

Loan Broker Insights
Where Business Loan Brokers Gain Their Edge!

7-Sequence Cold Email Campaign: Loan Broker to Business Owner

Email 1

Subject: Unlock Growth: Flexible Business Loan Options for [Business Name]

Hi [First Name],

I hope this finds you well. I'm reaching out because I help business owners like you access fast, flexible funding to fuel growth, manage cash flow, or seize new opportunities. If you're considering financing options, I'd love to share how we can help.

Would you be open to a quick call this week?

Best Regards,

{Your Name}

{Title}

{Company Name}

{Phone Number}

P.S. Even if you're not looking for funding now, I'm happy to answer any questions about business loans.

Email 2

Subject: Quick Question: Are You Exploring Funding for [Business Name]?

Hi [First Name],

Just checking in—are you currently exploring any financing options for your business? I work with a range of lenders and can help you find the best rates and terms, often with same-day approvals.

Let me know if you'd like more details.

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Regards,
{Your Name}

P.S. There's no obligation—just information to help you make the best decision for your business.

Email 3

Subject: 3 Ways a Business Loan Can Help [Business Name] Grow

Hi [First Name],

Did you know a business loan can help you expand, cover payroll, or invest in new equipment? I'd be happy to walk you through your options and see if there's a fit.

Would you like to schedule a quick call this week?

Best,
{Your Name}

P.S. I can provide a free, no-commitment funding assessment if you're interested.

Email 4

Subject: Success Story: How We Helped a Business Like Yours

Hi [First Name],

Recently, we helped a business owner secure funding to expand operations and increase revenue. I'd love to see if we can do the same for you.

Are you available for a brief chat this week?

Regards,
{Your Name}

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P.S. I can share more success stories if you're interested—just let me know!

Email 5

Subject: Still Considering Funding? Let's Make It Simple

Hi [First Name],

I wanted to follow up and see if you have any questions about business loans or the application process. I can help you compare options and handle the paperwork.

Would you like to discuss your needs?

Regards,
{Your Name}

P.S. Even if you're just curious, I'm here to help.

Email 6

Subject: Last Chance: Secure the Best Loan Terms for [Business Name]

Hi [First Name],

I haven't heard back, so I wanted to check in one last time. If you're still considering funding, now is a great time to secure competitive rates.

Let me know if you'd like to explore your options.

Regards,
{Your Name}

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P.S. I'm always available for a quick, no-pressure call.

Email 7

Subject: Final Follow-Up: Ready When You Are

Hi [First Name],

At this point I'll assume getting additional funding is not a priority right now, if that changes let me know.

Thank you for your time, and best wishes for continued success.

Regards,
{Your Name}