

CLIENT IXACT Contact Solutions Inc.
PROJECT Lead-generation email
OBJECTIVE Convince prospects to sign-up for an informational webinar

COPY EXCERPT

Subject: Take the hassle out of managing your real estate contacts

Dear <Contact First Name>,

You know how important it is to build strong relationships with your business contacts if you want your Realty® business to grow. But you also know how challenging it can be to keep in touch with all of them when you're constantly moving between appointments.

That's why I'd like to invite you to a FREE webinar where you'll learn how to easily and effectively manage your contact network, in just minutes a day, while you're on the go.

In this free, 90-minute webinar you'll discover:

- Time-saving techniques for connecting and following up with hot prospects and other leads that will help you grab more listings,
- A simple, automated process for staying in touch with past clients, so you'll get more referrals and repeat business,
- How to efficiently organize your contact management activities around your appointments and other tasks, so you get everything done and never lose time,
- How to set up an automatic email system to generate more leads – *without* making more calls,
- How to use your smartphone and other technology to streamline the entire process,

and more.

This information-packed webinar will be presented by IXACT Contact Solutions, makers of IXACT Contact®, a web-based contact management tool for real estate professionals.

Naturally, IXACT Contact Solutions is hoping that at the end of this webinar, you'll want to subscribe to their service. So the last 10 minutes of the webinar are devoted to describing IXACT Contact® and its benefits. (IXACT Contact Solutions wants you know that up front.) But I've personally reviewed the webinar presentation, and I can assure you the first 80 minutes of this webinar are packed with detailed information you can immediately put to use – to expand your business and simplify your life – regardless of whether or not you decide to try IXACT Contact®.

Plus, IXACT Contact Solutions have agreed to offer a very special subscription deal to everyone who signs up for the webinar. This is an exclusive offer they are making only to webinar attendees.

Once you sign up, you'll receive an immediate confirmation email and a reminder the day before the event, both with links to the webinar site. Here are the details...*

** Call or write to request complete sample.*

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