



# HOW AND WHEN TO USE EMAIL SCRIPTS



Email Scripts are very valuable for establishing a connection without putting too much pressure on the prospect right away. It is critical to give the prospect a variety of compelling reasons to buy what you're selling, and you can do that through Email Scripts very easily. In the following series of Email Scripts, you are accomplishing three major goals. First, you are making a personal connection with the prospect and giving them a taste of the opportunity available. Second, you are making an offer that establishes the value of the opportunity, creating a powerful reason for the prospect to engage. Third, you make it matter; you put the opportunity in context, emphasizing the protection your opportunity offers to the prospect. If you can accomplish these goals, you will close more leads.

Plain and simple.

SECURE AGENT  
**LEADS**



**FIRST ATTEMPT:  
MAKE A CONNECTION**



When you are establishing contact with a prospect over email, you need to be short and sweet. You want to connect on a personal level with the prospect to build trust and offer value. But you also want to get your message across quickly, before the prospect loses interest. When the prospect feels connection and trust, they will be more receptive to the opportunity you are offering them.

## **SCRIPT**



“Hey [Lead Name], this is [Agent Name]. Our office received your request for rates on [Blank], and I wanted to reach out personally. I’m the local field underwriter for your community, and we have some excellent rates available. I’m able to leverage some real value for you. Your rate request documents will include all the details. I’ll be meeting with clients in your area on [Blank]. Should I stop by to drop off your information in the morning or afternoon?”

A hand is shown holding a red circular object, possibly a button or a small disc. The background is a blurred, dark grey image of a person's face. Overlaid on the red circle is a semi-transparent grey circle. The text "SECOND ATTEMPT" is written in bold, white, uppercase letters across the center of the red circle.

**SECOND  
ATTEMPT**

# Make an Offer

In this attempt, you really want to emphasize the opportunity that you are offering. There are valuable opportunities for the prospect, and you are here to make everything easy for them. We want to emphasize three things:

**1) Opportunity. 2) Simplicity. 3) The Next Step.**

If you can engage the client on these three levels, they will be primed for commitment.

## **SCRIPT**

“Hey [Lead Name], Life can be busy and unpredictable, and your time is valuable. So I’ve ironed out all the details for you on incredible rates for [Blank]. Now is a great opportunity to lock in historically low rates, and all it takes is your commitment. I’m here to get you the best rates and make everything easy for you. I’m available to drop off the rate information on [Blank]. Do you prefer mornings or afternoons?”



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**Third Attempt**

# Make it Matter

It's important that the prospect doesn't feel like you just want to get another sale. They want to feel like they are protecting themselves and their family. So help them feel like a hero. Let them know that what you're selling matters. It matters to them, so it matters to you. You have a responsibility to provide insurance protection for the community, and the prospect and their family are a part of that. Again, you want to be short and sweet. You respect the prospect's time, but you also have something they need. Make your pitch quickly, and make it matter.

## **SCRIPT**

"Hey [Lead Name],

I was reviewing my accounts and I noticed that you haven't finalized your [Blank] rates. You can lock in excellent rates right now, with just your commitment. As the field underwriter for your area, it's my responsibility to provide the best insurance for our community, and I want to make sure you and your family are protected. The right [Blank] really matters, so let's get started."