

Email #1

| SUGGESTED SUBJECT LINE: One little word

SUBJECT LINE: Success and the CFP®

Hello, [name],

In a world where financial advisors seem to be on every street corner, one little word can make all the difference. That word is “certified.”

Research commissioned by the Certified Financial Planner Board of Standards, Inc. shows Certified Financial Planners earn 26 percent more in compensation than other financial advisors, adjusted for years of experience.

Adding a CFP® certificate through Dalton Education’s premier university partners such as NYU, Wake Forest, Pepperdine, and others, can help fuel your success.

Interested in finding out how? I would be happy to have that conversation. Give me a call at [phone number].

Best,

[name]

P.S. With our Guarantee to Pass™ program, we will make sure you pass the CFP® board exam the first time. Be sure to ask about it.

[company]

[physical mailing address]

[phone number]

Email #2

| SUGGESTED SUBJECT LINE: Demonstrate value
SUBJECT LINE: Value and the CFP®

Hi, [name],

You've probably noticed that more prospects today value the CFP® designation as almost a prerequisite to earning their business.

With a CFP® certificate from Dalton Education's university partners, you demonstrate your value and expertise to people who are actively seeking a financial advisor. Certification through partners such as NYU and Northwestern creates confidence and trust in your ability to get the results they want.

Interested in discovering more about the difference becoming a Certified Financial Planner™ can make?

I'd love to talk with you about it. Let's schedule a call this week.

Best,

[name]

P.S. Our Guarantee to Pass™ program makes sure you pass the CFP® board exam the first time. Be sure to ask about it.

[company]

[physical mailing address]

[phone number]

Email #3

SUGGESTED SUBJECT LINE: They're at your door

SUBJECT LINE: CFPs needed now

[name],

The Baby Boom generation, with their trillions of dollars in assets, is rapidly moving into retirement, creating a strong demand for sound financial guidance.

When they knock on your door, will you be ready?

A CFP® certificate from Dalton Education's university partners on your office wall immediately tells prospects you are a knowledgeable and ethical advisor, trained to deliver the real value Boomers are actively seeking.

| Our programs are certified through major universities such as NYU, Northwestern, Pepperdine, and others, because they know we offer the best instructors, curriculum, and programs.

Don't miss out on your part of the greatest wealth transfer in history. Discover more about the benefits of earning your CFP® by giving me a call at [phone number].

Regards,

[name]

P.S. With our Guarantee to Pass™ program, we will make sure you pass the CFP® board exam the first time. Be sure to ask about it.

[company]

[physical mailing address]

[phone number]

Email #4

| SUGGESTED SUBJECT LINE: Are you ready?

SUBJECT LINE: Ready for a CFP®?

Hello, [name],

Your prospects are. They are actively seeking someone they can trust to manage their accounts. CFP® is the fastest growing credential in financial services because it instantly communicates competence and trustworthiness.

Becoming a Certified Financial Planner™ through Dalton Education's premier university partners is an important step in positioning yourself to acquire and manage significant accounts.

Interested in learning about how a CFP® designation can open the door to those accounts? I'd love having a 15 minute conversation about how we can help.

Give me a call at [phone number].

Best,

[name]

P.S. Our Guarantee to Pass™ program makes sure you pass the CFP® board exam the first time. Be sure to ask about it.

[company]

[physical mailing address]

[phone number]

Email #5

| SUGGESTED SUBJECT LINE: Is it enough?

SUBJECT LINE: Is the CFP® certificate enough?

Hi, [name],

Is the CFP® designation alone enough to build your business? That might get your foot in the door, but today you need a strong educational foundation to build a business that delivers the value your clients desire.

| I'd love to show you how combining certification *and* education from Dalton Education can get you a seat at the table – and keep you there.

Care to set aside 15 minutes this week to talk? Give me a call at [phone number].

Best,

[name]

P.S. With our Guarantee to Pass™ program, we will make sure you pass the CFP® board exam the first time. Be sure to ask about it.

[company]

[physical mailing address]

[phone number]

Email #6

| SUGGESTED SUBJECT LINE: [name], do you stand out?

SUBJECT LINE: Stand out with a CFP®

Hello, [name],

It's getting harder to set yourself apart from your competition. Did you know 81 percent of financial professionals consider the CFP® designation a prime competitive advantage, according to the CFP Board?

Dalton Education partners with premier universities such as NYU, Northwestern, University of California Berkeley, Wake Forest, and others, to offer an Online Certificate program and the only Guarantee to Pass™ (or 100% of your money back) review program in the industry.

Interested in separating yourself from the crowd by adding a CFP® certificate to your business strategy? Let's schedule a call this week.

Regards,

[name]

[company]

[physical mailing address]

[phone number]