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example? SUBJECT: You visited my site. Hi John, When I said I'd offer real help & support - I meant it. If 'money or PRICE', was an issue in preventing you from signing up to *********, then email me, and I'll send you more details about a very special discount. Rome wasn't built in a day, and it all starts by taking the decision to get in touch. "Richard Mathers was so excited when he told me about your site - now I see why!" - Dr. David Appleby "For the first time in 18 months, I actually feel I'm providing a real service to real people. The potential is enormous. It is truly fantastic." - Andrew Brown, Graphic Designer I'm sure you must have some questions. If so, phone me on XXX XXXX XXXX or email them to me. Whatever you decide, please don't sign up until you've considered our guarantee and gotten any remaining guestions answered. Either email me your questions, or call me on xxx xxxx xxxx P.S. Let's recap. You requested information about *********. I've given you the information. It's time to make a decision. So get in touch. Remember you can always call me on xxx xxxx xxxx The next example will really convince you... SUBJECT: short follow up. Hi John, Just a courteousy email to follow up, and see if I can answer any questions about the Instant Chaser Emails. Instant Chaser Emails works. It definitely works. If 'money', was an issue stopping you from signing up to Instant Chaser Emails, then let me tell you about our special discount offer. I'd hate for the PRICE to be a barrier, and prevent you from benefiting from the course. Look what others say: "The excellent materials have exceeded my expectations, and I am so glad I decided use your product" - Barbara Bennett "This might sound strange but it's actually tripled my response rate. Also I would call this deal more meat and potatoes...a real deal, not just hype.. .Some will fail some will succeed but not no one succeeds without failure...this is great for expanding the horizons!" -Duke Martin Let me try and answer any questions you might have at this stage. I can't stress it enough, if you need help - CALL ME. YOUR NAME HERE P.S. John, It's time to make a decision. Do you want me to help you or not. If so, then email me back. Remember you can always call me on xxx xxxx xxxx The objective of the chaser, is for them to contact you again. Best of all THEY WORK. You want to answer any questions and eliminate any objections. You can use any of the 101 chaser emails to follow up your prospect, lead or enquiry - simply use one every 3/5 days after the first sign of interest... 100 EXCLUSIVE BONUS: You'll also receive my \$97 charge brand new "sister" ebook in the download area PLUS you'll find a neat \$12.95 "Gift-Wrapped" Early Christmas Present: In addition you get 1 entry into the \$200 Cash-Prize Draw which will take place once 50 warriors are "in the hat." That's a 3/50 chance of winning CASH before Christmas - right when you want it! Special Price only: \$12.95 Yours sincerely, FBM

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