

## Bancardpro Training – “The ABC Campaign”

This series is designed for subscribers who are added to your subscriber list but have not yet purchased from you.

This is used to welcome new subscribers and give them important content that they will find useful in their hunt for a new merchant account

### Email #1 – Sent 1 Day After Added To List

**SUBJECT:** Check out these links

**SUBJECT:** 3 important (free) resources

Hey <Name>,

You’ve probably heard it before.

“We have the lowest rates around... Guaranteed!!!”

OR...

“We’re the biggest company in the industry!”

If you’ve shopped for a merchant account at all, you’ve likely heard one of claims at least once before and I’m here to help shed some light on claims like these.

First, I just want to formally introduce myself.

I’ve been in this business for [# of years] and I enjoy connecting with people and helping them.

**[Tell a short story about yourself and give a brief bio explaining WHY you do what you do... this is your opportunity to connect with the subscriber]**

And I like to have fun!

In my spare time I like to [hike, play sports, read, travel, etc...]

And I enjoy getting to know my clients.

Alright, now that we’ve had a little fun, let’s get down to business!

This is an [article, video, social media share] that talks about the importance of becoming EMV compliant. [you can also insert a link to any subject matter here]

You're going to find it very interesting because it is straight to the point and gives great perspective on how a customer of yours will adapt to EMV at your business.  
**[or any other supporting claim that your article helps with]**

Go **[watch/read]** it now because there's another one coming tomorrow!

Sincerely,  
<Your Name>

P.S. Okay so, I really have a bunch more articles to share with you and I love to provide as much value as I possibly can, so I'm going to give you another one right now.

Here it is: [http://www.domain.com/\\*\\*abc/\\*\\*article-title](http://www.domain.com/**abc/**article-title)

Plus, I want to reward you for reading to the end of the email 😊

Keep an eye out for my 3<sup>rd</sup> **[article/video]** which will be coming to you tomorrow.

## **Email #2 – 1 Day After Previous Email**

**SUBJECT:** Here's your 3<sup>rd</sup> link

**SUBJECT:** As promised, here it is

Hey <Name>,

Yesterday I sent you a couple links to articles related to setting up your merchant account.

Link #1: **[Name of article/video]** – This **[video/article]** gives you a good understanding of the importance of EMV compliance and why you should upgrade your equipment sooner than later.

Link #2: **[Name of article/video]** – This **[video/article]** is great because it talks about the importance of calculating your effective rate **[insert your subject matter here]!**

Plus I told you a funny story about myself... I hope you enjoyed it!

If you didn't see those articles, I encourage you to search your inbox for my name and pull them up.

Now, I saved one of my absolute favorite resources for last. Here's the link:

<http://www.domain.com/<?/>/article-title>

This article discusses the important of effective rate **[insert your own subject matter here]** and how it impacts your bottom line.

So go ahead and dive in and learn one of the most important elements related to your merchant account.

I'll talk to you soon,

<Your Name>

P.S. If you liked what I've sent to you so far I will send out new articles and resources on a monthly basis so I have more good stuff coming your way.

Additionally, make sure you have marked my email address as "important" in your inbox so you receive all my messages!

And you can link up with me on Facebook and LinkedIn here:

<http://www.facebook.com/your-profile>

<http://www.linkedin.com/your-profile>