

Top Emails

These are just a few of the hundreds of emails I have written. This will give you a quick sampling of how I write. You can see my overall KPIs on my resume.

Thank you for your interest!

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[Webinar Registration Emails](#)

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Webinar Registration Emails

Reg. Email Sample 1

TITLE: 2022.05.21 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Elon Musk finally did it

PREVIEW: Taxes take a huge chunk of your earnings. Wouldn't it be nice to pay only 5% in taxes?

BODY:

Hi [first_name],

It finally happened.

People debated and bantered about it for quite some time.

But it finally happened.

Musk bought Twitter.

Old news, I know. So, why am I bringing this up?

Because there's been a lot of fanfare over the amount of taxes Musk pay. This business about taxes is true for many billionaires written up in the headlines.

By some reports, **billionaires like Buffett, Bezos, Bloomberg, Gates, and Musk** pay less than 5% in taxes.

That's a sweet deal, right?

It takes no stretch of the imagination that **you would be a lot richer** if you paid less than 5% in taxes. Taxes take a huge chunk of your earnings.

Wouldn't it be nice to pay only 5% in taxes?

I can't promise you can ever pay less than 5% in taxes, but I can promise that the more you know about taxes, the more empowered you will be in making the right choices regarding your hard-earned money.

Makes sense, right?

The problem is that there is so much misinformation about taxes. And a lot of that information is just noise--often coming from people who don't know anything about how taxes really work.

If you want a breakdown on how these billionaires can pay so little in taxes and how **you can use their strategies to lower your tax bill...**

I invite you to check out our New Tax & Asset Protection Workshop. Click below for more information on how you can dramatically reduce next year's tax bill.

FREE Tax & Asset Protection Workshop Online

Saturday, May 21st

9:00 AM - 4:00 PM Pacific

12:00 PM - 7:00 PM Eastern

[Show Me the Billionaire Tax Secrets](#)

Here are some highlights:

- Instead of working hard and trading hours for dollars, use this **simple "weekend" tax formula to build wealth** like the ultrarich without feeling guilty about it.
- Why the schemes the wealthy use to **avoid paying unnecessary taxes** can help you **build wealth faster** than you ever thought possible.
- **"Own nothing, but control everything."** This means and how you can benefit from this by applying a few simple concepts to your next tax return.

I look forward to seeing you at this FREE event.

Take care,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. This [FREE event will cover tax planning](#) and asset protection planning for those who want to keep more of what they earn. We break down simple strategies you can use now to improve your tax situation come tax time.

P.P.S. Taxes for 2022 may be over, but this is when you need to start planning for next year's taxes. **Don't get stuck paying a HUGE tax bill in 2023.**

Reg. Email Sample 2

TITLE: 2022.05.07 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Problems with your Airbnb? Check this out

PREVIEW: Is running an Airbnb business without owning the property a safe bet?

BODY:

Hi [first_name],

This is interesting...

You can make a ton of money from short-term rentals...

...without owning any property.

Therefore, you can run your Airbnb business without worrying about the liabilities of property ownership.

Nice, right?

Not so fast.

Even if you run an Airbnb business without owning property, you will still OWN the business.

Therefore, you can still be liable for anything that goes wrong.

And when that happens, it can be a total disaster.

If a lawyer is aggressive enough, they can track you down and file a big fat lawsuit against you, even if *you* think it's just a minor incident at your Airbnb.

Many Airbnb-ers have seen their Airbnb business crumble because they didn't understand that they can still be liable when things go wrong.

So, the question is...

What can you do to protect yourself and your Airbnb business from your tenants and their aggressive lawyers?

For starters, you need to keep *your* name OFF all agreements, leases, contracts, and anything else where you need to provide your name. You should use your company name instead.

Sounds pretty straightforward, right?

Well, this is where people get into LOTS of trouble.

This email is much too short to explain all the details on how many business owners make fatal mistakes when setting up their LLC for their business.

Therefore, I invite you to a very special presentation I am hosting with my law partner, Toby Mathis, Esq.

Click the button below for FULL details how to protect your Airbnb business (and other businesses) the right way.

FREE Tax & Asset Protection Workshop Online

Saturday, May 21st

9:00 AM - 4:00 PM Pacific

12:00 PM - 7:00 PM Eastern

[Show Me How to Protect My Assets](#)

Here's what you will walk away with:

- The simple "trade" secret to getting the most out of **your Airbnb and other "non-conventional" rental situations** without wasting time doing your calculations.
- **Not all cities welcome Airbnb.** If you break the law or enter into an illegal contract, your insurance--whether it's your home owner's insurance or through **Airbnb**--won't cover these kinds of violations.
- Outside liability. **If you get sued because of something you did**, your Airbnb business can be protected from a lawsuit against you.

This event will cover much more than Airbnbs and short-term rentals. You should attend if you own any property or want to own property. We will discuss all the pitfalls to avoid when owning property.

I hope this helps.

Take care,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. This [FREE event will cover tax planning](#) and asset protection planning for those who want to keep more of what they earn. We break down simple strategies you can use now to improve your tax situation come tax time.

Reg. Email Sample 3

TITLE: 2022.05.21 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Can you make it right now?

PREVIEW: I'll keep this short... because there isn't much time anyway. This is happening in ONE hour.

BODY:

Hey [first_name],

Can you make it to this?

It starts in ONE hour.

If you have nothing else going on, check out this unique opportunity where you can discover the **inside secrets wealthy real estate investors** are using right now to earn more and keep more.

I will spare you the details, so here's a quick outline:

In the first part of this workshop, you will discover how to **keep your assets safe from lawsuits**. Half the battle of being **ridiculous rich in real estate** is keeping the money you make. Wouldn't you agree?

In the second part, you will discover the tax secrets of the super-rich. A HUGE chunk of your money goes to taxes. **Imagine how much richer you could be** if you slash your taxes to the bare minimum--legally, of course.

If you have ANY interest in discovering the **tax secrets of the super-rich** and discovering how you can **keep your assets safe from lawsuits**...

Please join us in ONE hour.

FREE Tax & Asset Protection Workshop Online

Saturday, May 21st

9:00 AM - 4:00 PM Pacific

12:00 PM - 7:00 PM Eastern

[Sign Me Up](#)

Again, this starts soon, so sign up now to reserve your spot.

Kind regards,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. The investment you make today with your time will pay off tomorrow with real wealth.

Reg. Email Sample 4

TITLE: 2022.05.07 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Interested in a Short Term Rental business?

PREVIEW: I have dozens of recommendations on what you should do to protect yourself and lower your taxes.

BODY:

Hi [first_name],

Many people have been asking about this, so I wanted to send you a note just in case you thought about this, too.

When it comes to running a Short Term Rental business with properties listed on **Airbnb and VRBO**, I have dozens of recommendations on what you should do to protect yourself and lower your taxes.

First starters, consider these three:

1. Place each property in its own LLC. Keeping them separate from each other will help protect against damages from lawsuits.
2. Conduct your (business) activity through an entity (i.e., a corporation), so your properties are not tied to your business.
3. Don't use a personal bank account when collecting rents and other payments because you will want to keep your personal name out of your business dealings.

To discover more details on why I make these recommendations, click the link below to get more information about our next event.

Tax & Asset Protection Workshop Online

Saturday, May 7th

9:00 AM - 4:00 PM Pacific

12:00 PM - 7:00 PM Eastern

[Tell Me More](#)

At the end of the day, you want to be about as difficult of a target as possible. In other words, stay anonymous, separate your business, and keep your properties separate.

Kind regards,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

Reg. Email Sample 5

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Are these tax breaks important to you?

PREVIEW: The best thing to do is to know as much about the new taxes and the current tax breaks you have coming to you.

BODY:

Hi [First Name],

As you know, this investment is super hot today.

And, it's trending all over the country.

Why?

Because it's always been a great investment and a great source of passive income.

Also, it's a security blanket of sorts.

Best of all, real estate investing has some of the best tax incentives.

Most investors know the obvious tax breaks, but they aren't aware of the less obvious ones, such as:

- Advertising
- Office space
- Business equipment (e.g., computer, stationery, business cards, etc.)
- Legal and accounting fees
- Travel

This is where you can really save on your taxes.

Since we work primarily with real estate investors, we can dive deep on your taxes—while your local CPA may not be versed in these overlooked tax breaks.

This is more important today because...

The [government is taking a serious look at how taxes are paid](#) in this country.

They are looking to...

- Beef up the IRS budget to increase audits
- Close loopholes on "tax avoiders"
- Pass NEW taxes to pay for new spending

There is even talk of a "global tax."

Would you like to keep more of your money?

My law partner, Toby Mathis, Esq., is a wizard when it comes to slashing your taxes to the bare minimum.

However, he is savvy enough to know when NOT to slash your taxes too much.

Make them too low, and you might attract the attention of the IRS.

So what do you do?

What can you do?

The best thing to do is to know as much about the new taxes and the current tax breaks you have coming to you.

This is why I invite you to our next...

Tax and Asset Protection Workshop:

Saturday, July 31, 2021

9 AM - 5 PM Pacific

12 PM - 8 PM Eastern

[button] [Save Your Seat for Free Tax & Asset Protection Workshop](#)

Real estate is a great investment—ONLY if you take advantage of nearly ALL the tax breaks you have coming to you. The wealthiest real estate investors make taxes a top priority when it comes to their real estate investing.

Kind regards,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

Reg. Email Sample 6

TITLE: 2021.07.31 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: Discover this new perspective on real estate in two minutes

PREVIEW: This video just might change the way you think about your real estate investing.

BODY:

Hi [first name]

Clint Coons here.

If you're frustrated by the complexities of real estate investing...

I have a special video that just might **change the way you think about your real estate investing**.

If you can spare just two minutes out of your day...

... you may not look at real estate investing the same way again.

In this video...

I talk about how--after making many mistakes--I **changed my perspective on real estate** investing that turned things around for me. (I now own a business with over 300 employees!)

[Click here to watch this two-minute video.](#)



To quickly summarize...

When I went to law school, I thought I had it all figured out.

But I didn't.

I fell on my face a few times.

It was painful, but I got through it.

But that's not the case for many investors...

... who lose everything because they didn't learn the lessons I talk about in this video.

[Click here to see what lessons I learned from my years of real estate investing.](#)

See what you think.

Happy investing!

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. [Watch this video until the end because](#) you just might find that one nugget that changes everything

Reg. Email Sample 7

TITLE: 2021..02.27 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: {{ personalization_token("contact.firstname", "Hey") }}, what are the worst states for real estate investing?

PREVIEW: You have questions, we have answers. What states are the worst for real estate investing? You'll be surprised by the answers.

BODY:

Hi [First Name],

If you're the kind of investor that likes to make money and keep it, then...

... I have some good news for you!

But first, let me ask you this:

Do you struggle with finding the answers you need to run your business worry-free?

- *"Should I have a Land Trust to protect my assets? Or not?"*
- ***"What are the worst states for real estate investing?"***
- *"Should I have an S-Corp or a C-Corp for the most tax benefits?"*

These are just a few of the hundreds of questions that investors struggle with everyday.

You *could* hire some **attorneys, CPAs, and other financial professionals** to help you with these questions.

The problem is that you have to HIRE them BEFORE you can get any answers.

The bigger problem is...

You don't know if the information they provide is worth the money you already paid them!

Frustrating, isn't it?

What if you could get [a full download of intelligence](#) from professionals who know how to...

... **protect your assets** and **lower your taxes** without the struggle that most investors go through?

That would be great!

What if all this professional wisdom was FREE?

That would be even better, right?

The good news is...

I am hosting a [unique online event](#) that will help you with the many questions and challenges you may have in running your business.

I want to keep this email brief, so click the link below to get more details about this unique event:

[Save Your Seat for Our Free Tax and Asset Online Workshop](#)

Saturday, July 17, 2021

9 AM - 5 PM Pacific | 12 to 8 PM Eastern

So, regarding what states are the worst to invest in: That is a question that we answer quite often. I can't tell you here because the answer always changes. This is why you need to come to this LIVE online event!

Kind regards,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. This is a LIVE online event, so **please have your questions ready** beforehand. We will answer them all during the event.

Reg. Email Sample 8

TITLE: 2021..02.27 TAP - Promo

SENDER: Anderson Business Advisors via events@andersonadvisors.com

SUBJECT: {{ personalization_token("contact.firstname", "Hey") }}, this Business with the New IRS is Spooky

PREVIEW: It's no secret that the IRS will get a big boost in funds to enforce new and existing tax laws. If you owe back taxes or...

BODY:

Hi [First Name],

Clint Coons here.

I don't know about you...

... but this business with the new IRS is kind of spooky.

But before I get into how spooky that really is, you might be very interested in this [Tax & Asset Protection Workshop](#) coming up.

This one-of-a-kind event will put all this new IRS stuff into context.

Read on to see what I mean.

It's no secret that the IRS will get a big boost in funds to **enforce new and existing tax laws**.

What this means for you is:

- **More scrutiny of your finances. (Are you missing anything?)**
- More scrutiny of your tax returns. (Did you fill out your forms correctly?)
- **More audits for anything and everything that looks suspicious. (Don't be on the wrong side of this one!)**

For the past 20 years, the IRS has been pretty loose about its audits.

They let a lot of things slide.

Not anymore!

With an **\$80 billion funding bill**, the IRS will arm themselves with:

- More collections officers
- More revenue officers
- More appeals officers

This means they are ready to go after anyone and everyone that doesn't cross every 't' and dot every 'i'.

If you **owe back taxes** or...

... have tax returns you have not filled out properly... or have just been sloppy with your bookkeeping...

... **you need to protect yourself before the hammer comes down**.

We can help you avoid that hammer!

This is why I am inviting you to this [special event](#) that covers **understanding your taxes, your rights, and your privacy**.

We will also show you how to protect your assets from the prying eyes of:

- IRS
- Creditors
- Plaintiff attorneys

[Save Your Seat for Our Free Tax and Asset Online Workshop](#)

Saturday, July 17, 2021

9 AM - 5 PM Pacific | 12 to 8 PM Eastern

We've been lucky so far with a loose IRS. As mentioned, this will change. Change is hard, but we will make it easier.

Take a look and see what you think. **You might be surprised by what you discover.**

Until next time, I wish you continued success!

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. Remember, if you don't invest in yourself, no one else will!

Post-Event Sales Emails

Post-Event Emails Sample 1

Email #1:

Subject: A quick note about today's event

Preview: Don't wait on this. We are putting a short time limit on this, and your future success will be determined by your actions today.

Body:

Hi [firstname]

A quick note about today.

First of all, thank you very much for attending the **Tax and Asset Protection Workshop**.

We had a fantastic turnout!

Thousands of serious investors just like you spent the day with us to soak up some of the best tax and asset protection information you can get--~~without~~ paying thousands of dollars.

We know it's not easy to give up a Saturday, so we greatly appreciate your attendance and participation. (It's **people like you** that allow us to put on these events free of charge.)

Secondly—and more importantly—we **ONLY** have a few **FREE** Land Trusts available.

So if you're thinking about taking advantage of the [Business Essentials](#) package...

... I would do it now rather than wait.

You will get an extra \$1,500 in savings if [you take advantage of this offer now](#). Since you are getting a discount of over 77% today, it would be a shame to miss out on this offer.

Talk to you soon,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. Even if you don't plan on making any purchases today, [take one more look and see what you may be missing](#). We've made some updates that just might interest you!

Email #2:

Subject: [firstname], here's what you need to know about yesterday's event

Preview: We are always delighted when we can reduce our clients' taxes to about as close to zero as we can comfortably get!

Body:

Hi [firstname]

Thank you for attending the **Tax and Asset Protection Workshop**.

It was great having you.

We received a lot of great questions.

Hopefully, we were able to answer some of those nagging questions you had on your mind.

I am reaching out to you to let you know a few things.

First, we know that serious real estate investors take serious action. Therefore, I wanted to remind you about the [Business Essentials package](#) we offered at the event.

As you will see, it's been **heavily discounted for our attendees**. (If you purchased this at any time outside of this special promotional period, you would pay over 4X the price you see today.)

Secondly, I can't stress enough about what a tremendous opportunity you will have with our **Platinum Program**. This is just ONE of the many services of the [Business Essentials package](#). The Platinum Program alone is worth every dollar invested today.

We waived the initial fee, so you only pay \$35/month. At just \$35/month for access to CPAs, attorneys, and expert business advisors, you can't go wrong.

Here's just a taste of what you will find in the Platinum portal after signing up for the Business Essentials package.

- *Submit a Question*
- *Answered Questions*
- *Meet with an Attorney*
- *Request Attorney Referral*

As you can see, we are committed to giving you personalized attention.

Where else will you get access to CPAs, attorneys, and our Certified Advisors for ONLY \$35/month?

Just as a reminder, the Platinum Program is just ONE of the many products and services you will get with the **Business Essentials** package. [Please click this link](#) to learn more about how this business growth package can help you grow and protect your business.

I'll catch up with you later,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. Many of our clients have found that the tax savings—*not to mention the cost savings of a lawsuit*—easily covered the investment they made in our [Business Essentials](#) package. Isn't your business worth the asset protection and tax savings you will get today?

Email #3:

Subject: {{ personalization_token("contact.firstname") }}, what happens now after Saturday's event?

Preview: Don't be one of those disappointed people who missed out.

Body:

Hi [firstname],

I want to clear up a few things.

Many of you asked about the 3 Bonuses included in the [Business Essentials](#) package.

To be very clear about this...

Yes, these 3 BONUSSES are included FREE in the Business Essentials package. **No separate purchase is required.**

Many people had trouble understanding why we would be offering such a tremendous value for FREE.

For example, the [Tax Toolbox](#) is a vast collection of videos, worksheets, and forms you have access to ease all the headaches associated with filing taxes, knowing the best tax breaks and other tax-related procedures. **You're NOT going to get this from watching YouTube videos.**

Or the free access to the [Anderson Funding Community](#), where you can find those hard-to-find lenders for your special projects. Access to these resources is valued at over \$2,500, but we've included it as a FREE Bonus because we want to hit the ground running.

And, of course, the [replays of our last 3 Tax & Asset Protection Workshops](#). So even if you weren't able to absorb all the tax and asset protection knowledge the first time around, you can now **watch these past events at your leisure**. Just as a reminder, you (or anyone else) won't get these replays at any other time. These ONLY come as a BONUS with the Business Essentials package.

Now, these are just the 3 bonuses mentioned here. **There is still more to consider!** But I want to keep this email short, so I will leave it at that. Be sure to [click this link](#) to find out more about these 3 bonuses and the Business Essentials package.

If having your business run smoothly is important to you, then you might want to check out the [Business Essentials](#) package one more time. You just might see something you overlooked the first time that you need in your business today.

To your success,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisors

P.S. When you consider the tax savings (average client saves up to \$12,000)... and when you consider the asset protection (which is priceless), your small investment today will go further (based on client feedback) than you ever thought possible.

Post-Event Emails Sample 4

Email #4:

Subject: Here's a recap of Saturday's event.

Preview: There are only a few hours left before you will no longer be able to take advantage of this real estate education opportunity

Body:

Hi [firstname]

Clint Coons here.

I want to recap a few things from Saturday's event.

Toby Mathis and I set out to provide the best education you can get for your investing needs.

We hold these Saturday workshops so you are armed to the teeth with tax and asset protection knowledge that you can't find anywhere else.

Our mission has gone beyond what we ever expected when we started.

People like you allow us to do what we do.

For that, we both **thank you for your attendance and participation on Saturday.**

Now, I wouldn't be a prudent asset protection specialist if I didn't let you know that the [Business Essentials](#) package that we offered at the event is ending soon.

You have until midnight tonight to take advantage of this incredible offer. After that, we won't be sending you any more emails.

This is it.

This is the last time you can get this.

I wish you all the success in your business,

Clint Coons, Esq.

Founding Partner

Anderson Business Advisor

P.S. As a special bonus to our Business Essentials package, **we are including replays** of our last 3 Tax & Asset Protection Workshops. There will be no other time where you can see these replays, so please [check out the Business Essentials package one more time](#).