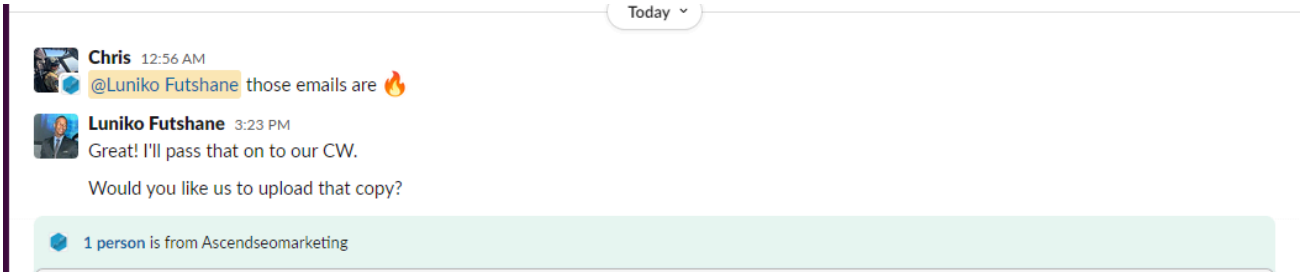
This is a set of emails to help a credit company reach new customers. After I turned it in to my Project Manager, we got the following message:



KEY

Blue - to be hyperlinked
Yellow - to be edited/added by client
Green - image/element insert added during funnel set-up

EMAIL #1: Sent immediately, Delivery of the asset

Subject 1: We have the answer to your cashflow problem!
Subject 2: Welcome to your new way to get paid, [NAME]!
Subject 3: Forget business loans, [NAME]!

Hi [FIRSTNAME],

Tired of waiting for your money?

We at Eagle Business Credit understand you can't run your business with your money coming through a bottleneck. You need a steady cash flow in order to pay your expenses and keep your employees happy.

You can't waste time chasing down payments. You have a business to run.

You've tried everything else:

- Taking out business loans
- Borrowing from friends and family
- Calling, emailing, and confronting clients who are late on payments

Why is it such a hassle to get the money you're owed?

You want to get paid and keep working.

But you don't want to be up to your neck in debt to some loan officer.

<iframe src="https://giphy.com/embed/l0Exj89VNney554VW" width="480" height="263" frameBorder="0" class="giphy-embed" allowFullScreen></iframe> via GIPHY

Invoice factoring gets you paid FAST

Our team at Eagle Business Credit buys your outstanding invoices and gives you cash so you can keep working without missing a single appointment.

Invoice factoring is an incredible way to keep money coming into your business without any holdups.

- We buy the invoice the same day you send it to your client
- You get money IMMEDIATELY
- You pay off your expenses, handle payroll, and continue building your company

We buy your invoice and then pay you between 80 and 90 percent of what you're owed plus interest. You get cash or a deposit in your account the same day. Once your client pays you, you reimburse us and move on.

You get an invoice and turn it into money in one move. It's that simple.

Contact us today to learn how we can help you and your business. Why sit and wait to get paid? Call us and tell us what we can do for you.

[SIGNATURE]

EMAIL #2: Problem + Solution

Subject 1: Can you believe these stats?
Subject 2: This is the $$$ of a slow cash flow

Hey [FIRSTNAME],

Can you believe that 1 in 12 small American businesses shut down each year due to poor cash flow? It gets worse - over 81% of business owners like you report regularly working overtime in an effort to save their companies from bankruptcy. That means tons of unpaid hours, extra stress, and less time with family and friends.

And it's all thanks to a lack of income that they are owed from clients.

Think of all the jobs you could save, the free time you could create, and the leg up you could give yourself by establishing a solid influx of cash to your company.

With so much to pay for and so many people dragging their feet to pay for your services, you're the one who has to pick up the slack.

Plenty of people want you to work for them, but you're still buying inventory and paying bills so you can have staff for them to hire in the first place.

And around and around it goes!

Our team at Eagle Business Credit has a payment process that gets you not only the money you need but the peace of mind necessary for success.

We get you your money the same day you invoice a client.

Contact us today and find out more about how we can help you.

Break the late payment cycle and give yourself some breathing room. You deserve it.

[SIGNATURE]

P.S. Seriously, there's no catch or obligation. Call us today and see how we can save you countless hours of overtime.

EMAIL #3: Testimonial

Subject 1: The struggle is real…
Subject 2: How our clients came to choose invoice factoring

Hi [FIRSTNAME],

It occurred to me that most business owners and managers don't know about invoice factoring. Instead, they rely on loans or dip into their personal accounts to keep important items in stock and their employees paid.

Many of our clients tried all of those other options, but invoice factoring turned out to be the best. Here are what a few of them had to say about their experiences with the invoice factoring services at Eagle Business Credit:

> *"I've had a harder time opening a bank account than financing my orders with Eagle. I appreciate the 'makes sense' mentality and the willingness to go above and beyond with service. Thank you."*
>
> - *Manny H. from Colorado*

> *"I am extremely pleased with Eagle Business Credit services. They are all very personable and quickly respond to any and all inquiries. I speak very highly of them to anyone interested in invoice factoring."*
>
> - *Meg S. from New Jersey*

> *"Can't say enough good things about your organization. You guys rock*!"
>
> - Christine D. of New York

Of course, our clients are biased. They love us because we take a delayed payment and turn it into instant cash.

That's just what we do.

Call us today to learn more about what we can do for you.

[SIGNATURE]

P.S. Listen, I know the uncertainty around alternative financial solutions, but I have something I want to share with you. **More on that tomorrow.**

EMAIL #4: Overcome an Objection

Subject 1: Don't borrow money before you read this
Subject 2: Wait, know this before you choose a solution for your cash flow
Subject 3: Do you know all the benefits to invoice factoring?

Hi [FIRSTNAME],

Let's face it, constantly tracking down clients to get them to pay you is exhausting. And, frankly, it's not your job. It's one of the challenges of owning a business.

We get it.

You may be tempted to start taking out loans regularly or to get a line of credit. But, if you've ever tried invoice factoring, you know that this is one of the best options for a company.

But if you're new to this process, you should understand how it gives you an advantage.

Here are the pros of invoice factoring for your small business:

1. **Better cash flow -** We can't stress this enough. Invoice factoring puts you in the driver's seat and gets you money when you need it, not when clients decide to pay you.
2. **More flexibility -** Money in your business account means you can buy that new piece of equipment, hire that assistant, apply for a massive business loan, do whatever you need to do to make a profit.
3. **No credit score stress -** Your credit score doesn't decide if you get a loan, we do. We look at who owes you money and when, not an arbitrary number given to you by a system. That way your loan works for you.
4. **Quick and easy -** Invoice factoring is the most straightforward process available. Minimal paperwork, no collateral, and no stress. Just one great payday.
5. **More time to do what you love -** Don't waste all day calculating who owes what - spend that time with your customers and get more referrals, higher rates, and better reviews. Let us bear the burden of your outstanding payments so you can run your business and be the ultimate boss.

Consider how much all of these advantages could change the way you do business.

One simple call can turn your situation around. There's no contract, no long-term commitment, and minimal risk with invoice factoring.

The price you pay for limited resources is bankruptcy, pure and simple. Don't be the next business to go under because you can't keep your balance sheet in the black. Be the one who operates the smart way and keep your doors open.

Reach out to Eagle Business Credit today to find out how we can help you run your company. Our incredible team is standing by to get you your money.

Call us today.

[SIGNATURE]

P.S. Seriously, there's no hidden fee, no catch or obligations. Call today and find out how we can help you.

EMAIL #5: Sales Letter

Subject 1: It should always be this easy to fund your business
Subject 2: [FIRSTNAME], this is for you
Subject 3: Stop the cycle of overtime and late payments - Get your time back

Hi [FIRSTNAME],

If you're like most entrepreneurs, you don't have time to shuffle through stacks of invoices, closely track who's paid and who hasn't, and then call each client individually while you cross their fingers that this time you'll finally get a transfer into your account.

You have a business to run and you don't want to do double duty as a collections agent.

It shouldn't be this difficult to get the money you've already earned. You and your team work hard and keep your word. All you ask is that clients pay you for a job well done.

So many other entrepreneurs are in your shoes when they contact us. They feel like they can't wait or qualify for a loan because their own venture has cost them so much money.

Luckily for them, invoice factoring is fast, easy, and stress-free:

> *"I've had a harder time opening a bank account than financing my orders with Eagle."*
> - *Manny H. from Colorado*

With so many demands on your company, **you need to stay flexible** and make sure your company has the necessary funds to operate at its best.

Invoice factoring is an amazing solution. Call us and see for yourself how quickly you can:

- Get approved
- Receive your money
- Add to your inventory
- Pay your employees
- And stop stressing over outstanding payments

Call us today.

What are you waiting for?

[SIGNATURE]