Purpose: To nurture new leads from contest

EMAIL 1:

Subject line: Following up on phone contest

Hey there,

It's Diana Machado here, the co-founder and CEO of Lady Loans.

First of all — thanks for entering our "Show Us Your Crack" contest! WOW there were ALOT of cracked up phones submitted! You can check out the winner here.

You might not know this, but I started Lady Loans as a way to empower women to be vulnerable about cracks in their own lives — from marriage to mental health to finances… and even phones!

We offer loans up $7,500 to help women build lives they love. Plus, we surround all of our ladies with a Sisterhood of support, mental health resources and financial literacy information.

Interested? Just reply to this email and my team will help you get started.

Thanks,

Diana
[should be buttons here for website, Facebook and IG]

EMAIL 2: (potential style inspo)

Subject line: My #1 tip for regaining control of your finances

A note from our founder

Do your finances feel out of control? I have been there before. As a single, working mom I know how real the struggle can be to feel confident about money. It can get chaotic.

Even though it might be hard, there is truly no financial situation that is impossible to recover from. Breathe. It does get better.

Here's my number one tip: Don't do it alone.

Surround yourself with women who are experiencing the same thing you're going through. You're going to need the support. We all do.

That's why I'm passionate about what we're doing at Lady Loans. It takes a village, and we're happy to be that village for almost 1,000 ladies.

Need support?

Just reply to this email and my team will be happy to help.

Thanks,

Diana

EMAIL 3:

Subject line: Too stressed to look at your bills? We can help.

Avoiding your mail and looking at your bank account balance is more common than you think.

1 in 2 Canadians say they've lost sleep over financial worries.

Money shame sucks. But it doesn't have to be permanent.

At Lady Loans, we're on a mission to abolish money shame by being vulnerable and speaking the truth.

We can help you get the money you need to get back on track financially.

[CTA BUTTON: GET STARTED] *links to LL contact form on website*

"Now I'm doing much better financially, not having to stress about how I'm going to pay my bills and have enough food for the month… I'm a much more relaxed and happier me." – Barb C, Lady Loans client