

**Purchase Email SWIPE File: Quick Instructions**

Thanks for grabbing the SWIPE file!

Each email is fully customizable.

I encourage you to review each email to make sure you know what’s going out and when, add your own email signature, and also replace references to ***{INSERT \_\_\_\_\_\_\_ LINK HERE}*** with the appropriate link as described in the emails.

You’ll find multiple opportunities throughout the 24 email sequence to insert your calendar/scheduling link (YouCanBook.me, Calendly, etc.), as well as other tools, like home values lead generators and credit repair lead generators.

If you’re a leadPops client, you have access to these additional lead generation tools (home values, credit repair, etc.).

If not, you can likely create something that will serve the purpose using a DIY builder, or just remove the references entirely if you’re not wanting to setup those additional destinations.

The point of these emails is to get leads to respond in some way -- whether it’s scheduling a time in your calendar, filling out another lead generator, replying, or increasing your call answer / call back rate.

You’ll find these emails are not dry, “stock” mortgage content; rather fun, educational, story-driven emails that keep the recipients tuned-in and looking forward to the next email.

FYI: the first 3 emails are written for buyers that may also be sellers…

If you know the campaign is first time home buyers only, adjust the emails to remove references/tips regarding selling a home.

Look for small adjustments like this that you might want to make throughout the content to make sure what’s going out ties into your target audience.

I recommend sending out the first 14 emails daily and then switching to once per week for the rest of the 90-day campaign. You can follow that, or do it however you want, of course.

Subject line suggestions have also been provided.

Let me know if any questions/comments.

All the best,

-Andrew  
leadPops.com /MFBA