

Top Four Emails That Converted Over \$300,000 in Business Last December



hB heartcore
business

SHANDA SUMPTER

IMPORTANT

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You are not permitted to copy this document. It's my gift to you to help you make money easier. It's my attempt to support your dreams coming true, so use it properly and respect that this is copy written for HeartCore Business TM.

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Subject: Just had my BABY shower!

Hi ~Contact.FirstName~,

I just had my baby shower and it was magical.

A quick note on business:

We just opened the doors to my **Pace Club program**.
It starts February 2015, but we are finishing up enrollments now.

So here's some clarity on the program so you can see if it's a smart move for you.

Pace Club is a business coaching program that takes care of TWO major problems entrepreneurs have.

1. Getting you clients and/or customers
2. Teaching you how to sell to them so you make money

This will put the foundation under your business so that you stop struggling.

Anyone can complete this program and start or grow a financially healthy business!

Pace Club solves the problems that 90% of business owners are having.

You can't make money unless you have ideal clients to SELL to, and you definitely can't make money unless you know how to make an offer. Saying that, Pace will even show you how to create your first product

if need be! So you don't have to be clear yet on what you are selling. *YOU DO need to be clear that you are coachable and want to own your own business.*

If this **sounds like something you are interested in**, then [Click here now and Jean or myself](#) will jump on the phone with you this week.

Talk soon!

Shanda

P.S. **Building a business and making money is simple** when you use my system. I've taught over 2000 people just like you how to do this. Its works, and it will work for you. Make sure you take care of yourself and set yourself up to have real freedom!

[Book a time now to speak to us about Pace Club.](#)



Subject: The Miracle of Extra Cash Flow [Fluke or Strategy]

Subject: Free Business Coaching This Weekend

(Second email, new subject, sent 24hrs later to the unopened list)

~Contact.FirstName~,

Read this all the way through.
It'll help you make more money.

The Universe works miracles in many ways.
The first is that **cash flow should be accessible for everyone.**

No one should struggle, and everyone has the right to be financially independent

So why do people struggle?

#1 At some level they don't really believe in themselves.

#2 Fear is costing them money. Therefore, their decisions don't end up making them more money. (Be honest with yourself . . . do your plans end up with an overflow of money?)

#3 They do not have a CLEAR plan that takes them to freedom.

I've been coaching entrepreneurs for five years now.

I left real estate to pursue my own dreams of being a coach, and it was hard the first year.

However, when I found a **clear path to success**, my cash flow increased, and it did the same for the people below!

Christine Campbell

Spent a year branding her company and made no money. I share this with you not because branding doesn't work. But because Christine needed to put other things in place before she took that step. Today she is getting close to be SOLD Out in her program!

Travis Richardson

Super cool guy. Was distracted with three gyms and clients randomly all over the place. Now, in one month SOLD OUT of his group program!

Saskia Röell

In 25 days SOLD OUT of her private fertility client program. She struggled for two years before she OWNED her point of view! Once she did, she actually oversold her private practice.

This is all POSSIBLE for you if you have the right plan and the right coach.

This weekend as a holiday gift to you, my coaches and I are going to work to help you lay out a good plan for your business.

Chances are you need some tweaking to make next year your BEST YEAR EVER in business!

Let us help!

[——> Click here and book time with us now <——](#)

There is a perfect plan for you.
Let us show you what that is. Then all you have to do is follow it through to the END!

Shanda Sumpter



HeartCore Business

P.S. You've got this . . . don't let your head stop you before you talk to me. Otherwise, allow success to happen. Let me help you today.

[—> Click here and book time with us now](#)

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**#1 Resource for Entrepreneurs to Do What They Love,
Make more Money and Make a Difference!**



Subject: NOW Is the Time!!

Subject: Pace Club Business Coaching with Shanda Sumpter Selling Fast

(Second email, new subject, sent 24hrs later to the unopened list)

2015 Famous Pace Club Business Coaching with Shanda Sumpter Selling Out!

~Contact.FirstName~,

UPDATE: A similar email was sent out last week. We had 62 people register to get business coaching from us! We have a lot of people that have already put down their deposits! **DON'T WAIT if you have been wanting to work with me. This program has FILLED up for four years in a row now!**

Pace Club has been responsible for the success of over 500 entrepreneurs who had a dream, and I have shown them how to reach that dream in only one year. Every year I work very closely with this group, and last year 94% of them were successful. Will that be you next year?

Our Pace Club is perfect for someone who has had a business for a while but can't seem to attract enough customers or clients to make consistent cash flow. It also works for people who want to leave their jobs and start a business but are unsure where to start or what to do. **So bottom line, you just need to want to own your own business, period!** And let me show you how to get paid to learn!

In 2015 I will be making a commitment to the Pace Club people to take them ALL THE WAY TO making REAL money and having a better life. **Take more time off and run a system that makes you a happy, passion-filled business owner!**

The 2015 Pace Club includes

- 3 – one-hour weekly LIVE Skill Building training calls
- 1- three-hour virtual mastermind (you stay in your own home, no travel)
- 1- three-day live mastermind in San Diego with me
- VIP Seating at our three-day Zone Event November 2015 in Las Vegas
- Private 24/7 business coaching support in our Facebook group for Pace Club on
- 6 - laser private coaching sessions with a coach

If you want me to help you build a business that runs and operates like a well-oiled machine, giving you ample time off with money to enjoy your life more, then [please request a time to speak with me now.](#)

Let me help you develop a six- or seven-figure business starting with putting your marketing in the right order and building a client list that wants to buy from you long term!

[Click here now](#) and schedule a time to speak, and in the comment box tell us “Yes, I am ready to be a Pace Club success story in 2015!”

If you are accepted into the program, you will be given access into the Facebook group and given some prerequisite training to study before we start in February!

I am VERY excited to see who I will be working with in 2015!

Best Wishes,

Shanda Sumpter

P.S. Trust your intuition to start, run a successful business, and let me worry about the HOW! [Book your appointment time now.](#)



Subject: We Are Closing the Office for 2 Weeks!

Hi ~ Contact.FirstName ~ ,

I wanted to send you a quick email to let you know that we are closing the HeartCore Office for two weeks. My coaches, staff, and clients all get a break to love up their family and friends.

Before we close the office today, I wanted to give you a few updates.

Today is the Last Day to get business coaching from us before the holidays.

We always offer an end-of-the-year opportunity for you to get the help you need.

If you want to get our help, [click here and let's talk today](#).

That being said, I wish you a very Merry Christmas and Holiday Season!

This is by FAR my FAVORITE time of year.

So much to be grateful for. A new baby, an amazing man in my life, and of course my cute doggy Juliet. Most of all, I am happy!

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What Are You Worth?

I work with some AMAZING talent!

I'm slipping this message in before the holidays because it's important to evaluate what you are really worth!

This year I brought in Sue Thompson to talk to my clients about accounting, bookkeeping, and understanding how to make your money stretch more. She's BRILLIANT!

She's been in the financial world for over 20 years and can help you get yourself set up this coming year!

So here's the thing. Sue asked me awhile ago when did I realize I needed someone like her!

I said, when I realized I only focused on making money and I wasn't doing a good job at that. **Every month I was short**, so someone told me to hire someone like her and BINGO! Life changed.

You need the entire MONEY picture!

- How it works
- How to charge what you are worth
- and how to understand your numbers! **** CRITICAL PIECE!

The Good News is once there is a system in place for determining your service's value and setting a realistic fee, you can go forward and discuss cost confidently and unapologetically. You can immediately begin **charging what you're worth!**

Wanting to help entrepreneurs break through this barrier and begin placing an accurate value on their time and services, Sue created [Pricing For Profits](#).

In this free webinar, Sue will show you how to:

1. Determine Your Pricing – so you are truly pricing for profit
2. Create Value for Your Clients – so you are confident in making offers to your clients
3. Have Empowered Money Conversations – so your clients understand the value of your services

If giving away your services, undercharging, or underearning sounds much too familiar to you, then this free webinar will provide you with the tools to help you begin charging what you're worth. Sue will demonstrate how to best evaluate your current offerings so you can price them in support of the business you want to grow and the lifestyle you want to live.

Are you ready to start [Charging What You're Worth?](#)

Yours Truly,
Shanda

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