

# Email Templates & Landing Pages

There are fifteen email marketing templates that correspond to fifteen landing pages for your White label Fundability Pro Plan license. Each email template includes mail merge tags that are specific to the Zoho.com CRM and will need to be edited if you are using a different CRM to track your marketing emails.

## Email Template #1

### What Path Is Your Business On? – The Three Paths

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-thesuccesspath.htm](https://member.[YourSubDomianName].com/psp-thesuccesspath.htm)

*Topic:* The importance of business owners understanding the three paths their business can be on and having the knowledge and tools to do something about getting and staying on the Success Path.

*Email Subject Line:* Success Path For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

There is one of three paths for \${Leads.Company} to be on. Statistics show that 50% of small businesses will be out of business within the next five years. 90% of those that remain will be surviving rather than thriving. Just 10% of those that remain will be firmly planted on the Success Path. What did that 10% do differently than the others?

For \${Leads.Company} to be on the Success Path there are twelve key success elements you are going to need to know about, understand the importance of, and have the tools to optimize.

At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a free business success assessment on \${Leads.Company} for all twelve key success elements, see where you are right now, and find out how to optimize each element of your success.

To give \${Leads.Company} the very best chance for success and to learn more about the three paths that your business can be on, go to [https://member.\[YourSubDomianName\].com/psp-thesuccesspath.htm](https://member.[YourSubDomianName].com/psp-thesuccesspath.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #2

### Business Success Assessment – 12 Key Success Elements

*Landing Page:* [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/)

*Topic:* Looking at the twelve key business success elements as whole and attempting to draw in small business owners to simply run their free twelve point business success assessment.

*Email Subject Line:* 12 Key Elements About \${Leads.Company}

*Email Content:*

\${Leads.First Name},

There are twelve key business elements that greatly impact \${Leads.Company}'s chance for success.

Being a business owner means that you are among the small few who have taken the risk of making a successful business. The first part of building a successful business is finding out where your business stands right now so that you can know what the key elements of business success are, and have the tools you need to make sure they are all optimized.

At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company} at no cost to you to see where you are right now, and know what to do to get and stay firmly on the path to success.

To give \${Leads.Company} the very best chance for success and to learn more about the twelve key success elements go to [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #3

### Your Business Value – Owner’s Discretionary Cash Flow

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-discretionarycash.htm](https://member.[YourSubDomianName].com/psp-discretionarycash.htm)

*Topic:* A Funding Range Report that shows the collective financing programs, how to optimize the amounts, and items that need to be dealt with before funding can take place.

*Email Subject Line:* Optimize The Value Of \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Have you considered what the value of \${Leads.Company} is today and what you want it to be in the future?

You may not know that 70% of the businesses on the market today are being sold for \$200,000 or less. This means that most small business owners like you are working very hard and putting in long hours only to have their business be worth so little. Why is this happening?

Most business owners do not know that the value of their business is most often based on a multiple of what is called “Owner’s Discretionary Cash Flow”. That multiple can be 2 to 5 times depending if you have optimized your business for its maximum value or not.

There are 12 key business success elements that you need to optimize to create the highest value for \${Leads.Company}. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements, find out where \${Leads.Company} stands, and get the tools you need to optimize all twelve.

To give \${Leads.Company} the very best chance for success and to learn more about owner’s discretionary cash flow go to [https://member.\[YourSubDomianName\].com/psp-discretionarycash.htm](https://member.[YourSubDomianName].com/psp-discretionarycash.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #4

### Key Success Element #1 - Lender Compliance

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-lendercompliance.htm](https://member.[YourSubDomianName].com/psp-lendercompliance.htm)

*Topic:* Checks 20 compliance items that lenders most commonly use in their risk of default assessment, underwriting guidelines, and determination of amount, rate, and term.

*Email Subject Line:* What You Need To Know About \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Something you may not know is that when lenders or credit providers look at \${Leads.Company} they are going to check a series of items to categorize \${Leads.Company} as either a high or low risk of default.

Having all items of lender compliance completed shows those who are looking at \${Leads.Company} that your business pays attention to detail.

Lender compliance is just one of twelve key success elements that \${Leads.Company} should know about, and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about lender compliance go to [https://member.\[YourSubDomianName\].com/psp-lendercompliance.htm](https://member.[YourSubDomianName].com/psp-lendercompliance.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #5

### Key Success Element #2 - Reporting Trade Lines

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-reportingtradelines.htm](https://member.[YourSubDomianName].com/psp-reportingtradelines.htm)

*Topic:* Business credit agency databases are checked to validate the existence of business credit reports, that the business has a profile, and that it has business credit scores.

*Email Subject Line:* What Are Others Reporting On \${Leads.Company}?

*Email Content:*

\${Leads.First Name},

For \${Leads.Company} to be able to stand on its own for financing without having to rely on you personally, \${Leads.Company} must have at least ten positive reporting business trade lines.

Having positive reporting business trade lines shows those who are looking at \${Leads.Company} that bills and debts are getting paid on time and as agreed.

Having business trade lines is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about reporting trade lines go to [https://member.\[YourSubDomianName\].com/psp-reportingtradelines.htm](https://member.[YourSubDomianName].com/psp-reportingtradelines.htm)

If you have questions before you run your business success assessment please feel free to reach out,

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# Email Templates & Landing Pages

## Email Template #6

### Key Success Element #3 - Business Credit Scores

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-businesscreditscores.htm](https://member.[YourSubDomianName].com/psp-businesscreditscores.htm)

*Topic:* Looks at the business credit reports for the current number of reporting trade lines that are a vital part of the business credit history.

*Email Subject Line:* What Are The Scores For \${Leads.Company}?

*Email Content:*

\${Leads.First Name},

Your business, \${Leads.Company}, will have scores and reports with all the major business credit agencies. Knowing what the scores are for \${Leads.Company} and how to build them is one of the twelve key success elements that you should be striving to complete and optimize.

At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}. One of those will be seeing what is in your reports, knowing what your scores are, and having the tools to optimize them all.

To give \${Leads.Company} the very best chance for success and to learn more about business credit scores go to [https://member.\[YourSubDomianName\].com/psp-businesscreditscores.htm](https://member.[YourSubDomianName].com/psp-businesscreditscores.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #7

### Key Success Element #4 - Become Bankable

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-becomebankable.htm](https://member.[YourSubDomianName].com/psp-becomebankable.htm)

*Topic:* Tracks the current status of the business in the process of becoming bankable and provides a step-by-step instructional guide to completing the becoming bankable process.

*Email Subject Line:* Is \${Leads.Company} Bankable?

*Email Content:*

\${Leads.First Name},

In order for \${Leads.Company} to become bankable and stand on its own for financing, there are many key elements that will play a role.

Business lending is not like personal lending. There are very different factors that will be part of the lender and credit provider decision process. For \${Leads.Company} to become bankable and stand on its own you will first need to optimize the elements of; lender compliance, reporting trade lines, business credit scores, business bank rating, and business revenue.

Having these key success elements optimized will greatly increase the amount for funding available for \${Leads.Company} and make it not based solely on the owner's personally.

There are twelve key success elements of success that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on \${Leads.Company} to know where you are today and exactly how to optimize all twelve.

To give \${Leads.Company} the very best chance for success and to learn more about becoming bankable go to [https://member.\[YourSubDomianName\].com/psp-becomebankable.htm](https://member.[YourSubDomianName].com/psp-becomebankable.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #8

### Key Success Element #5 - Pre-Qualified Funding

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-prequalifiedfunding.htm](https://member.[YourSubDomianName].com/psp-prequalifiedfunding.htm)

*Topic:* Matches the business and its owners to funding programs that they are pre-qualified for now and shows where the business falls short on other funding programs and why.

*Email Subject Line:* What Is Available For \${Leads.Company}?

*Email Content:*

\${Leads.First Name},

We invite you to run a 12 point business success assessment for \${Leads.Company} .

One of the items it will check for is what funding programs are available to you right now, for how much, and at what rates. This is only one of the key business success elements the 12 point business success assessment will show you.

Finding out where \${Leads.Company} stands today and knowing how to optimize all twelve success elements will not only play key role in how much funding is available to \${Leads.Company} but also help determine your success.

At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company} and know what you need to optimize.

To give \${Leads.Company} the very best chance for success and to learn more about pre-qualified funding programs go to [https://member.\[YourSubDomianName\].com/psp-prequalifiedfunding.htm](https://member.[YourSubDomianName].com/psp-prequalifiedfunding.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #9

### Key Success Element #6 - Local Search Directories

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-localdirectories.htm](https://member.[YourSubDomianName].com/psp-localdirectories.htm)

*Topic:* Completes a real-time scan of the business listing status, placement, and content on over 40 local online listing directories and provides a single source login for managing them all.

*Email Subject Line:* Revenue For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

When a potential client or customer searches local business directories do they find \${Leads.Company}? In order to make sure that they find you there are over 40 local search directories that should all have the information on \${Leads.Company} listed correctly.

When you run a 12 point key success element assessment on \${Leads.Company}, one of those elements it is going to show you where \${Leads.Company} is or is not placed on over 40 different local directories.

Optimizing your information on local search directories is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about local search directories go to [https://member.\[YourSubDomianName\].com/psp-localdirectories.htm](https://member.[YourSubDomianName].com/psp-localdirectories.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #10

### Key Success Element #7 - Search Engine Placement

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-searchengineplacement.htm](https://member.[YourSubDomianName].com/psp-searchengineplacement.htm)

*Topic:* A detailed analysis of how the business currently ranks for SEO on the major search engines, for what keyword phrases, and how it rates versus the competition.

*Email Subject Line:* Prospects For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

How is \${Leads.Company} currently placed on the search engines for the keyword phrases most likely to generate quality prospects? Knowing where you are positioned in the search engines and for what is one of the key elements that our business success assessment will show you.

There are 12 key elements that our business success assessment will scan for you and show you right where \${Leads.Company} is for all of them today. The assessment reports back to you on the twelve key elements and then provides you with the instructions to optimize them all.

Your search engine placement is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. Run your free assessment for \${Leads.Company} at [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/)

To give \${Leads.Company} the very best chance for success and to learn more about search engine placement go to [https://member.\[YourSubDomianName\].com/psp-searchengineplacement.htm](https://member.[YourSubDomianName].com/psp-searchengineplacement.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #11

### Key Success Element #8 - Reviews & Star Ratings

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-reviewsandstarratings.htm](https://member.[YourSubDomianName].com/psp-reviewsandstarratings.htm)

*Topic:* A full scan of current online business reviews and reputation star grades is displayed with real-time notifications of positive or negative reviews to allow for immediate response.

*Email Subject Line:* Reviews About \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Have you been keeping a close watch on the reputation of \${Leads.Company}? Having 4 stars instead of 2 stars is the difference between having a lot of new prospects or having very few.

Most small businesses owners are so busy working in their business that they are not taking the time to manage what people say about their business, and the ratings their business receives. Ask yourself, would you go to a 4-star rated business before you would go one rated 2 stars? The answer is of course. We all would.

Reviews and Star Ratings is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about customer reviews and star ratings go to [https://member.\[YourSubDomianName\].com/psp-reviewsandstarratings.htm](https://member.[YourSubDomianName].com/psp-reviewsandstarratings.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #12

### Key Success Element #9 - Social Media Engagement

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-socialmediaengagement.htm](https://member.[YourSubDomianName].com/psp-socialmediaengagement.htm)

*Topic:* A scan and summary of the business placement and followings on Facebook and Twitter with the ability to respond to posts and upload marketing placements.

*Email Subject Line:* Customers For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

How well is \${Leads.Company} doing on its social media engagement? In today's world your business needs to have its social media engagement optimized if you plan on attracting and retaining the maximum number of new customers.

There are 12 key business success elements of which social media engagement is just one. Having your social media optimized is important to your business success as are the other eleven key elements. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about social media engagement go to [https://member.\[YourSubDomianName\].com/psp-socialmediaengagement.htm](https://member.[YourSubDomianName].com/psp-socialmediaengagement.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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# Email Templates & Landing Pages

## Email Template #13

### Key Success Element #10 – Back Link Authority And Web Traffic

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-backlinlwebtraffic.htm](https://member.[YourSubDomianName].com/psp-backlinlwebtraffic.htm)

*Topic:*

*Email Subject Line:* Who Is Linking To \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Our goal is for you to see where \${Leads.Company} currently stands for the twelve key elements of business success and then for you to know how to optimize each.

One of the key success elements is called back linking. Simply put, this is who links to \${Leads.Company} and from where. The more quality back links that \${Leads.Company} has from satisfied clients, suppliers and others in your industry the better it is and the more traffic it will generate for you.

Back link authority is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about back link authority go to [https://member.\[YourSubDomianName\].com/psp-backlinlwebtraffic.htm](https://member.[YourSubDomianName].com/psp-backlinlwebtraffic.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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## Email Template #14

### Key Success Element #11 - Owner's Fundability

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-ownersfundability.htm](https://member.[YourSubDomianName].com/psp-ownersfundability.htm)

*Topic:* An optional authorize a free credit report soft pull that generates a fundability report with all pre-qualified funding programs shown along with a guide to maximize fundability.

*Email Subject Line:* Success For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Until \${Leads.Company} becomes bankable and can stand on its own for financing, the fundability of the owners will play a key role in how much funding is available to \${Leads.Company}.

Business lending is not like personal lending. There are very different factors that will be part of the lender and credit provider decision process.

Having all items of owners' fundability optimized will greatly increase the amount for funding available for \${Leads.Company} and help reduce the cost of that funding.

Owners' fundability is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about owners fundability go to [https://member.\[YourSubDomianName\].com/psp-ownersfundability.htm](https://member.[YourSubDomianName].com/psp-ownersfundability.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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## Email Template #15

### Key Success Element #12 - Funding Range Report

*Landing Page:* [https://member.\[YourSubDomianName\].com/psp-fundingrangereport.htm](https://member.[YourSubDomianName].com/psp-fundingrangereport.htm)

*Topic:* A Funding Range Report that shows the collective financing programs, how to optimize the amounts, and items that need to be dealt with before funding can take place.

*Email Subject Line:* A Range For \${Leads.Company}

*Email Content:*

\${Leads.First Name},

Our goal is for you to know where \${Leads.Company} stands for each of the twelve key elements of business success and to do that we invite you to run a business success assessment.

One of the key success elements is called a Funding Range Report. This report shows you where your business is at for funding right now, but more importantly it shows you the 25 underwriting items that business lenders use to determine your approval and for how much.

The funding range report is just one of twelve key success elements that \${Leads.Company} should know about and strive to optimize. At [https://member.\[YourSubDomianName\].com/](https://member.[YourSubDomianName].com/) you can run a full business success assessment on all twelve key success elements for \${Leads.Company}.

To give \${Leads.Company} the very best chance for success and to learn more about the funding range report go to [https://member.\[YourSubDomianName\].com/psp-fundingrangereport.htm](https://member.[YourSubDomianName].com/psp-fundingrangereport.htm)

If you have questions before you run your business success assessment, please feel free to reach out.

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