EMAIL 1

SUBJECT LINE: This is your last week to save big

COPY:

Hi [first name],

I know, we hardly want to believe it either, but there's just one more week left in summer.

All summer we've been offering up to 30% off monthly memberships to help you start moving toward your financial goals. That offer ends on September 22.

If you've been thinking about getting a membership but haven't made moves, now's the time to do that. This is our best deal of the year and we're not sure when we'll offer a discount this big again.

So, jump on it now. Schedule your free call to get started.

Start investing in yourself before summer is officially over.

EMAIL 2

SUBJECT LINE: Finding my way back after falling off track

COPY:

Hi [first name],

Falling financially off track is a more common experience than you might think, and it can feel hopeless.

"When it's taken you a very long time to get on the horse in the first place, falling off can feel like more than just a setback, it can make you feel like giving up," said our client Jessica Bee.

Bee, who described herself as previously not someone who took finances seriously, knew she needed help but didn't feel her family or friends could give her the right advice.

"Getting financially naked with a complete stranger was almost enough to put me off in the first place, but as a woman in her thirties, I had finally — FINALLY — reached a point where I realized that I needed to confront my financial situation and the truth was, I needed help. Another truth was that I really had no idea how good or bad I was doing."

That's when she decided to try something new — joining The Financial Gym. She became a member at the start of 2019.

Throughout the year not only has she organized her finances, but she managed to do so while hitting a personal milestone: moving out on her own for the first time in her life. In New York City, which is no easy feat.

Read more about Bee's story on our blog here.

EMAIL 3

SUBJECT LINE: Leave your financial shame at the door and get started with your judgement-free financial advisor

COPY:

Hi [first name],

Not having your finances in order can be really embarrassing. Financial distress can be one of those little known facts that you prefer to hide about yourself. A skeleton in the closet.

Maybe you've experienced judgement from your family, friends or traditional financial institutions. Guess what? We're not about that.

We know that everyone has their own financial journey and we aren't here to judge.

That's why we focus on creating a judgement free zone when working with all our clients. We don't care how you've spent your money in the past or what purchases you want to make in the future. What we care about is that you're free to live your best financial life.

Our mission is to help empower you to do you.

Sound like it'd be nice to have a financial trainer who supports you for a change?

Act now to get up to 30% off monthly memberships until September 22 and get a financial trainer on board who cares about your journey.

EMAIL 4

SUBJECT LINE: Last chance!

COPY:

Hi [first name],

This is your last chance to get up to 30% off monthly memberships. When the clock strikes midnight it will be officially fall and our summer savings will have come to an end.

We rarely lower our prices this much and can’t say with certainty when it will happen again.

If you’ve been thinking about getting a financial trainer there couldn’t be a better time.

Schedule a free call now to take advantage of this deal before it disappears.