

**Email 1:**

From: Eric @ Woop Insurance Agency

Title: Congrats on the new wheels!

Hey, \*First Name\*

First of all:

Congrats on the new wheels!

That's a major accomplishment.

Secondly:

Nice to meet you, I'm Eric, the founder of Woop Insurance Agency.

We've partnered with your dealership to give you the lowest insurance rates possible.

But let's be honest, you don't really care about us.

You care about how we can benefit you.

(Smart, I can't blame you.)

We're pretty much the complete opposite of most insurance companies.

We don't profit by price gouging you.

Instead, we partner with numerous insurance companies and compare several rates to get you the lowest rate possible.

In other words:

We make money by charging you less, rather than more.

In fact, we've gotten cheaper prices for 80% of the people who have shopped with us.

Oh, and there's no sleazy sales agents.

If all that sounds golden, then to get started just click the link below:

[Click here to save on your car insurance](#)

Talk soon,

Eric at Woop Insurance Agency

P.S. If you have any questions, you can [schedule a call with our \(non sleazy\) sales agents here](#), reply to this email, or give us a call directly at 888-621-2001.

**Email 2:**

From: Eric @ Woop Insurance Agency

Title: Insurance companies suck...

Long time no talk, \*First name\*

Yesterday I introduced myself, and my new age insurance company, Woop Insurance Agency to you.

Let's be honest:

Insurance companies suck.

Let me tell you a little story on why I founded Woop Insurance Agency:

Back in college I used to have this sick 1997 Toyota Corolla.

The thing literally would not stop driving, I'm pretty sure if you took an M4 Sherman and my 1997 Toyota Corolla and put them head to head, my old Corolla would come out on top.

Anyways, at the time I was young.

I was paying something like \$200 a month for full coverage on a beat up 1997 Toyota Corolla.

I had it for something like 3 years, let's do some quick math here:

$36 \times 200$ , that's \$7,200.

Now eventually I got hit, and the other guy didn't even have insurance, so I had to put in a claim with a company that shall not be named.

My deductible was \$1,000.

The car itself was valued at \$2,500 -- which was fair, because I had bought it for \$3,000 just 3 years earlier.

But I paid \$7,200 over 3 years, plus another \$1,000 deductible for my 1997 Toyota Corolla just to get \$2,500 to spend on a new vehicle.

That's insane.

And that, my friend, is exactly why I took a look at the insurance industry.

It's practically rigged against the average consumer.

Woop Insurance Agency only makes money when we save you money.

And I'd like to save you some money.

(If that's okay with you.)

All you have to do is click the link below, and fill out a form, it won't take you more than 3 minutes.

[Click here to save on your car insurance](#)

Talk soon,

Eric at Woop Insurance Agency

P.S. If you have any questions, you can [schedule a call with our \(non sleazy\) sales agents here](#), reply to this email, or give us a call directly at 888-621-2001.

**Email 3:**

From: Eric @ Woop Insurance Agency

Title: How Lamborghini was born

Howdy, \* First Name\*

Eric here, from Woop Insurance Agency.

There's an important lesson to be learned from Lamborghini:

Ferruccio Lamborghini was ultimately a farmer.

He became very well off in the tractor business.

Ultimately, that led him to getting his and hers Ferrari's.

Admittedly, Ferruccio was not a great driver, he burnt out the clutch frequently making a show.

After a couple times rather than taking it back to Ferrari, he took it to his homegrown tractor mechanic.

After disassembling it, his mechanic realized the clutch was fitted on Maseratis, Ferraris, and all types of sports cars of those days.

To Ferruccio Lamborghini this didn't sit well.

Word is after that point Ferruccio Lamborghino told Enzo Ferrari "You build your beautiful cars with my tractor parts." and that was pretty much the end.

Long story short, here's the lesson:

Lamborghini was born from the grassroots approach.

The same way Woop Insurance Agency was born.

We saw the bigger competitors.

We grew out of practically nothing.

We're ready to be on top, just like Lamborghini.

I could never lie to you.

We're most definitely underground.

But, we're the modern day Lamborghini of car insurance.

(Okay, maybe a little bit cheaper.)

We saw something off in this industry, and we took action.

We quite literally only make money if we save you money.

If that sounds good, simply click the link below:

[Click here to save on your car insurance](#)

Talk soon,

Eric at Woop Insurance Agency

P.S. If you have any questions, you can [schedule a call with our \(non sleazy\) sales agents here](#), reply to this email, or give us a call directly at 888-621-2001.

SMS 1: Congrats on the new wheels! I'm Eric from Woop Insurance agency, and we've partnered with your dealer. We only make money when we save you money, we're practically the opposite of a traditional insurance company. Is it okay if I save you money on your car insurance? If so, click here: [link](#)

SMS 2: Hey, Eric from Woop Insurance Agency here again. Yesterday I sent you a message about saving money on your car insurance. Rather than a traditional approach with insane price gouging and sleazy salesmen, we only make money when we save you money. Plus, it takes less than 3 minutes to get started, just click this link: [link](#)

SMS 3: Eric from Woop Insurance here again, I'm just following up. You got some new wheels recently, and I'd love to insure you for less than the other guys. 80% of people who use us save money, we compare the lowest rates possible with dozens of insurance companies. Sound good? Just click this link (it takes less than 3 minutes): [link](#)