## Refinance Email Funnel Subject Lines: If, say we use leadPops as the example.

1. [LP] Welcome To The Tribe (Email #1)

[] should include a shortened name of your company.  
This will give the email a very distinctive appearance at a glance.

So, here are the headers:

1. [LP] Opening With A Bang (Email #1)
2. [LP] Does This Sound Like You? (Email #2)
3. [LP] Popular vs Odd? (Email #3)
4. [LP] Do You “C” The Meaning of This? (Email #4)
5. [LP] If You Hated Math at School… (Email #5)
6. [LP] End to Death and Taxes (Email #6)
7. [LP] In for The Long Run (Email #7)
8. [LP] How’s Your Arm? (Email #8)
9. [LP] How To Pay No Interest (for a while)… (Email #9)
10. [LP] Mr. Smith’s Horror Story… (Email #10)
11. [LP] End to Death and Taxes 2 of 2 (Email #11)
12. [LP] FREE Lunch? (Email #12)
13. [LP] The Mystery of X-Files… (Email #13)
14. [LP] How to Master Hide And Seek (Email #14)
15. [LP] The Biggest Mistake… (Email #15)
16. [LP] Salt and Pepper of Personal Finance (Email #16)
17. [LP] A Bowl of Captain “Credit” Crunch (Email #17)
18. [LP] Q&A (Email #18)