After Scan Drip Email System

Send Interval After Scan: 0 Day

Topic Focus: Welcome Email

Subject Line: Success Scan Results for [MemberCompanyName]

Email Content ++

[MemberFirstName],
Now that the Business Success Scan for [MemberCompanyName] has been completed, you need to log in to view your results.

Your results are free. The comprehensive business success system. It will show you:

1. Where your business is at for all 20 critical Lender Compliance items.

2. The funding programs available to you now and how to qualify for more.

3. How to build strong business credit that is separate from you personally.

4. How your business can become bankable to stand on its own for financing.

5. Your placement on 40+ Local Directories & making sure you're on them all.

6. Your SEO, Mobile, Social Media, and Star Ratings & how to optimize them.

7. How to access over 3,000 vendors that will extend Net 30/60/90 day terms.

8. A virtual coach on every page instructing you what to do and how to do it.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

    Member ID: [MemberUsername]

    Password: [MemberPassword]

Your business can be on one of three paths. We want to help you be on the Success Path to build a profitable and valuable business. Our Business Success System will help you do that. Be sure to watch the short success system tutorial after you first log in.

Please reach out to us for any questions you might have,

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 1 Day

Topic Focus: Completing Lender Compliance

Subject Line: [MemberCompanyName], What's Holding You Back From Affordable Financing?

Email Content ++

[MemberFirstName],
[MemberCompanyName] has important Lender Compliance items that need to be addressed. There are about 20 Lender Compliance items which can be completed quickly, and they are all covered in detail in the Lender Compliance section of our Business Success System.

Do you know which Lender Compliance Items that your business currently fails to meet that can ultimately get you denied for credit or financing when you need it? The system does, and it is prepared to help you fix each one of them.

Log in and complete Step 1. Lender Compliance. Each Step of the system has a Virtual Coach to help guide you but don't forget, the Concierge Team is just a phone call away to answer any questions you may have along the way.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

Member ID: [MemberUsername]

Password: [MemberPassword]

Wishing you and your business great success!

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 2 Days

Topic Focus: Obtaining Business Funding

Subject Line: 2 Steps to Getting Capital For [MemberCompanyName]

Email Content ++

[MemberFirstName],
Does [MemberCompanyName] have what it takes to be approved for funding? Getting approved is simple if you know how. There are two easy steps to doing so.

First log back into the Business Success System at:

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

    Member ID: [MemberUsername]

    Password: [MemberPassword]

Then on the left hand nav click on "Access Funding Programs". The programs you are pre-qualified for now are flagged with a green plus sign. Submitting for any of these programs is not applying. What submitting does is connect you with a Funding Advisor who will discuss all your options with you and go over the rates and terms for each program. After that you can elect to move forward or not.

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 3 Days

Topic Focus: Stop Using Personal Assets

Subject Line: How To Avoid Using Personal Credit To Grow [MemberCompanyName]

Email Content ++

[MemberFirstName],
Are you one of the majority of business owners who finance their businesses using their personal credit, or worse, all of their savings? Log into your Business Success System to **learn how to build business credit and STOP using your personal assets.**

By developing reporting business credit lines (called "Tradelines") and then paying those accounts on time, **your business will build strong business credit scores, giving [MemberCompanyName] access to the credit it needs!**

Start developing these reporting credit lines by logging in and completing the Assessment inside the system. If you have already completed the assessment, begin at Step 1. The system will walk you through each step necessary to build a strong business credit profile.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

Member ID: [MemberUsername]

Password: [MemberPassword]

Remember, the Coaching Team is here to answer any questions you may have.

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 5 Days

Topic Focus: Personal Guarantee Loans

Subject Line: Do You Know How to Avoid Personal Guarantees For [MemberCompanyName]?

Email Content +++

[MemberFirstName],
You may be wondering if it is ever appropriate to personally guarantee business debt. Well, the answer may surprise you**….**it depends.

If you have good personal credit, you can leverage this to jump-start your business credit. Inside your Business Success System there are many different forms of credit that require a personal guarantee. And that's OK if you have a strategy to build a strong business credit profile and correct your Lender Compliance deficiencies so that you can qualify for traditional financing without the need to give a personal guarantee.

What if you don't have good personal credit or don't want to use it? No problem! Understand though, the process of credit and financing approval will take a bit more time while you prove that [MemberCompanyName] has a strong credit profile and is credit-worthy. Get started by simply logging into the system. A virtual coach is available on each page to walk you through each step.

You can log in at: [https://[PrivateLabelSubdomain].[PrivateLabelDomainName]](https://[PrivateLabelSubdomain].[PrivateLabelDomainName])

> **Member ID: [MemberUsername]**

> **Password: [MemberPassword]**

Remember, the Success Coach Team is here to answer your questions!

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 7 Days

Topic Focus: Business Location

Subject Line: Do You Know Why Home-Based Businesses Get Declined?

Email Content ++

[MemberFirstName],
Nearly 80% of all business lenders will deny applications simply because it shows up as being a home based business. It can be frustrating when lenders will not tell you that you were turned down due to a residential address but it happens all the time. This leaves business owners in the dark and unfundable, but that is why we exist. We are here to help business owners like yourself be proactive and properly equipped.

Having an address that shows up as a physical business address is just one item in what is called "Lender Compliance". Completing all these items gives your business it's best chance to get funded. That is why we have given you the ability to login to the Business Success System. When you log into the system you will be able to access the Lender Compliance section and see what it takes to bring your business into 100% compliance. Most businesses can complete these items in a matter of days.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

 Member ID: [MemberUsername]

 Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 9 Days

Topic Focus: Pre-Qualified Reminder

Subject Line: Pre-Qualification for [MemberCompanyName]

Email Content +++

[MemberFirstName],
There are two critical areas you need to be concerned about when seeking financing. One, of course, is pre-qualifying for the funding program. The other is quickly addressing any uncompleted Lender Compliance items that could get you declined.Our Business Success System makes sure you cover both of those.

When you log into the system you will be able to access the business funding programs section and see more details about all available funding programs. You will be able to see funding programs that you may be pre-qualified for and you will have full access to the Lender Compliance section to make sure you address the Lender compliance items.

You can log in at: [https://[PrivateLabelSubdomain].[PrivateLabelDomainName]](https://[PrivateLabelSubdomain].[PrivateLabelDomainName])

> **Member ID: [MemberUsername]**
>
> **Password: [MemberPassword]**

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 11 Days

Topic Focus: Business Phone

Subject Line: [MemberCompanyName] Business Phone Number

Email Content ++

[MemberFirstName],
You may be unaware that most lenders have what are called compliance items that can "redline" (automatically decline) a business. One of those redline items is using either a residential phone line or a cell phone as the primary phone number for your business. We recommend you address this phone number issue as soon as possible.

Fortunately, there is a very quick and affordable way to address this. We have partnered with a low cost business phone number provider that solves this Lender Compliance item. Your new business number can then easily be forwarded to the number that you are using now.

This is only one of the several critical items we have included in the Lender Compliance section of the Business Success System. Be sure to login and enter the Lender Compliance section to see what it takes to bring your business into 100% compliance. Most businesses get their items completed in just a few days.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

    Member ID: [MemberUsername]

    Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 13 Days

Topic Focus: Entity Needed

Subject Line: [MemberCompanyName] Business Entity Type

Email Content ++

[MemberFirstName],
Many business owners are unaware that not having a business entity means you are personally liable for everything your business does. It also puts all your personal assets at risk and makes it much more difficult to sell or transfer your business because everything is tied directly to you personally.

By operating as a separate entity, such as a Corporation or LLC, your business can build a "Business Credit Asset". This means that your business entity can leverage its own business credit scores to obtain many forms of financing and funding, like supplier credit lines. Your entity's credit can then easily be sold or transferred, because it is not tied directly to you.

Having a separate entity is only one of the several critical items that make-up what is called "Lender Compliance". Not completing these items can get your business declined, but properly addressing them gives your business its best chance to get funded. When you log into the system you will be able to access the Lender Compliance section and see what it takes to bring your business into 100% compliance. Most businesses complete them in just a few days.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

> **Member ID: [MemberUsername]**

> **Password: [MemberPassword]**

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 15 Days

Topic Focus: Experian Business Report

Subject Line: Business Credit Report For [MemberCompanyName]

Email Content +++

[MemberFirstName],
In today's lending environment, many lenders are underwriting off of what is in your business report, including your assigned score. It can mean the difference between getting approved and for how much. For example, on all SBA loans approvals the amount of the loan and the rate you will pay are determined by your business report and score. Do you know what is in your report or what your current score is? As a member you have real-time, 24/7 access to your full Experian business report and score.

We have given you a membership to the Business Success System. There you can see if you currently pre-qualify for any funding programs and you can complete what is called "Lender Compliance". These are a few items that lenders typically check when you apply for funding. In many cases not completing them can get you declined. When you log into the system you will be able to access the Lender Compliance section and see what it takes to bring your business into 100% compliance. They are easy to complete and usually take only a few days to do so.

Inside the system you can see the results for the Experian Business Report on [MemberCompanyName].

You can log in at: [https://[PrivateLabelSubdomain].[PrivateLabelDomainName]](https://[PrivateLabelSubdomain].[PrivateLabelDomainName])

    Member ID: [MemberUsername]

    Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 17 Days

Topic Focus: Come Back Reminder

Subject Line: [MemberCompanyName] Pre-Qualification Scan Results

Email Content ++

[MemberFirstName],
We want to make sure that your business gets and stays on the path to success.

By logging into our Business Success System you can see at a glance where your business stands right now, and see what you need to fix to keep moving forward. Whether you want to make your business more attractive to lenders or potential buyers, source cheaper or more effective essential business services, or generate more Clients and revenue through better engagement and outreach, the system can help you do it all.

From your dashboard you can update your Success Scan with things that have changed over the last month and that will let you know if there are more funding programs available to you now.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

    Member ID: [MemberUsername]

    Password: [MemberPassword]

We are constantly adding new vendor lines. Business Funding Programs come and go and their approval criteria is constantly changing. The system stays on top of everything for you and takes all the guesswork out of what it takes to stay on the path to success.

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 19 Days

Topic Focus: Personal Credit

Subject Line: How Personal Reports Impact Funding For [MemberCompanyName]

Email Content ++

[MemberFirstName],
There are three components of optimizing your Business Financing Opportunities:

1. Having your business credit scores be above 70 on all three major business credit reports.

2. Getting your personal credit scores above 700 on all three personal credit reports.

3. Having all items of Lender Compliance completed for [MemberCompanyName].

Inside our Business Success System are all the tools you need to optimize your business credit scores, personal credit scores, and business revenue. Having just one optimized will give you access to some levels of business funding, but having all three optimized opens up many business funding opportunities and lets you obtain lower interest rates and longer repayment terms.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

   Member ID: [MemberUsername]

   Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 21 Days

Topic Focus: Vendors - Starter

Subject Line: Vendor Credit Lines For [MemberCompanyName]

Email Content ++

[MemberFirstName],
Business credit applications will almost always ask for at least 3 business credit references (tradelines) and in many cases they want to see 10. Having 10 reporting tradelines is also what it takes to begin optimizing your business credit scores. There are thousands of companies that are extending credit to other businesses and then reporting their payment history. But most of these companies also require that your business already have reporting tradelines, so how do you get there?

When you log into the system you will first be able to access the Lender Compliance section. These are a few items that you need to complete. They are easy and can be completed in just a few days. Inside the system you will be able to obtain the 10 reporting tradelines that your business needs.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

Member ID: [MemberUsername]

Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 23 Days

Topic Focus: Business Credit Monitoring

Subject Line: Monitoring Business Reports On [MemberCompanyName]

Email Content ++

[MemberFirstName],

The Business Success System is data integrated with Experian Business Information Services and it should have shown the current status of your business with Experian. Most business owners are unaware that there are 4 major business credit reporting agencies. If you plan to make your business fundable and gain access to funding then you'll need to know what is in all of your available business reports, along with the assigned score for each.

For example, on all SBA loan approvals, the amount of the loan and the rate you will pay are determined by your business reports and scores. Not having active files and scores with the 4 main agencies can result in your business being declined. Knowing what is in your business reports is only one small part of successfully obtaining business financing. Once you login you will have access to the Lender Compliance and Funding programs sections. This will help you to quickly see what it takes to maximize your business funding opportunities.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

   Member ID: [MemberUsername]

   Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 25 Days

Topic Focus: Entity Compliance

Subject Line: [MemberCompanyName] Business Entity Compliance

Email Content ++

[MemberFirstName],
Operating your business as a separate entity affords you many advantages, including the protection of your personal assets. However, these advantages can quickly disappear if you fail to keep your entity in compliance and "in Good Standing" with the applicable State and Federal agencies.

Inside the Business Success System we help you to keep track of your entity status and to create a reporting tradeline as you do.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

   Member ID: [MemberUsername]

   Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 27 Days

Topic Focus: Business Plan

Subject Line: [MemberFirstName],

Email Content +++

[MemberFirstName],
It is our experience that very few businesses at your stage have a true business plan ready to show to lenders, funding sources and potential investors. Is this your situation?

A solid business plan will require that you gather information which is pertinent to the development and growth of your business, such as: market size, target demographics, industry data, and comparables. It will also help you form the right questions like: What will it take for market penetration? Should I hire employees or rely more on outsourcing? And so on. Inside the Business Success System you can access an SBA Compliant Business Plan provider that will also provide [MemberCompanyName] with a reporting business tradeline.

You can log in at: [https://[PrivateLabelSubdomain].[PrivateLabelDomainName]](https://[PrivateLabelSubdomain].[PrivateLabelDomainName])

> **Member ID: [MemberUsername]**

> **Password: [MemberPassword]**

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

After Scan Drip Email System

Send Interval After Scan: 29 Days

Topic Focus: UBF - PreQualified

Subject Line: [Member CompanyName] Unsecured Business Funding

Email Content ++

[MemberFirstName],
Your login ID and Password to the Business Success System are below. When you log into the system you will be able to access the Funding Programs section and see more details about the Unsecured Business Financing Program. You will also be able to see other funding programs your business is pre-qualified for, and programs you can aspire to in the short and long term.

If you elect to apply for the Unsecured Business Financing program you will be given a "Funding RangeReport" on the amount of funding you should be able to receive. Typical fundings range from $25,000 to $150,000.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

    Member ID: [MemberUsername]

    Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 31 Days

Topic Focus: Business Website

Subject Line: [MemberCompanyName] Business Website

Email Content +++

[MemberFirstName],
In this day and age every business needs a website but there are reasons beyond just having a presence on the web. Many business owners are unaware that lenders have what are called compliance items that can redline (automatically decline) a business. Even more surprising, one of these "redline" items is whether your business has a website or not.

We would like you to complete all Lender Compliance items to give your business it's best chance to get funded, so we have given you a membership to the Lender Compliance section of our Business Success System. When you log into the system you will be able to access the Lender Compliance section and see what it takes to bring your business into 100% compliance. Inside the system is a business website solution that also provides a reporting business tradeline for [MemberCompanyName]

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

> **Member ID: [MemberUsername]**

> **Password: [MemberPassword]**

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 33 Days

Topic Focus: Building Business Credit Profiles

Subject Line: Business Profiles on [MemberCompanyName]

Email Content ++

[MemberFirstName],
When you completed the Business Success Scan for [MemberCompanyName] we hope that one of your goals was to find out where your business stood in regards to accessing funding.

To optimize the amount of funding that will be available to your business, you are going to have to focus on building strong business credit profiles. Today many business lenders are automating the approval process which means that a computer will be checking your business credit and making the initial decision, not a person. So just like in your personal credit world, your business is going to get a thumbs up or thumbs down solely based on what is in your business credit reports.

There are four primary business credit reporting agencies that you need to pay attention to. Those are:

1. **Experian Business**
2. **Equifax Business**
3. **Dun & Bradstreet**
4. **Creditsafe**

Inside our Business Success System is the "Business Credit Agency" section. In this section are the instructions on how to set up properly with each of the three primary business credit agencies. There is also detailed information about each agency and how they calculated their credit scores.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

> **Member ID: [MemberUsername]**

> **Password: [MemberPassword]**

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 35 Days

Topic Focus: Accessing Business Funding

Subject Line: [MemberCompanyName] Access To Business Funding

Email Content +++

[MemberFirstName],
You completed the Business Success Scan for [MemberCompanyName]. Lender Compliance is a critical section of our Business Success System that by now you should have completed.

Lender Compliance - This section alerts you to which items are completed, which are out of compliance, and which are not yet completed. Leaving even one item uncompleted or out of compliance can result in your business being declined for funding programs, vendor lines of credit, and business credit cards. The lender compliance items are easy to complete and most business owners get them done in just a few days.

Our Business Success System has been designed to provide you and your business with the maximum number of opportunities to obtain business funding. Business funding comes in many forms. Of course there are cash funding programs such as our unsecured business lending programs, gross revenue based loans, and advancing cash on your outstanding invoices. But there are also thousands of available Vendor Lines of Credit for every product and service that you can think of. There are hundreds of business credit cards and there are programs to allow you to finance equipment, and vehicles.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

   Member ID: [MemberUsername]

   Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 37 Days

Topic Focus: Funding Opportunities Increased

Subject Line: Have Funding Opportunities Increased For [MemberCompanyName]

Email Content +++

[MemberFirstName],
Since you completed the Business Success Scan for [MemberCompanyName], what steps have you taken to increase your funding opportunities?

Let's review the largest impact things you can do to increase your funding opportunities. They are:

1. **Completing Lender Compliance** - If you don't ever do anything else in our Business Success System, you should at least do your business the benefit of completing Lender Compliance. It is the "Start Here" section of the system and it gives your business the strong foundation it needs to build upon.

2. **Optimizing You Business Credit Scores** - this has some moving parts to it. First you have to complete the Business Credit Agency section of the system. This section is locked until you complete Lender Compliance and that is so you won't have a bunch of "Do Overs". The Business Credit Agency section gets your business set up the right way with all three business credit reporting agencies. Next, you need to obtain at least ten (10) reporting tradelines (businesses that will extend a credit line to your business) and have them show up on your business credit reports. This requires that you use these credit lines every month and that you pay them in time. These credit lines can be obtained in the Vendor Credit Lines section of the system.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

Member ID: [MemberUsername]

Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]

Send Interval After Scan: 39 Days

Topic Focus: Web Presence

Subject Line: How well is [MemberCompanyName] being found?

Email Content +++

[MemberFirstName],
What steps have you taken to increase the web presence for [MemberCompanyName]?

Inside your Business Success System you can:

1. **Scan For All Things Web** - The system shows you exactly where [MemberCompanyName] is for SEO, Social Media, Star Ratings, Map Placements and much more.

2. **Local Directory Listings** - When you log back into the Business Success System you can also see where [MemberCompanyName] is listed correctly on all the major local directory listing services and how to get it listed on them all if not already there.

You can log in at: https://[PrivateLabelSubdomain].[PrivateLabelDomainName]

   Member ID: [MemberUsername]

   Password: [MemberPassword]

The Business Success Coach Team at [PrivateLabelCompanyName]
[PrivateLabelHelpDeskEmail]
[PrivateLabelMemberSupportPhone]