

Email 1

Subject line - Welcome to BetterLegal
Preview text - We're excited for you to join us!

Subject line - A warm welcome to BetterLegal
Preview text - Thanks for subscribing!

Headline - Welcome!

Body-
Thanks for joining our email newsletter.

We're on a mission to make starting a business a breeze.

As a subscriber, you'll gain access to our value-stuffed emails which will guide you on your quest to set up an LLC/Corporation.

What to expect:

- 1) Easy to Understand Education - *Government and legal professionals use complex jargon that confuses new business owners. BetterLegal keeps it simple.*
- 2) Best Price Available - *One flat fee of \$299 (plus applicable state filing costs).*
- 3) Quick Turnaround Time - *Your documents will be ready in as little as two days depending on your state.*
- 4) Fast & Seamless User Experience - *Signup takes 10 minutes on average.*
- 5) Interactive Dashboard - *Need to change your business name or add a business partner? Do it in real time on our dashboard.*

BetterLegal is the fastest and most affordable way for entrepreneurs to set up their business.

Cta 1- [Learn more today!](#)

Cta 2 - Sign Up for [BetterLegal](#) today!

Email 1.1 (\$25 off PROMO)

Subject line - Welcome to BetterLegal
Preview text - Enjoy \$25 OFF for a limited time

Subject line - SPECIAL INTRODUCTORY OFFER - \$25 OFF

Preview text - Welcome to BetterLegal

Headline - \$25 OFF for all new members!

Body-

Thanks for joining our email newsletter.

As a welcome bonus, we've provided you with a code for \$25 OFF.

USE CODE- **TWENTYFIVE** at checkout to redeem.

Here at BetterLegal, we're on a mission to make starting a business a breeze.

As a subscriber, you'll gain access to our value-stuffed emails which will guide you on your quest to set up an LLC/Corporation.

What to expect:

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Email 2

Subject line - Why you should set up a business entity

Preview text - Details inside...

Subject line - The Pros of Forming an LLC/Corporation

Preview text - Discover the benefits today

Subject line - Can you afford to lose everything?
Preview text - Explore common mistakes business owners make

Headline - The Benefits of an LLC/Corporation

Body:

Do you need a separate entity (LLC/Corporation) for your business ? Why not just be a sole proprietor?

Great question.

Here are the main reasons why forming an LLC/Corporation is beneficial for you and your business.

Better Protection

Entities are typically protected against personal liability for business debts and other liabilities. This means creditors can't collect your personal assets or the personal assets of your managers to pay business debts and judgments.

Potential Tax Benefits

There are often significant tax savings that can be realized by setting up a separate entity. To begin with, it's simply easier to separate your deductible business expenses from your non-deductible personal expenses.

Deal Certainty

With a separate entity and a good Operating Agreement (LLC) or Bylaws (Corporation), the owners and managers of your business all know what their deal is! No more wondering who's in charge, who owns what percentage of the business, etc.

Legitimacy

People tend to see a separate entity such as an LLC or corporation as a more legitimate business than a sole proprietorship. It shows that you take your business seriously and have taken the right steps to protect yourself and your company.

Of course, you don't HAVE to set up a separate entity, but the odds are definitely stacked in your favor if you do. Keeping business and personal matters separate is a savvy legal move that can prevent headaches down the road.

Cta 1 - Visit our [website](#) for more information.

Cta 2 - Register your business with [BetterLegal](#) today!

Email 3

Subject line - Beware of hidden fees

Preview text - Transparency is one of our core values

Subject line - Everything you need, up front

Preview text - No hidden fees or confusing legal jargon

Headline - You deserve better

Body:

If you've ever tried to set up a business before, then you know that the process is much more difficult than it needs to be.

We streamline the process and boil complex legal jargon down into easy-to-digest information so you understand exactly what you're signing up for.

We know the marketplace is tough so we take pride in being neighborly and offering radical transparency.

You deserve a system that shows you the cost upfront, without any hidden fees.

No slippery sales techniques. No annoying upsells.

Just a fair price and a quality service that gets the job done.

BIZFILINGS	BetterLegal	LEGALZOOM
<ul style="list-style-type: none">\$ Actual Cost: \$488 (plus state filing fee)🕒 Receive Your Documents in 7 days🕒 Forced to View Multiple Advertisements\$ Over \$325 of optional products they try to sell you (and that you probably don't need) <p><small>Prices based on BizFilings "Complete" package with "Rush Filing" Option</small></p>	<ul style="list-style-type: none">✓ BEST PRICE: Our cost is what we say it is: \$299 (plus state filing fee)✓ FASTEST TURNAROUND TIME: Receive your Documents in 2 business days✓ FASTEST USER EXPERIENCE: BetterLegal takes most users 5-10 minutes to complete✓ ONLY WHAT YOU NEED, NOTHING YOU DON'T: No upsells or advertisements for products you don't need.	<ul style="list-style-type: none">\$ Actual Cost: \$408 (plus state filing fee)🕒 Receive Your Documents in 7 days🕒 Forced to View Multiple Advertisements\$ Over \$1100 of optional products they try to sell you (and that you probably don't need) <p><small>Prices based on LegalZoom "Express Gold" package with EIN Optional Service</small></p>

Learn more about [Better Legal](#) today.

Email 4

Subject line - Perks of registering with BetterLegal

Preview text - Unlock bonus-add ons now

Subject line - Instant Savings

Preview text - Explore free add-ons with BetterLegal

Headline - Save now, thank us later.

Body:

We've partnered with the best in the business to bring our customers incredible savings when registering their business.

When you sign up for BetterLegal, you'll receive:

- **A free website**—*Set up a basic, zero-cost website or online store with inventory management. As your business grows, transition to a paid plan to unlock more features and customization.*
- **Business checking**—*Usually, a bank requires a minimum deposit of \$1K and if you're under \$3K in average balance, they charge you \$7 a month or more. Our banking partner, Mercury, has no minimum balance requirement or monthly fees of any sort. There are no setup fees, minimum deposit, monthly minimum balances, and no overdraft fees.*
- **Tax analysis**—*Get your business tax analysis done by the leading virtual tax service for entrepreneurs.*
- **Insurance**—*Discuss various options for your businesses-specific needs with coverage backed by CHUBB, the world's largest publicly traded insurance company.*
- **\$3000** in free payment processing fees with Square

Still not convinced?

Learn more about how we can help you by visiting our website.

Cta 1 - [Explore Now](#)

Cta 2- Sign Up for [BetterLegal](#) today!

Email 5

Subject line - Nice to meet you

Preview text - I'm Chad, the man behind the BetterLegal

Subject line - Hey my name is Chad

Preview text - Find out why I created BetterLegal

Headline - The "why" behind BetterLegal

Body:

Hey, My name is Chad and I'm the founder of BetterLegal.

I started this company after consulting with an attorney friend about the excessive costs of doing business in the legal industry. He mentioned to me that the industry was seeing a decrease in potential clients due to the rising popularity of digital processes.

We saw an opportunity to take it a step further and make these digital processes faster, easier and better.

Typically, a lawyer would be recommended for any legal matter...

But if you just want to set up an LLC or Corporation, it doesn't make sense to pay \$1500 in fees.

We noticed that with some of these other digital services, there was a base fee *as well as* a myriad of hidden fees and annoying upsells.

We sought to get rid of all the extras and focus on one service, **at one price.**

\$299 just once to set up your LLC or Corporation (plus applicable state filing cost).

And it **only takes 10 minutes.**

We walk the customer through the entire process and have made the forms simple enough for anyone to understand.

To make this service even more exciting, we knew we had to make the process as swift as possible.

The average turnaround is two days. And if you're in New York, we've automated it so you can **get your documents back in an hour.**

Cta 1- Head to [our website](#) to learn more.

Cta 2- Sign Up for [BetterLegal](#) today!

Email 6

Subject line - BetterLegal is getting rave reviews

Preview text - Hear what people are saying

Subject line - Word travels fast on the internet

Preview text - Polls are in and people are loving BetterLegal

Headline - Home of the Fastest LLC/Corporation Filing Service

Body:

Hey, Chad here!

I'm super excited to share the positive feedback that we've been receiving at BetterLegal.

We've only been around for 5 years and in that time, we've helped thousands of entrepreneurs set up LLCs and Corporations

To date, Better Legal has executed 20,000+ filings and over 10,000 formations.

Hear what over 750+ members have to say about our service!