

****Persuasive Letter Outline for WFG****

****[Your Name]****

****[Your Address]****

****[City, State, Zip Code]****

****[Email Address]****

****[Date]****

****[Recipient's Name]****

****[Recipient's Title]****

****[Company/Organization Name]****

****[Company Address]****

****[City, State, Zip Code]****

****Subject: [Purpose of the Letter, e.g., "Join the WFG Team for Financial Success"]****

****1. Introduction****

- Briefly introduce yourself and your connection to WFG.
- State the purpose of the letter clearly.

****2. Attention-Grabber****

- Share a compelling fact, statistic, or personal story that highlights the importance of financial planning.

****3. Building the Case****

- ****Point 1:**** Explain the benefits of joining WFG (e.g., support, training, potential income).
- ****Point 2:**** Discuss the impact of financial education on individuals and families.
- ****Point 3:**** Highlight WFG's credibility and success stories.

****4. Addressing Concerns****

- Anticipate common objections and provide counterarguments.
- Emphasize the flexibility and low barrier to entry.

****5. Call to Action****

- Encourage the reader to take a specific step (e.g., schedule a meeting, join an event, visit a website).
- Provide contact information for follow-up.

****6. Conclusion****

- Reiterate the main benefits of considering WFG.
- Thank the recipient for their time and consideration.

****Sincerely,****

****[Your Name]****

****[Your Title/Position, if applicable]****

****[Your Contact Information]****