Got some dead time before an open house? Do a few minutes of the course. Waiting for an appointment? Do a... well, you get the idea!

The course will automatically begin where you left off last.

So here's my challenge to you. Do at least one chapter this week. (You can easily squeeze that in over lunch.) You'll be surprised how quickly you can learn a system that will generate an ever-increasing flow of referrals for you.

Got questions? Call us anytime. We're here to help you succeed.

Best,

<Signature>

Week 2 Email

Subject Line: **Don't let it slip onto the back burner**

Message:

The Cost of Waiting Too Long

Hi <first name>,

It's been a couple of weeks since you signed up for the *Lifetime Referral System* course. You may have questions at this point. If you do, please give us a call.

When we put this course together, we had a concern. Studies show that upwards of 50% of people who sign up for an online course never finish it!

Often what happens is people sign up, start it, but then get busy. They tell themselves, "I'll do this later." The course then slips onto the backburner, quickly forgotten. Before they know it, weeks or even months have gone by.

That's why we made this course so easy and quick to finish. The chapters are short; just a few minutes each. And you can access it, anytime, anywhere — even on your phone.

You see, there's a tangible cost to delaying. If you wait, say, four months to put the *Lifetime Referral System* into action, you lose all the future referrals that could have grown from that period.

It's like waiting too long to seed the garden.

So if it's been more than a week since you logged in to the course, do so today. Commit to finishing at least one chapter this week. (You can probably do that during your morning coffee!)

Your "future self" will thank you.

To your success,

<Signature>

Week 3 Email

Subject Line: **Which ideas have you implemented so far?**

Message:

Putting New Ideas Into Action

Hi <first name>,

How are you doing with the *Lifetime Referral System* course? Have you completed the chapters?

If so, congratulations. If not, that's okay. But keep at it!

Now I have a quick question for you....

Can you lose weight by reading a diet book? Of course not. You have to implement the ideas before anything happens.

That's the same with the *Lifetime Referral System* course. You've got to put it into action for your business. When you do, you'll start seeing a steady increase in referrals — an increase that will *increase* each year.

We know because we've helped thousands of agents just like you implement these ideas. Trust me. They work.

That's why we made the course so practical:

- Simple, step-by-step instructions.
- Real-world examples.
- Helpful guides, tips and other resources.

It's designed not only to teach you the system, but also make it easy for you to take action.

So here's my recommendation...

Get started on the first step this week. That's "Building Your Database List". (You might want to review Chapter 3 again, which explains this step in detail.)

And, hey, you're not alone. We're here to help. If you have a question, call us.

Best,

<Signature>

Week 4 Email

Subject Line: **Got questions about the training?**

Message:

You're Not Alone

Hi <first name>,

As you may have realized during the past few weeks, taking our online course is super convenient. You just sign in on your computer (or even your phone) and learn.

Perfect for the busy Realtor!

But a big problem with many online courses is that they offer little, if, any support. If you're struggling to understand a concept or simply have a question, there's no one to talk to. You're on your own.

Well, that's not the way it is with the *Lifetime Referral System* course!

If you've had a chance to dive into the chapters, you'll notice that it's already highly-interactive. This isn't merely a talking slide show. That's *me* in those videos teaching *you* each step in the system (and encouraging you to take action!)

But the course isn't just what you see on the screen. When you have a question, you can give us a call.

Here's the thing...

We *want* you to work through this course. We *want* you to implement this system. We *want* you to start getting more and more referrals.

So please don't hesitate to reach out if you need help.

To your success,

<Signature>

Week 5 Email

Subject Line: **Did you finish the course? If so...**

Message:

There's More Where That Came From

Hi <first name>,

Tom here. It's been five weeks since you signed up for the *Lifetime Referral System* course. Did you have a chance to dive in and work through the chapters?

If so, congratulations! Contact us for your professional *Certificate Of Completion*.

If not, that's okay. We all get busy! But please commit to doing at least one chapter this week. It takes just a few minutes.

As I said throughout the course, we've worked with thousands of clients and know the *Lifetime Referral System* works. Do the steps I taught you, and you'll start seeing a building flow of referrals that will increase year after year.

Now that's a bright future!

By the way, if you liked the ideas presented in the course, I have good news for you...

There's more where that came from!

You see, putting a system in place that generates referrals is just one piece of the success puzzle. That's why we have several other programs designed to help you build a thriving and profitable business.

So here's my invitation to you...

Visit our website. Check out the programs available. If you have questions, give a call. (We'd love to hear from you!)

Best,

<Signature>