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Sample Lift Note (Fictitious Product)

Subject Line: A gift for a concerned mom

Dear mom,

The love we have for our children is a feeling that can't be put into words.

It's a love that reaches beyond what we share with our spouse. Or our parents. Or siblings. We can't imagine our lives without our kids.

We worry how our children will do without us looking over their shoulders.

What's going to happen to them when they realize we're no longer in charge? When they realize they can make their own decisions...and we just give advice we HOPE they'll take.

Send your kids off with the best gift they'll ever receive. Ensure they'll make good decisions when their no longer under your protective wings.

Give you kids financial security

Grown children are moving back into the nest. Retired parents are taking a huge financial hit. They failed to impart critical information. MONEY MANAGEMENT.

Protect your retirement. Invest in your kids' success. Give them the gift of [financial literacy](#).

Budget Brainiac ensures financial freedom for your family

A fellow mom introduced me to Budget Brainiac. What a blessing! I want to pass it onto you. It was the answer for a busy mom like me - not just one more thing to do. Budget Brainiac taught my kids ALL they need to know about money and career planning.

As a great mom, I know you'll want this for your kids. And they'll have fun!

You won't find any other financial literacy program this comprehensive and engaging.

*Explore Budget Brainiac **FREE** for 7 days. They'll enjoy it and you'll ensure their financial future...and yours.*

To your family's future,

Melissa Bartow, Mother of Three

[Learn more and save %20](#)