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LEAD FOLLOW-UP SAMPLE

&20 SYSTEMS STRATEGIES

Phil provides year-long drip sequences to his bankruptcy-attorney clients. To follow are a handful of lead follow-up emails I wrote for one of his client's drip campaigns.

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EMAIL 1, DAY 0

SUBJECT: Will you call me at 310-365-6805?

I want you to know that you have options.

I know how it feels to be stressed about every incoming phone call, what it's like to have to make a decision between paying the gas bill or your cell phone bill, and I know all about the stack of unopened bills.

For thirty years, I've been helping people just like you. And I know all the ways to get out quickly so that you can feel relief.

Sometimes the best option isn't bankruptcy. Sometimes it is. But if it isn't, I'll be the first to tell you.

Either way, you can call me anytime—and I really mean that.

I have a 24-hour hotline ... because I want to be able to help the people who are so worried that they can't sleep at night.

If that's you, please call me at 310-365-6805. You can call now, or you can call at 3 a.m., and we can schedule a time to discuss your options at no obligation. I'll give you free information, and I'll be right by your side to get you to the other side of your financial problems.

I look forward to helping you.



EMAIL 12, DAY 31

SUBJECT: Is it time?

You have heard me say this already, but I want to repeat this ...

Overnight, all your creditors will stop calling you, and you will be on the road to recovery.

The first step is easy. Just call my hotline at 310-365-6805, and I will instantly be on your team. I will give you free information, talk to you about your options, and answer any of your questions.

And I really mean it when I say that you can call anytime—day or night. A lot of people are kept awake by their money troubles, and I want you to get a good night's sleep, so you have my permission to call me at 3 a.m.!

Are you ready?

**EMAIL 15, DAY 53****SUBJECT:** Everyone makes mistakes (I did!)

The truth is: Everyone makes mistakes.

Your parents, your boss, your mentors, have all made giant mistakes. They have all experienced setbacks... You probably just don't know about them.

The single biggest difference between those who recover through bankruptcy and those who don't is simply this: Mindset. Those who recover decide to intentionally change their lives. They take charge, are proactive, and become powerful. They learn about personal finance and budgeting. They make changes based on what did not work in the past.

There is no shame in declaring bankruptcy. Your behavior in the past did not work, and that's okay. Now is your chance to move forward, with better habits, and a renewed commitment to taking control of your financial life.

I would really like to help you be someone who recovers. Call me today on my hotline at 310-365-6805 to set up a free consultation. If bankruptcy is not for you, I'll be the first to tell you.

**EMAIL 16, DAY 67****SUBJECT:** Have you made a decision?

I know how hard it is to make decisions when you're flooded with emotions. You just can't think clearly when all your fears and anxieties are taking over your body.

I also know the decisions you must make are not light decisions, and that they might take time. One way or another, though, I'd like to help. In fact, everything feels easier when you have another person on your team.

So I make you this problem: I want to help you recover financially, regardless of which path you choose.

I provide total financial recovery for all my clients. I take you through the bankruptcy process, if that's the right step for you, and I also enroll you in the "7 Steps to a 720 Credit Score" program to help you rebuild your credit after bankruptcy.

Can we schedule your free consultation this week so that I can be on your team and help you to the other side of your financial troubles?

Just call my hotline at 310-365-6805, day or night. I set up this hotline just for people like you because I want you to have a straightforward path to the other side of your money troubles.

I hope to hear from you.

**EMAIL 18, DAY 81****SUBJECT:** If bankruptcy isn't for you, I'll be the first to tell you ...

In fact, there are options available other than bankruptcy, and if bankruptcy isn't for you, I will be the first to tell you.

I have a hotline specifically for people who need more information and who aren't quite ready to make a decision.

Just call 310-365-6805, or click here to schedule a phone appointment, and I will give you all sorts of free information based on my 30+ years in this business. I promise that I'm not one of those "scare them into action" type of attorneys. I am just here to educate you and help you make a decision that is right for you.

**EMAIL 19, DAY 98****SUBJECT:** You can't borrow your way out of debt

It typically starts with something that is out of your control... like a job loss or an accident. This is when your bills become bigger than your income.

After months and months of trying to get ahead, you may ask yourself, "Do I need to get another job?" Or, "what do I need to cut out of my life?"

Unfortunately, for most people, these options aren't realistic ways to solve the problem.

Next, comes your first late payment, which is when the problems start adding up. See, when you miss one payment, all of your credit cards can increase their rates under something called the Universal Default Clause.

When this happens, a bad situation becomes worse because your credit card debt mounts.

This is when my clients start looking for a new option. Otherwise, this is just the beginning of many late payments for years to come, collections, and an inability to live a normal life.

What do you do?

You start fresh. Let me repeat myself ...

YOU START FRESH.

Over the course of just one day, your debt can be eliminated ... FOREVER. Often times, this doesn't require a re-payment plan; it can be a true fresh start. And, if you qualify, we will file your case with \$0 down / low cost.

There's no reason your past financial mistakes should keep you from the financial future we know you can enjoy.

If you are ready to come in and meet, simply reply to this email or call me at 310-365-6805.

**EMAIL 21, DAY 119****SUBJECT:** Has it gotten better?

Since I haven't heard from you, I am hoping that means your financial situation has improved. If so, that's great news!

If your financial situation has not yet improved, though, let's set up an appointment to chat in the coming days. I don't want you to have that awful feeling in the pit of your stomach, so let's take a few steps so you can relax and start living a normal life again.

Don't forget, I also will point you in the right direction to help you rebuild your credit score and will explain more when we talk.

I look forward to hearing from you.

Sincerely,

Adam Attorney

P.S. A lot of people think bankruptcy is a dirty word, but I disagree. It's a turning point. It marks the end of your financial meltdown and the beginning of your financial recovery. It puts an end to the constant worries and anxiety. Call me at 310-365-6805, or simply reply to this email and you will be on the road to financial recovery.

**EMAIL 22, DAY 142****SUBJECT:** Can't think straight?

I know it can be hard to think straight when you are flooded with anxiety. And that's why I want you to call my hotline, which I set up just so that I could give free information to people who are feeling anxiety about their money problems.

I promise that there won't be any hard sales tactics or fearmongering. I just give you straightforward information so that you can cut through all the clutter and start pursuing an option that makes sense to you.

Just call my hotline at 310-365-6805, or reply to this email to set up a no-obligation appointment.

**EMAIL 23, DAY 158****SUBJECT:** I haven't given up on you.

I haven't heard from you yet, but here's a little secret ...

Sometimes it takes a while for people to take action. In fact, I've been working with people with money problems for more than thirty years. I get it. It can feel overwhelming, to the point of just wanting it to go away.

But I haven't given up on you. In fact, I set up a hotline just for people like you. When you call me at 310-365-6805, we can set up a no-obligation appointment so that I can give you the information you need. You can call me in the middle of the night. You can call me after a glass of wine. You can call me whenever it feels right.

Then, we can take control of your financial situation.

Notice I said "we" can take control. Please do not think you have to make this journey alone. It only feels scary when you don't have a partner, but I have the knowledge to successfully navigate all phases of bankruptcy. Not only that... I can file your case today, and you can pay later.

It's been about five months since my initial contact with you. I know you are hoping the situation will go away, and it can. Just buzz me at my hotline at 310-365-6805, and I can join your side and help you navigate to the other side of your money problems.

**EMAIL 24, DAY 172, SEND AT 1 AM****SUBJECT:** You're up, too?

If you are unable to sleep at night because you are worried about your bills, do this: Pick up the phone and call me on my hotline at 310-365-6805. Give me your debt problems. Let me worry about your bills.

I understand that calling a bankruptcy attorney might seem intimidating, but I promise that it won't be. My job is to help you. It's my job to take the load off your shoulders ... to make life easier for you.

And if you are worried that you cannot pay for bankruptcy, keep this in mind ... If you qualify, you can file for \$0 down / low cost.

Your bills should not keep you up at night when bankruptcy is an option. In fact, I created my hotline specifically for people who are up late worrying about their finances. I want you to have a place to turn.

When you call me at 310-365-6805, I will help you wipe the slate clean.

Give me your worries... then, get some sleep.

**EMAIL 25, DAY 186****SUBJECT:** hard or easy?

When you have too many bills to pay, you can solve the problem the "hard way" or the "easy way."

The hard way includes...

- Working longer hours.
- Working another job.
- Cutting back on expenses.
- Changing your lifestyle.
- Taking time away from your family.
- Taking out a loan or pulling money out of your 401(k).
- Signing up for a "debt negotiator" that only prolongs the problem.

The easy way includes...

- Calling my hotline at 310-365-6805, which I set up just for you!
- Ending all calls from creditors in one day.
- Erasing all your debt permanently.
- Ability to qualify for a new car in three months.
- A credit score of 720 in 12 to 24 months, which will get you an even nicer car with a lower payment.
- Keeping your retirement savings and 401(k) intact.
- Getting a fresh start in life.

The consultation is free, and you will walk away with a game plan that shows you how to make it to the other side of your money problems.

**EMAIL 27, DAY 216****SUBJECT:** the family killer...

I've seen it over and over... debt ruins marriages and tears families apart.

With too many bills to pay, families find themselves under stress. This stress destroys relationships—whether it's the relationship you have with your spouse, your kids, or both. Little by little, the joy is sucked from your home—all because you have bills that you cannot pay and stress you cannot escape.

I call it the "family killer." And let me tell you ... it's not worth it.

I have heard over and over, "I wish I filed bankruptcy sooner." Families spend years enduring unnecessary stress that eats away at their peace of mind and their relationships.

So why don't more people declare bankruptcy earlier?

My clients tell me that they had too much pride and didn't want to admit they were in over their heads with their debt.

If you are avoiding calling me because you feel embarrassed, I want to make this promise to you: I promise to treat you with respect. Everyone makes mistakes, and I flat-out object to shaming people over their mistakes.

Instead, I'll be on your team. It starts with free information. When you call 310-365-6805, my 24-hour hotline for new clients, I'll answer your questions and provide you with several options. And we can talk about what we can do to ease the stress in your household immediately.

My job is to put you and your family first—to ease the stress, and to help you make it to the other side.

Reply to this email or call my hotline 310-365-6805 to set up an appointment to give yourself a fresh start.

You'll be glad you did.

**EMAIL 30, DAY 302****SUBJECT:** Will you come in this week?

I don't charge for my initial meetings. In fact, my job is to arm you with information. When you call my 24-hour hotline at 310-365-6805, I will answer all of your questions and help you figure out the next step.

I will instantly be on your team, helping you decide the next steps out of your financial problems.

Simply reply to this email with some times that work or call me at 310-365-6805.

**EMAIL 31, DAY 332****SUBJECT:** No bankruptcy, no Mickey Mouse

No one thinks clearly when they are flooded with stressful emotions.

Not me, not you. Not Walt Disney.

You see, in 1922, Walt Disney and a partner launched a studio called Laugh-O-Gram, which created advertisements and cartoons. Laugh-O-Gram seemed to be on the verge of success: It even struck a deal with a distribution company to place its films in theaters.

And then, things took a turn for the worse. The distributor began cheating Disney out of his money. With no cash flow to cover his overhead, Disney filed bankruptcy in 1923.

But this was good news. It really was. Remember when I said that no one thinks clearly when flooded with stressful emotions?

Without the strain of creditors breathing down his back, and with his debts forgiven through bankruptcy, Disney formed a new company. Five years later, in 1928, Mickey Mouse was created.

You know the rest of the story: Disney went on to win 22 Oscars, holding the record for the most Academy Awards earned by an individual.

I am telling you this because I want you to know that declaring bankruptcy does not change who you are or what your strengths are. In fact, it might even allow your strengths to rise to the surface.

We are never at our best when we are riddled with anxiety. But when you declare bankruptcy, you simultaneously pave the way for the best of yourself to emerge.

If you are flooded with stressful emotions regarding your financial situation, please give me a call today at 310-365-6805 so that I can help you decide whether bankruptcy is right for you and enroll you in our credit-recovery program.

I look forward to hearing from you.

**EMAIL 30, DAY 372****SUBJECT:** One year later

It's been over a year since the first time we connected. Fingers crossed your financial situation has improved ...

But often, I meet clients after a year or so of back-and-forth, and they have been postponing, hoping things turn around, embarrassed to initiate the process of bankruptcy. They think that if they just wait it out, their situation will naturally improve.

But more often than not, the bills pile up, and they get deeper and deeper into debt. Months and even years can go by, but they feel that same awful feeling in the pit of their stomach.

Today, I want to remind you that bankruptcy is a way out, and that it can have immediate results

Immediately after filing for bankruptcy, the calls from debt collectors will stop. You will actually be able to save money—and your credit score could be 720 in as little as 12 months.

(In fact, the reason my clients hire me is because I focus on your complete financial recovery.)

Why postpone something that will allow you to turn your life around and feel peace of mind?

Please give me a call today at 310-365-6805 so that I can put an end to the collection calls and the endless bills. Declaring bankruptcy is just the first step toward rebuilding your life. I know how scary this time can be, but it's only going to get better from here.

I look forward to hearing from you... all you have to do is call 310-365-6805 or [click here](#) to schedule a free phone consultation.