

Anchor Email

Subject Lines:

- How To Master Your Finances?
- Learn Converting Money to Wealth in Three Months

Preheader Texts:

- What you have been missing all along
- Budget, save, and invest like a PRO

Email:

Been in a situation where you ask your parents, husband, and friends to help you with some financial stuff? Then they give you this annoyed look saying, “You don’t even understand this???”

It’s a pain. We have been through it.
We understand.

But we know it WILL change soon.

Because we see you reading our newsletters.
We see your commitment to educating yourself.

Every time we have met a committed woman like you,
we made sure to guide them to Financial Independence.

In fact, we did it over a thousand times.

Listen to a few of them talk:

[Testimonials]

How did we support women like you in leading the life that was once a dream?

The short answer is Structured and Focussed Mentoring.

But let us take the long route and explain to you in detail.

It all starts when you enroll in The Finance Essentials Course

It's a comprehensive three-month course where we start with the basics and cover everything you need to learn about Finance.

By the end of this course (like a thousand of our superwomen who already took the course), you will be able to ace your:

- Financial Terms
- Budgeting
- Managing Credit Cards Efficiently
- Risk Management
- Planning and Building Investment Portfolios
- Understanding Loans

While all this is taught by sharing a two-minute read daily via WhatsApp, that's NOT EVERYTHING we offer

Over the three months, you get:

- 15 hours of focused mentoring from our Founder and Financial coach, Meeta Gupta
- Cheatsheets that make your life easy
- Three Masterclasses
- Weekly Virtual Sessions to dive deeper into what you've learned through the week
- Community Support: Learning is fun when peers are around
- ...and, of course, more!

Time to get out of your shell, and Gain Control Over Your Finances Like Never Before

Transform from someone asking for help to an independent woman helping your parents, partner, friends, and family with their finances.

And obviously, your finances too!

[Sign up for the course button]

The Premium Course is priced at INR 30,000.

Usually, we offer a 10% discount on upfront payments or take payments in three installments without any discount.

But July is different. We celebrated our third anniversary this year.

So we offer you a 15% discount on upfront payment and a 10% per installment if you choose to own the course in installments.

The offer is limited till July 31st, 6 pm IST. You won't get this offer EVER AGAIN.

You are one click away from beginning your Journey towards Financial Independence.

[Button]

The next Batch starts on August 1st.

The ball is in your court now.

Followup email #1:

Subject Line: Re: If our last conversation was not convincing...

Preheader Text: These stories might be the push you need!

Email:

We understand committing yourself to a three-month-long course is not easy.

You might be doubtful about your plans.

You might be doubtful about the quality.

You might be doubtful if you REALLY need to spend 30k on a course (or should we say invest?)

All your doubts are valid.

If not anything, we both now know you're not reckless with your money.

But let us tell you something...

We spoke to over a thousand women who took this course, and each one of them felt EXACTLY THE SAME WAY YOU ARE FEELING RIGHT NOW.

But they took the BIG STEP, and this is how it turned out:

Listen to what women like you feel about our course:

[video testimonial]

The video is just a glimpse. Here is more from our superwomen from diverse professions:

- "Thanks to Moolah, I am now transformed into a fearless woman in terms of Finance and its nuances."
- "Finance and investing are seen as complex subjects, but not when Moolah is around."
- "I was a millennial in her 20s with little to no understanding of Finance and had many bad habits with money. Three months later, I understand my financial capabilities better."
- "Case studies and examples make learning relatable, simple, and practical."
- "Moolah's ability to handle minute-to-minute concerns and queries is commendable."

- “My plans are scheduled around the course’s Zoom calls because that’s how much I enjoy them and don’t want to miss a second.”
- “The course is well structured. Finance is no longer intimidating.”
- “I talk to my daughter about the course daily so she can gain the Moolah mindset at a young age.”

Transform into an independent woman who not only handles her finances but also helps her parents, partner, friends, and family with theirs.

[Everything about the course Button]

A Discount like never before!! (EXPIRES IN TWO DAYS)

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But July is different. We celebrated our third anniversary this year.

So we offer you a 15% discount on upfront payment and a 10% per installment if you choose to own the course in installments.

The offer is valid till July 31st, 6 pm IST. You won’t get this offer EVER AGAIN.

This is your chance to Grab the most Pocket-Friendly Offer.

[Sign up for the course button]

Followup email #2:

Subject Line: Are you sure you want to spend an extra 3000?

Preheader Text: Why would you spend more when you can get the course for a lesser price?

Email:

With less than 36 hours for the offer to expire, don't tell us you're still deciding if you have to join the most comprehensive and structured finance course.

To be honest, we get it.

We would have got skeptical too if we had to enroll ourselves on a premium course.

But let us repeat what we said earlier:

"A thousand superwomen like you already took the course, and now they're reaping the benefits in money management and wealth creation."

All these thousand women were in the same place you are right now, and all the difference was made when they chose to hit this button:

[Finance Essentials Course button]

Now is your chance to grab Moolah's most POCKET-FRIENDLY OFFER

Our usual offer allows you to save 10% on upfront payments and 0% if you pay in installments.

But But...

Since we celebrated our Third Anniversary in July, you can now save:

- INR 4500 on upfront payments (usually 3000)
- INR 3000 on installment payments (usually no discount)

PS: You won't get this offer EVER AGAIN!! So let us ask you again:

Why would you spend more when you can get the course for a lesser price?

[Check out the course button]

Followup email #3:

Subject line: LAST CALL: 3 hours to go!!

Preheader text: We are closing the offer at 6 pm today. This is your last chance to grab the offer.

Email:

With just a day left for the new batch to begin and less than three hours for our offer to expire, here we are again to shed light on WHAT YOU ARE MISSING OUT ON:

1. Instant Access:
The earliest batch starts tomorrow. If you miss out on it, you must wait till September to begin your course.
2. A chance to save INR 4500
As we have been mentioning all along, we offer this special discount only because it's our third anniversary.

This is what the difference in the offers looks like.

You can save:

- INR 4500 on upfront payments (usually 3000)
- INR 3000 on installment payments (usually no discount)

So you choose:

15% Discount on the upfront payment (Code: ESS15)

Or

10% per installment if you play in three installments (Code: INS10)

[Sign up button]

PS: The offer expires in 3 hours.

We hope to see you on the other side and guide you through your Financial Independence Journey.

Survey email

Subject Line: Optimizing Our Courses For YOU

Preheader Text: We need your 30 seconds to understand how we can make Finance easy and accessible for you

Email:

Last week, we ran our campaign on Finance Essentials Course (Yes yes, we know we have sent a little too many emails.)

But that's not why we are here today.

We are here to improve your experience by optimizing our courses to your preferences.

Answer ONE Question and help us provide a better experience for you:

You did not purchase the course despite your interest in Financial Education.

What stopped you from purchasing? Please share your concern:

- The price is high
- I am not familiar with Moolah
- I don't know how Moolah teaches
- I prefer video courses
- This is not my priority currently

Thank you for your response.

This will help us to craft our courses—to provide best value for your time and money.