**EASY EMAIL SCRIPTS**

TIPS: Keep it simple. Be conversational. If you don’t ask, you won’t get!

Email 1

Hi xxx,

Just checking in with you. How are you doing? Is there anything I can do to support you right now?

[Signed]

Email 2

Hi xxx,

I’m wondering if you could help me.

I’ve got a new strategy that I’m testing.

It’s for introductions to people(attorneys, mediators, therapists) just like you. People of your quality who are X, Y, and Z.

When you and I worked together, you achieved [this result]. Do you know other people who would like that?

[Signed]

**QUICK EMAILS TO ENGAGE AND EXPECT REPLY**

Email 1

Hi xxx,

It’s been a while.

I just wrote a short guide on XYZ / made a check checklist / shot a quick video for some of our clients.

It’s quick to read and shows you how to [overcome problem] and get [result] instead.

I normally only share this with our clients but happy to send it to you if you think it would be helpful.

Would you like me to send you a copy?

 [Signed]

Email 2

Hi xxx,

Did you get a chance to read the article yet that I sent over?

So many people struggle with [problem] without realizing that there is another solution available to them.

I’m happy to hop on a quick call and brainstorm some further ideas with you.

Would that be helpful to you?

[Signed]

Hi xxx,

Are you still looking to [insert result you can help them with] [Signed]

**Therapist Campaign**

Hi (name),

As a therapist, I know you are helping people daily with the extremely stressful life events of divorce and separation and dealing with the wide range of emotions and intense feelings that go with it.

Of the many reasons for divorce, probably one of the most common issues that causes marital conflict is finances. Money and financial issues can be a significant source of stress and adversely affect both mental and physical health.

In therapy, you are able to address the psychological and emotional consequences of financial issues but may struggle to provide guidance around resolution of their financial challenges. As a Certified Divorce Financial Analyst (CDFA), I can give your divorcing clients the financial expertise that they need to analyze the financial data to get a clearer picture of their immediate financial needs and avoid long-term

financial pitfalls due to poor choices made based on lack of financial intelligence.

If a couple determines that divorce is the right option for them, then it is primarily about dividing assets. Financial advice is just as important as legal advice and in some cases more so. When a divorcing individual or couple finds me first, we can work through much of the analysis of the best way to divide assets so that both parties get to keep more of their own money. This makes time spent with attorneys

more productive and typically less costly.

People often want to know:

- How should they divide money and property in a tax efficient manner?

- Can they afford to divorce?

- Can they retire as planned?

- How long will their money last?

As a Certified Divorce Financial Analyst, I prepare divorcing individuals so they can have a meaningful and money saving discussion about division of their own financial resources with an attorney.

I’m seeking therapist partners that I can refer my clients to and assist them with theirs. I really like what I’ve seen about your practice and would be interested in discussing the best ways that we might help each other. Take a look at the information I have provided and I will plan on following up with you by

phone next week so that we can hopefully meet in person and explore possibilities! I look forward to speaking with you soon and feel free to reach out to me if you have questions.