

**RCS [Ch. 1 of 7] Let us repair your credit**

Hi {FIRSTNAME},

Congratulations for becoming part of our VIP mailing list.

This list is where we help hard working people like you to repair their credit, so they won't be denied basic privileges due to less-than-perfect credit again.

Over the next couple of emails, we're going to dive deep into how you can quickly sky rocket your FICO scores right up to the moon

But before we go into that, it'd be a good idea for us to get to know each other a bit better!

My name's Your Name, and I'm a credit expert and the CEO of Business Name (RCS).

I consider myself 'just a normal guy' who just happened to discover some rather unique ways to delete collections, charge offs, tax liens, inquiries, civil judgments, child support, bankruptcies, judgments, repossessions, evictions, foreclosure and late payments so I can fix my credit scores.

This discovery led to establishment of our credit repair and financial empowerment company.

Our mission now is to help you make your credit score so high, even you would be amazed!!

That way, you can say a final goodbye to...

- Not being approved for loans
- High interest rates,
- Long waits in dealerships
- Being forced to buy the car you don't like
- Renting instead of home ownership
- Taking public transport instead of owing a car
- Or being forced to file bankruptcy

I honestly hope you will be a credit repair success story in the future!

Please note that we've made it our goal to always give away better information for free than what other people charge for.

In fact, I'm going start that tomorrow, when I'll show you what the credit bureaus are hiding from you.

That secret will surely force the bureaus to delete the negative information from your credit reports and fix any credit issues you have...but ONLY if you open the email when it comes tomorrow.

Sounds good?

Cool... then look for our email tomorrow. The subject line is **RCS [Ch.2 of 7] How the best credit repair strategies failed me...**

Talk soon!

Your Name

Credit Expert & Founder of:

Business Name

**P.S.** If our emails aren't getting through, you'll miss all the tips and secrets we'll be sharing with you.

So please take the following simple actions to make sure nothing slips through the cracks:

- 1) White list our email address so our messages don't go to your spam folder! If you don't know how to do that, please click [here](#) or look the process up on YouTube. It's easy!
- 2) If you use Gmail or any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from us into your Priority Inbox. (Again, you don't want to miss something.)
- 3) Set up a special folder where you'll be moving our emails to after you've read them! This is important, because you may need the emails later:)
- 4) Take two seconds to [follow us on Facebook](#) (this is where we'll be posting most of the good stuff outside of email), so you can stay up to date)

If you have any questions, please feel free to reply to this email or contact us anytime at Your Company Email

## **RCS [Ch.2 of 7] How the best credit repair strategies failed me**

Hi {firstname},

As the owner of a credit repair and financial empowerment company, my credit score is above 750.

But it wasn't always like that.

Not so long ago, my credit was very bad and all my effort to repair it was to no avail.

Believe me; it held me back in almost everything I did.

It sucked every single ounce of joy from my life.

And I was denied so many things on the grounds of bad credit and low FICO score.

Don't get me wrong; I was making a lot of money, but I still struggled with money management and savings.

I still remember feeling guilty because my wife and kids were counting on you to buy a new home for the family... but I couldn't because my credit rating was in shambles.

So, I became trapped in a noisy and disgusting apartment. One that was overcrowded with 'unsavoury neighbours' eyeballing my every move.

I also remember being anxious to own a hot, new, luxury car. But because I was denied car loans, I was stuck with my beat up old clunker.

I was also denied the jobs I applied for not because of my qualifications...

... but because the prospective employers ran my credit report and was 'mortified' by what it said about me.

On top of these, when I applied for loans and credit cards, I received 'ice cold' rejection letters that made me feel so humiliated.

In fact, most companies made me feel that I'm not 'man enough' for simply having credit not matching their standards, even when the bad credit report arose from something that wasn't my fault!

Worse still, I paid more for the same things that people with good credit paid less for!

For example:

- I paid up to 3.2% extra on interest rates.
- my car insurance was twice as high because of bad credit or low credit scores
- cell phone providers were charging me deposits of \$500-\$1000 because of bad credit
- while electric, gas, water and satellite providers charged me \$100-\$250 deposits because of bad credit?

When I couldn't take it any longer, I tried everything I could to repair my credit but none of them gave me the result I wanted.

I even hired credit repair attorneys that scammed me out of my hard-earned money by making big promises and doing absolutely nothing to repair my credit.

I also hired credit consulting firms.

However, all the firms did was tell me to stop paying my credit cards (too late!) and allow them to get to the point where the credit card companies are willing to settle.

Meanwhile, I was paying them huge monthly fees for their consulting and counselling services

It was then that I finally realized that all the credit repair strategies I know of have failed me.

But I didn't give up. Instead I continued looking for solutions to my bad credit until one day, I stumbled upon a secret that changed everything for me.

I discovered how to challenge and remove both correct and incorrect negative items off of my credit report and automatically increase my credit score instantly.

I won't bore you with the details, but this secret helped me to get rid of obsolete information, low credit score, inaccurate info, late payment, charge off, foreclosure, judgement, repossessions, identity theft, bankruptcy, lien and collection on my credit report

The result?

My credit score rose to a level that amazed me.

Since then I've never been denied of anything because of bad credit again.

Then I discovered that there are so many other people suffering because of poor credit rating like I did.

So, I teamed up with other experts in the credit and financial industry, those who have amassed a wealth of knowledge and experience about the credit world and people who are highly trained on all consumer laws including the Fair Credit Reporting Act.

Together, we formed Business Name and started helping hard working women to repair their credit.

Would you like to take advantage of our strategies to force the credit bureaus to delete every negative entry on your credit file?

Are you interested in increasing your FICO score to 750 and above?

If so, then you can start getting excited now because tomorrow, I'm going to show you how you can make that happen!

Be on the lookout for tomorrow's email. The subject line is **RCS [Ch. 3 of 7] The strategy that can increase your credit score to 750+**

Regards,  
Your Name  
CEO, Business Name

P.S. Oh! I almost forgot.

I told you yesterday I was going to be showing you secrets that the credit bureaus are hiding from you and how we can help you beat them in their own game. Remember?

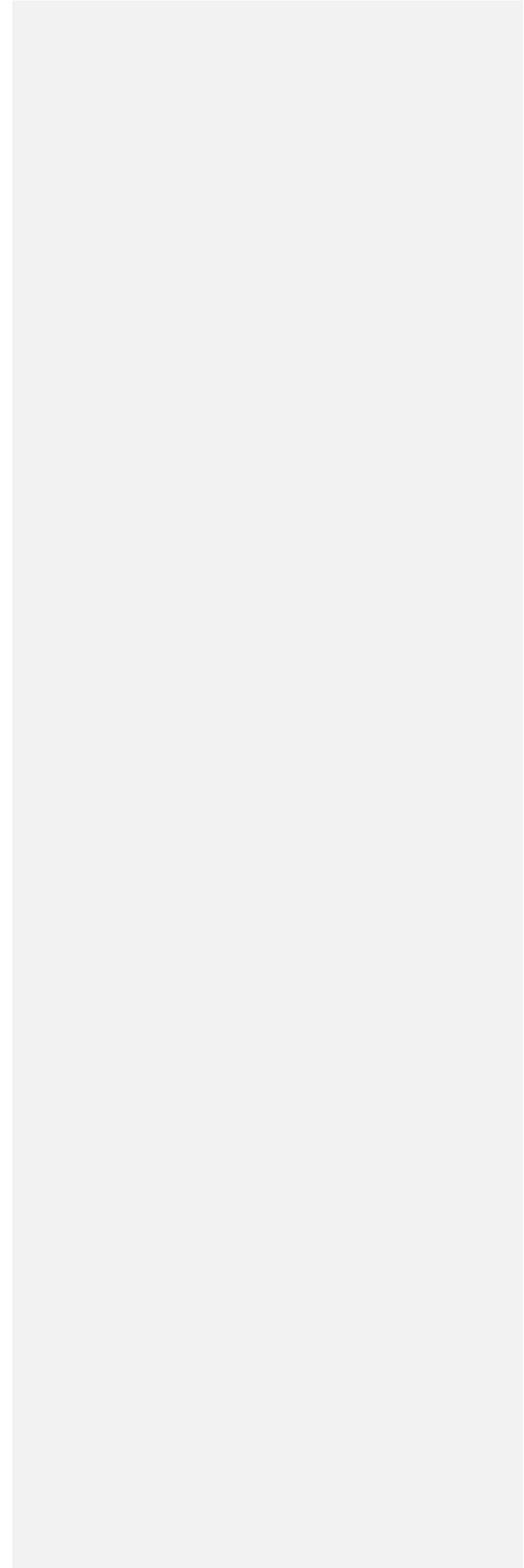
Well, here's it.

--> [your landing page goes here]

It flat out works. And it has helped more people I know to get their credit report cleaned up (and their credit rating rebuilt with speed and accuracy) than any other thing I have ever seen.

Best of all, it's 100% risk FREE. So, go check it out and let's see where we could take your FICO score!

Talk to you tomorrow!



### RCS [Ch. 3 of 7] The strategy that can increase your credit score to 750+

Hi {firstname},

Repairing my credit was the biggest turning point in my personal and financial life.

But when I became sick and tired of being denied car loans, mortgages, credit cards, job opportunities and nice apartments because of my bad credit, I tried many things to increase my FICO scores but they didn't work.

It was later that I realized why it took me so long to clean up my credit report and rebuild my credit rating.

I had worked so hard to try and figure out the concepts of credit repair...

Then I had an 'aah ha' moment...

All those months, I was using credit repair strategies that don't work.

- For example, I was following instructions from the credit bureaus.

However, I later realised that the credit bureaus do not care about us. So taking advice from them is like the wolf instructing the sheep.

- I also bought typical do-it-yourself programs including printed books, e-books and template software.

But little did I know that only about a quarter of these programs were current enough to be effective at all.

On top of that, even the best of them were using templated dispute letters that the credit bureaus have flagged, which will result in my disputes being returned as "frivolous and irrelevant."

The typical software programs also required me to enter my personal identifying information into a software program, and that could expose my identity to hackers.

- Then I made up my mind to wait it out. However, I changed my mind immediately I discovered that some of the negative items on my credit report will take as much as 7 to 10 years to come off automatically and some will never come off on their own.
- Lastly, I paid companies offering credit repair services to "do the work for me," but they have two dirty little secrets I didn't know at that time.

First, because of all the forms the company asked me to fill out (including Power of Attorney documents), and the necessity of having to forward all credit reports myself, I actually ended up doing almost all the work myself.

Why pay thousands more to do more work? It just doesn't make sense. So beware of this kind of credit repair companies!

Second, because they charge monthly fee for their service, they make more money if they deliberately drag out the process--often three to four years.

For instance, I paid a credit repair company a total of \$149 in monthly fees to fix my credit. But after a while I realized they were just stringing me along for the \$149 per month payments.

Commented [MOG1]: You can change this

In the end, I was wasting a lot of money - only to see a no actual results.

This was not rewarding at all; it nearly broke me.

It was only after realizing that following these methods won't do me any good that I decided to look for a credit repair strategy that work and works consistently.

After implementing what I learned from my research about filing disputes with the credit bureaus, I got the results I wanted.

To be precise, I filed disputes with the Trans Union, Experian, and Equifax.

About a month later I received a letter from Trans Union. They responded first.

In a panic I 'nervously ripped open the envelope.' I have no idea what to expect.

In fact, I was probably expecting the worst. But instead, something entirely different happened.

Something wonderful!

Right there before my very eyes was a copy of my new updated credit report...and suddenly I was jumping for joy.

Why?

Because much to my amazement and total exhilaration, all the negative information I disputed have the word 'deleted' next to it!

And like dust in the wind, they were gone... Forever!

A few days later my Experian credit report arrived and I saw up to xx negative entries deleted.

A another day later, my Equifax credit report came to the mail with over xx entries deleted

Today, bad credit isn't my problem anymore - because I have since maintained a rating of 750+.

I no longer worry about being overcharged or being denied the good things of life because of bad credit

And most importantly, I started our credit restoration company to help people in your situation to instantly delete inaccurate information, inquiries, charge-offs, late payments, judgments and many other negative entries from their credit reports.

Would you like to boost your credit score and stop all the unnecessary expenses and unfair denials that less-than-fair credit causes?

If so, I just decided to offer you our credit repair and restoration services guaranteed to transform your FICO score from 435, 442, or 559 to 720, 733, 742 or even 750+ like our previous clients.

You can find out more about it here: [link to your landing page]

With this service, all you have to do is sit back and watch the negative items on your credit file fall off like magic and your credit score rise like never before.

So go check it out now, and let me know what you think.

Regards,  
Your Name

CEO, Business Name

P.S. Tomorrow, I'll show you a few hidden benefits that our credit repair and restoration services will give you – benefits you probably don't even know exist.

Be on the lookout for an email with the headline **RCS [Ch 4 of 7] The hidden benefits of our credit repair services** tomorrow!

#### **RCS [Ch 4 of 7] Hidden benefits of our credit repair services**

{firstname},

When our company first started helping people to repair their credit, I was concerned because we didn't have any proof of credibility!

I just knew that the strategy we use worked for me. And when we used it to repair our client's credit it worked for them too.

Some of these clients were amazed at how we were able to double their previous credit score...within the shortest time possible.

But what surprised me is that our services didn't just help them increase their credit scores.

They were also able to:

- Grab all the financial opportunities that come knocking on their doors
- Get better jobs that pay higher salaries and provide good benefits.
- Get mortgages easily and achieved their dreams of home ownership.
- Get commercial loans to fund their business ventures or personal expenses.
- Drive the sexy, hot, new sports car of their dreams
- Re-finance their homes – without endlessly waiting for an answer from the mortgage company!
- Move to newer, nicer apartment they feel safe living in – the type their families want and deserve
- Get credit cards so easily
- Get the lowest interest rates on these credit cards and loans.
- Start feeling more confident and secure about their financial future.
- Stop worrying about getting approved for anything because they know they will always qualify
- Earn more respect for themselves
- Earn more money, achieve financial freedom and became able to support their community and help others in need

To me, these are the REAL benefits of having a good credit. I'm guessing it's probably the same for you too.

Right?

Okay. If you would like to get your credit report cleaned up and your credit rating rebuilt so you can start enjoying all the benefits listed above, then you need to [take advantage of our credit repair and restoration service today.](#)

This service has increased the credit scores of hundreds of our clients to 750+...so make sure you don't miss it.

Normally, a credit repair and restoration company will charge a monthly fee and drag the process to an average of 12 months to increase the profit life of every client. However, aren't like that.

Because we care about you much more than we care about our profit, we're going to do 4 very cool things for you:

- First, we will charge you a one-time fee and go after all the negative accounts on your credit report instead of challenging one or two per month and dragging out the process to make more money from you.
- Secondly, we are offering you a crazy discount on our services for limited time. In fact, we'll we will provide you with your Credit Analysis for just \$197.

After that, all you'll have to do to get us to challenge all the negative accounts on your credit report, clean up the report and rebuild your rating is pay make a one-time investment of \$447 30 days later to avoid paying monthly fees

- Thirdly, as soon as we get your credit repaired, we will start educating you on how to boost your credit report more and more AND how to maintain a high credit rating.

We'll also provide ideas to make your good credit work for you and earn \$\$\$.

- Lastly, we're offering you a 90-Days Refund Policy: If we fail to get any negative entry deleted from your credit report within 90 days, simply report back and we will refund you. No questions asked

Does that sound more than fair?

Cool--then click the link below to find out more and take advantage of our credit repair services while our discount is still available.

[your landing pages goes here]

Regards,  
Your Name  
CEO, Business Name

P.S. So many people are asking me the kind of results they will get if they take advantages of our credit repair and restoration services. So tomorrow, I'll share with you the results some of our clients are getting because they are the kind of results you should be expecting.

Watch out for my email with the subject line **RCS [Ch.5 of 7] Here's what clients are saying about our services**

**RCS [Ch.5 of 7] Here's what clients are saying about our services**

Hi [name],

I know you're still skeptical about taking advantage of our credit repair and restoration service.

Maybe you've tried another credit repair company only to be disappointed.

Or you've been looking for a legitimate credit repair company, but you don't know whom to trust.

Listen carefully.

We know that (according to the Federal Trade Commission), credit repair services have become the 2nd most filed complaints with their office next to mortgage modification complaints.

So, it can be very hard to believe a credit repair company nowadays.

But just like I told you in one of our previous emails, we're not one of those companies that scam people. Neither are we out to make profit from you.

That's why we've succeeded in helping 100's of individuals just like you repair their credit using our patented proven-to-work system.

Would you like to hear what these clients are saying about us and our services?

We know you would.

So first, here's an update from one of our clients: (Put a pic of your testimonials)

That's not all though...

There are more great reviews and success stories from other clients. However, putting all of them in this email will make it too long and boring to read.

[you can take a look at them here]

**Commented [EC2]:** Link to your testimonials page

The bottom line is...almost all our clients are amazed at how fast we fixed their credit.

And we can do that same for you.

Using our experience in the credit industry, we will do a full audit of your report, challenge and remove both correct and incorrect negative items off of your credit report and automatically increase your credit score quickly.

So, what are you waiting for?

[Click here now to find out more and let us repair your credit sooner than you have ever imagined.](#)

Like the clients whose reviews you read above, you won't regret it!

Sincerely,  
Your Name  
CEO, Business Name

P.S. Did I tell you that our special discount period will close soon?

Well, we aren't like any other credit repair company you have ever seen before. And, the number of clients we take at a time is limited. This is to enable us give life time one-on-one support and education to everybody who takes advantage of our services.

That's why we plan to increase our prices soon and even stop accepting new clients until we finish with those we have

[So click here now and let us repair your credit](#) or miss out forever

**Commented [EC3]:** Marketing tactics to create urgency and push prospects to take immediate action

**RCS [Ch.6 of 7] Last call to take advantage of our credit repair services**

**Commented [EC4]:** Marketing tactics to create urgency and push prospects to take immediate action

Hi {firstname},

I've been telling you about our credit repair service...

...where we do a full audit of our clients' credit report, challenge and remove both correct and incorrect negative items off of report and automatically increase their credit scores as soon as possible.

If you don't take advantage of this service today, you'll keep getting dined of car loans, mortgages, credit cards, job opportunities and nice apartments.

Even if you succeed in getting these things, they will cost you thousands of dollars in extra payment.

Sceptical?

Well, take a look at the table below to see an undeniable proof of it.

[NOTE: It's a table showing what bad a less-than perfect credit is costing you.]

Credit Score	700+	550	Comments
<b>Employment</b>	100% of jobs applications will be reviewed for acceptance	7 out of 10 applications will be turned down	73% of employers check the credit before of prospective employees
<b>Car</b>	<b>\$25,000</b>	<b>\$25,000</b>	700+ credit score will get you low interest rates
Interest Rate	5.99%	20%	
Monthly Payment	\$483.20	\$662.35	
5YR. Payout	\$28,992.00 (Saved \$179.13/mo. & \$10,749 EXTRA)	\$39,741.00 (Cost \$179.15/mo & \$10,749.00 Extra)	
<b>House</b>	<b>\$150,000</b>	<b>\$150,000</b>	150 points could cost you \$46,951 over 30 years.
Interest Rate	5.75%	9%	
Monthly Payment	\$875.36	\$1005.78	
30 YR. Mortgage	\$315,129.60 (Saved \$130.42 & \$46,951.20)	\$362,080.80 (Cost \$130.42 & \$46,951.20 Extra!)	
Credit Card	0% Offers	20% - 29%	If you have a low credit score, your credit card applications will be denied

Car Insurance Month	\$80/mo*	\$160/mo*	If you have a low credit score, rates could be 15% - 29% more.
Health & Medical Insurance	\$2000/YR.	\$2300/YR. Based on 15% more...	If you have a low credit score, rates could be 15% - 29% more.
Cell Phone	NO Deposit	\$200 - \$500	If you have a low credit score, cell phone providers will require a deposit
Utility Deposit: Electric / Gas	\$0	\$100 - \$200	This applies to majority of phone, electric, gas and water companies.

Do you now realize why you can't afford to waste any more time before getting allowing us to fix your credit?

Frankly speaking, I'm mystified because you haven't taken advantage of our services - even though we are offering you huge discount on our charges.

That's why I decided to take a minute to write and remind you that we're going to withdraw this discount by 11:59pm today and may even stop accepting new clients as soon as we fill in the few remaining vacant spots in our schedule.

So, if you read this email tomorrow, then I apologize, because it will be too late.

If you decide to take advantage of our service then, we may not be available for booking. And even if we open up booking later, you may have to pay up to double our current charge.

You're busy, I'm sure, so other stuffs probably came up first. But now's the time to act - so you can quickly get your credit report cleaned up and your credit rating restored!

So right now click the link below:

[your landing page goes here]

...and get your credit restored in record time!

Thanks,  
Your Name  
Credit Expert & Founder of:

Business Name

**RCS [Ch.7 of 7] Why did you send me this message?**

Hey {firstname},

I got some messages that were pretty crazy to me...

"Jady, why is your credit repair company planning to stop accepting new clients for a while?

"Jady, why do you want to remove the discount you're offering on your service when I haven't registered yet?

Don't you care about me?"

...the answer to these questions is of course I care about you so much.

That's why I have been sending you emails trying to inspire you to take advantage of our service to repair your credit.

I did tell you in my last email that we're going to stop accepting new clients and also pull off the discount we are offering you. However, today I spoke with my team and we agreed to extend the close date a little longer for you.

Why did I do this?

Listen, of course I want you to get your credit report cleaned up and your rating rebuilt. And I'll never be happy to close down an offer that can actually help you do that.

However...

You realize that the only way to achieve anything worthwhile in life is to take action, right?

Well, I can't force you to take action.

Neither can I make our discounts and limited-time offers available forever waiting for that day I'll type a message that actually gets your attention and pushes you to take action.

At some point, we have to focus on our already existing clients...

All that being said my goal is and always will be to help you repair your credit.

So for a very limited time, you can still take advantage of our credit repair services at a crazy discounted one-time fee of \$447 instead of the \$147 per months others (who drag the process for over 12 months) are charging.

After that, we may pull this offer off FOREVER.

So what are you waiting for?

[Click here to find out more and take advantage of our credit repair services while our discount is still available.](#)

Enjoy -

Your Name

CEO, Business Name