

Reconnect Emails

Email #1: for re-engaging old contacts

It's time to pull out all your old contact lists and **re-engage with those who decided to pass on a LegalShield membership**. Just send them this email, which features a link to our two-minute LegalShield video, to remind them of all the ways a membership will make their lives better. Then, take a moment to follow up with them and ask them again for their business. It's that simple!

Additionally, you can adapt this email to suit your own speech/writing style and to customize the message more specifically to the particular person you are communicating with. Including the two minute video is key.

Subject line:

It's time to think about LegalShield

Body copy:

Dear _____:

I just watched this new two-minute video, and it reminded me of you and the conversations that we had about LegalShield. Since we last spoke, LegalShield has launched a lot of amazing, new things, including this video. I was curious to see what you thought about it - your feedback would really help me out!

Thanks!

[Associate name]

<http://www.legalshield.com/LSOverview>

Email #2: for new contacts

It's time to reach out to all the new people on your contact list. Just send them this email, which features a link to our two-minute LegalShield video, to show them all the ways a membership will make their lives better. Then, take a moment to follow up with them and ask them for their business. It's that simple!



Additionally, you can adapt this email to suit your own speech/writing style and to customize the message more specifically to the particular person you are communicating with.

Subject line:

It's time to think about LegalShield

Body copy:

Dear _____:

I just watched this new two-minute video, and it reminded me of you. It's such a fantastic concept! So, I am curious to see what you think about this video. Your feedback on it would really help me out!

Thanks!

[Associate name]

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