## Purchase 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] Getting Started 1 of 2 (Email #1)
2. [LP] Getting Started 2 of 2 (Email #2)
3. [LP] The Super Secret Technique (Email #3)
4. [LP] Dave And Suzanne - Continued (Email #4)
5. [LP] Top 3 Wallet Destroying Mistakes 1 of 3 (Email #5)
6. [LP] Top 3 Wallet Destroying Mistakes 2 of 3 (Email #6)
7. [LP] Less TAX Anyone? (Email #7)
8. [LP] Top 3 Wallet Destroying Mistakes 3 of 3 (Email #8)
9. [LP] Do You Know Your DTI? (Email #9)
10. [LP] Your Assets Added to DEBT? Here’s how (Email #10)
11. [LP] Large Down Payment Is NOT Always Better! (Email #11)
12. [LP] Don’t Change Jobs (Email #12)
13. [LP] Hurt By A Credit Check! (Email #13)
14. [LP] My Least Favorite Error… (Email #14)  
      
    **BEGIN WEEKLY EMAILS HERE --**
15. [LP] Q&A 1 of 2 (Email #15)
16. [LP] Q&A 2 of 2 (Email #16)
17. [LP] A Horror Story… (Email #17)
18. [LP] The Wrong Way To Repair Your Credit 1 of 3 (Email #18)
19. [LP] The Wrong Way To Repair Your Credit 2 of 3 (Email #19)
20. [LP] The Wrong Way To Repair Your Credit 3 of 3 (Email #20)
21. [LP] A Curious Case… (Email #21)
22. [LP] DTI Danger Zone! (Email #22)
23. [LP] Bankruptcy: What To Do If… (Email #23)
24. [LP] Salt and Pepper? (Email #24)