**Email and Letter Templates**

1. Core Prospect - Email
2. Prospect 3 Simple Points - Email
3. Unknown Business Prospect - Email
4. Share-file Followup – Email

NOTE: Take care when you create the subject line in your email. The following link provides information that will help your email avoid a spam file: <http://www.verticalresponse.com/blog/11-spam-words-to-avoid-in-your-subject-line/>

1. Template: Core Prospect Email

Dear \_\_\_\_\_\_\_\_\_:

As the owner of a business in an Economic Loss Zone you have an unprecedented opportunity to be compensated for economic harm related to the BP oil spill.   The average business claim exceeds $200,000. If you answer “yes” to one the following questions, you are eligible to file a claim:

* Did your business experience a decline in monthly revenue during the months after the spill?
* Did your business have a direct OR indirect economic loss from the impact of the oil spill?

With one quick phone call we can provide you with a free evaluation of your claim. ClaimsComp is a highly experienced third-party claims company that specializes in processing class action settlements.  We help businesses and individuals process claims quickly and efficiently, and optimize the likelihood of filing a successful claim.   Our Executive Team has helped more than 180,000 people recover over $240 million in class action claims.

I have included a link to our FREE ebook, “Understanding the new BP Settlement”, which includes a wealth of information about the BP Deepwater Horizon Settlement, the claims process, and specific eligibility requirements.

I am available to answer any questions you may have about filing your claim.  It is important to file as soon as possible to avoid the filing deadline.   I will follow up with you shortly, but please feel free to contact me any time at xxx@[claimscomp.com](http://claimscomp.com) or (XXX) XXX-XXXX.   I look forward to speaking with you soon.

Sincerely,

XXXX XXXX

Claims Manager

ClaimsComp

Notes:

The first sentence should be customized for a “close” contact or for someone you have previously met.

Example:

Dear John:  It was great to speak with you last week at our seminar.  I’m following up on our discussion about \_\_\_\_\_\_\_\_\_\_\_\_\_

 Dear John:  I thought of you the other day and wanted to find out if this information would be useful to you.

1. Template: Prospect – 3 Simple Points Email

Dear \_\_\_\_\_\_:

We’ve sent this letter to make you aware of money that has been set-aside to help you recover from the BP oil spill.

* **We believe you are entitled to a cash settlement.** Based on your location in a designated Economic Loss Zone, you are eligible to participate in the BP Deepwater Horizon court-supervised settlement.
* **We will provide you with a free estimate of your claim.** If you suffered direct OR indirect financial harm from the oil spill, we will file for money that has already been set-aside for you.
* **Our service is free of risk or obligation.** If no settlement is paid, you owe us nothing.

Class action settlements are complicated and they require unique knowledge of legal details, court protocol, and claims processing. Our executive team has helped more than 180,000 people recover over $240 million in class action settlements over the past 15 years.

ClaimsComp will:

* Complete and submit all claims forms
* Perform all required financial tests
* Assess direct and indirect consequences
* Choose benchmark periods to optimize your claim
* Manage your claim from start to finish

It’s quick, easy, and free to find out about your claim. Contact me at (XXX) XXX-XXXX or [xxxx@claoimscomp.com](mailto:xxxx@claoimscomp.com) for a free evaluation of your claim.

Sincerely,

XXXX XXXXXX

Claims Manager

ClaimsComp

490 Sun Valley Road

Suite 103

Roswell, GA, 30076

1. Template: Unknown Business Email

Dear \_\_\_\_:

I obtained your email address while viewing your webpage.  After conducting some initial research, I believe that (Company Name) may qualify for a BP Deepwater Horizon claim.  Since the average business claim exceeds $200,000, I hope you agree that it's worth a few minutes of your time.

The ClaimsComp team has helped over 180,000 people recover more than $240 million from large, class action settlements. It's quick, easy, and free to find out if you qualify to receive a payment from the BP settlement. Please contact me at xxx-xxx-xxxx or [xxx@claimscomp.com](mailto:xxx@claimscomp.com) for your free evaluation.  If you would like to learn more about ClaimsComp or the new BP settlement, please visit our website at [www.claimscomp.com](http://www.claimscomp.com/).

Sincerely,

1. Template: Sharelink Follow-up Email

Dear  \_\_\_\_\_:

Thank you for choosing ClaimsComp to process your BP Deepwater Horizon claim. Your claim was initiated on \_\_\_\_\_\_\_ and we have not yet received your financial information.

In order to move forward with your claim, we need to conduct a revenue pattern test (also called a causation test) using your monthly revenue/P&L statements from 2007 – 20011. I have attached a Sharelink file that will allow you to transmit your financial information securely. If you have any questions about uploading the Sharelink file, or if we can help you in any way, please contact us at [clientservices@claimscomp.com](mailto:clientservices@claimscomp.com).

If you have friends, family, or business contacts located in an Economic Loss Zone, we would appreciate having the opportunity to evaluate their BP claims. The Economic Loss Zone includes all parishes in Louisiana, all counties in Alabama and Mississippi, and several coastal counties in Florida and Texas. **You will receive a fee for each referral that results in a paid claim.** Please include a name, business name (as applicable), city and state, and contact information for your referral. You may contact me directly via return email, or by calling (XXX) XXX-XXXX.

Thank you again for allowing ClaimsComp to handle your BP claim. We look forward to receiving your financial information and moving forward with your claim.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_

Claims Manager

ClaimsComp, Inc.

(XXX) XXX-XXXX

XXXXX@claimscomp.com