**Sample Prospect Email**

Someone You Personally Spoke With

**Subject line:** Follow-up to our conversation

**Body:**

Hi <First Name>,

It was a pleasure speaking with you on <day> and as promised I have included a link to <My Financial Firm’s> new financial planning web application, RediNest.

With RediNest you can quickly discover how your retirement readiness compares to other Canadians with similar goals. It’s easy to use, free and a great way to preview the work I do.

Once you have your Potential Retirement Income I would be happy to meet with you to help formulate a plan for your financial priorities. If not, that’s OK too.

Click here [insert your unique link] to launch RediNest.

<Your Name>