THE EMAIL THAT OPENED THE DOOR TO PRIVATE LENDING

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The Email That Opened the Door to Private Lending

How to attract private money—even if you've never done a deal before.

If you've ever thought, *"I could do this deal… if only I had the money,"*—you're not alone.

Raising capital is the bottleneck that holds back thousands of investors. And while it's easy to think you need a track record, a big portfolio, or flashy numbers to get funding…

Most private lenders aren't looking for the biggest player in town.
They're looking for someone they can trust.

Someone with a clear plan.
Someone with honest communication.
Someone who treats them like a person—not just a wallet.

And the good news? You don't need a viral pitch deck or high-level network to start building those relationships.

Sometimes, it starts with just **one email.**

This bonus will walk you through:

- Why cold emails can work (if done the *right* way)
- What private lenders actually care about (and what they avoid)
- How to structure your email to feel confident and credible—even as a first-time borrower
- Subject lines that get opened
- Two full sample emails: one for newbies, one for repeat borrowers
- A follow-up and objection-handling framework that keeps the conversation moving
- Plug-and-play templates you can personalize and send today

Whether you're trying to raise $25K for your first flip or $250K for your next BRRRR, this is the system to **start the conversation and earn their confidence.**

Let's break it down.

Why Cold Emailing Can Work (If You Do It Right)

It's not about selling—it's about connecting.

Cold emailing gets a bad reputation—and for good reason.
Most cold emails are pushy, vague, or just plain boring. They scream desperation or confusion. They don't build trust… they erode it.

But when it's done right?

A cold email can open the door to **six figures in private money**—even if the recipient doesn't know you (yet).

Here's why cold email works in real estate, and why it might be the best-kept capital-raising strategy for new investors.

📬 Reason #1: It Lets You Lead with Clarity, Not Pressure

Unlike a phone call or face-to-face ask, email gives you:

- Space to **organize your thoughts**
- Control over how you **present yourself**

- And time for the lender to **process without pressure**

This is powerful.
Most lenders aren't ready to commit on the spot—but they *are* open to hearing about new opportunities, especially if the approach feels professional and respectful.

👀 Reason #2: People *Do* Read Emails from People They Know (or Trust)

If you're emailing someone:

- You've met briefly at a local meetup
- You connected with on LinkedIn or social media
- Was referred by a mutual contact
- Or who's even vaguely in your extended network

…you're not really "cold." You're **warm-ish.**

That means your email won't get deleted if:

- Your subject line is relevant
- Your message is respectful
- Your tone is confident, not needy

We'll show you how to craft exactly that.

🔑 Reason #3: Lenders Are Looking—But Cautious

There are plenty of people out there with:

- Retirement accounts earning low returns
- Savings they want to deploy
- A desire to invest in real estate—but *not* manage it

What they don't want is risk without clarity.

If you can show them that you:

- Have a clear plan
- Know your numbers
- Understand their concerns
- And can protect their capital

Then **you're already ahead of 90% of investors in their inbox.**

💡 The Goal of a Cold Email Isn't Funding—It's a Conversation

Your job isn't to convince someone to wire money on the spot.

Your job is to:

- **Start a real conversation**

- **Spark interest**
- And **earn the right to follow up** with more details

This guide will show you how to do exactly that—starting with what private lenders actually care about when they hear from someone like you.

What Private Lenders Are Actually Looking For

It's not your experience. It's your approach.

Most new investors assume private lenders want to see:

- A long track record
- Dozens of completed deals
- Fancy spreadsheets and five-year projections

But that's not actually what most private lenders want.

They want to know: **"Can I trust this person with my money?"**

If you understand *that*, and build your email around *that*, you can raise capital—even on your first deal.

Let's look at what actually matters to lenders.

✅ 1. **Trust Over Track Record**

A lender would rather work with someone who:

- Overcommunicates
- Is honest when things go wrong
- Protects capital first and profits second
- Shows humility and professionalism

…than with someone who's done 20 deals but seems sketchy, flaky, or arrogant.

📌 **How to build trust in your email:**

- Be clear about your plan
- Show respect for their money
- Don't overhype the deal—speak calmly and confidently
- Use social proof (past roles, references, shared contacts)

📊 2. **Clarity Over Complexity**

Private lenders are not underwriters.
They're not going to sift through a 30-page pitch deck or decode industry jargon.

They want:

- A clear summary of the deal
- An easy-to-understand repayment structure
- Reassurance that you know your numbers and have a real plan

📌 **How to build clarity in your email:**

- Use plain language
- Summarize the deal in 2–3 sentences
- Avoid buzzwords like “incredible upside” or “once-in-a-lifetime”
- Be specific about timelines, returns, and exit strategy

🛡️ 3. **Security Over Hype**

Lenders don’t want to know how much *you* stand to make.
They want to know how *they* get paid back.

📌 What they want to hear:

- “Your funds would be secured by a first-position lien…”
- “The property is worth $180K, and we’re purchasing it for $120K…”
- “The plan is to refinance in 6 months and return your capital with interest.”

📌 What they don’t want to hear:

- “It’s a no-brainer!”
- “Worst case, we’ll figure it out.”
- “Trust me, I’ve watched a ton of YouTube.”

🔑 The Core Question Every Lender Is Asking:

“Will I sleep well at night if I say yes to this person?”

If your email builds that sense of security—through tone, clarity, and a calm presentation—you’ll get replies even as a first-time borrower.

In the next section, we’ll break down the **exact anatomy of a lending email** so you can hit all the right notes.

Breaking Down the Anatomy of a Lending Email

The structure that builds trust, piques interest, and earns a reply.

Your email doesn’t need to be flashy. It doesn’t need to be long.
But it **does** need to be clear, confident, and easy to read.

This section breaks down the exact structure of a lending email that gets results—step by step.

🧱 The 5-Part Framework

Here’s the structure that works (whether you’re brand new or experienced):

1. Subject Line: Spark Curiosity Without Hype

Avoid loud, salesy subject lines like:
🚫 *“HOT DEAL—6-FIGURE RETURNS—ACT NOW!!!”*

Instead, try something simple and relevant, like: ✅ *“Real estate opportunity—secured with strong equity”*
✅ *“Working on a deal—thought of you”*
✅ *“Private lending question (quick note)”*

You’ll find more examples in **Section 5**, but the goal here is to **get them to open the email** without triggering spam filters or skepticism.

2. The Opener: Start Human

Don’t launch straight into a pitch. Open with a friendly, personal line that sets a collaborative tone.

Examples:

“Hope you’re doing well—wanted to reach out with something I’ve been working on that may be a good fit.”
“I’ve got a quick opportunity I’m putting together and thought of you—figured I’d share the basics and see what you think.”

You’re starting a conversation, not closing a deal.

3. The Deal Summary: Clarity in 3 Sentences

Break down your project like this:

1. **What** it is (purchase, flip, BRRRR, rental, etc.)
2. **Where** it is and the numbers (purchase price, ARV, loan needed)
3. **What the capital is for** and how it’s protected

Example:

“I’m purchasing a 3-bed, 2-bath single-family home in [City] for $145K with an after-repair value (ARV) of $210K. I’m seeking $115K in funding to cover the purchase and rehab. Funds would be secured by the property and repaid with 10% annualized interest over 6 months.”

This is the **heart** of your email—make it clean, confident, and specific.

4. The Close: Invitation, Not Pressure

End with a soft ask that invites a reply:

“Let me know if you’d like to see a full outline—I’d be happy to send it over.”
“Would you be open to a quick call this week to see if it’s a fit?”

Never ask them to commit in the email.
Ask them to **consider continuing the conversation**.

5. Signature: Keep It Simple and Trustworthy

Include:

- Your full name
- Your phone number
- LinkedIn profile or website (if available)
- A reminder that they can ask questions anytime

Example:

Best,
Jordan Matthews
(555) 555-0199
linkedin.com/in/jordan-invests

💡 Final Tip: Format Matters

Use short paragraphs, bullet points if needed, and plenty of white space.
Make it easy for someone to **skim and understand in 30 seconds.**

In the next section, we'll walk through the three most important ingredients in your lending email—and how to build **trust, credibility, and clarity** into every word.

The Key Ingredients: Trust, Credibility, and Clarity

The hidden signals that turn a maybe into a yes.

A private lending email isn't just about sharing the deal—it's about **making the person on the other side feel safe.**

In fact, the deal itself often comes second.
The lender is asking:

- "Can I trust this person?"
- "Do they seem like they know what they're doing?"
- "Will they protect my money?"

This section shows you how to **signal all three answers as "yes"**—even if you're a first-time borrower.

🔐 Trust: Speak Like a Professional, Not a Promoter

People don't trust hype. They trust calm, honest communication.

Avoid:

- “This is a once-in-a-lifetime opportunity!!!”
- “100% guaranteed return”
- “You don’t want to miss this!”

Use:

- “Secured by the property with strong equity”
- “Plan is conservative and based on current comps”
- “Happy to share references or previous investor feedback if helpful”

📌 **Pro Tip:** Trust is built in tone. Write like someone who *already has options*, not someone who *needs money.*

🎓 Credibility: Show What You Know—Even If You’re New

If you’re new to private lending, you can still build credibility by:

- Citing your background (“I’ve been involved in real estate as a landlord since 2021…”)
- Naming your team (“Working with a local contractor I’ve partnered with before…”)
- Mentioning mentorship or education (“This deal follows the same framework I’ve studied and practiced in [program/book/group]…”)

📌 **Pro Tip:** Say you’re serious, not perfect. Private lenders respect transparency and preparation more than ego.

📊 Clarity: Don’t Make Them Guess

The fastest way to lose a potential lender is confusion.

Avoid vague phrases like:

- “We’ll figure it out as we go…”
- “It’s a good deal, I just know it.”
- “Planning to refi at some point maybe…”

Instead, state clearly:

- How much capital you need
- What it’s being used for
- How they’re secured
- When and how they get paid back

Example:

“$115K needed to fund the purchase and renovation. Property will be refinanced in 6 months. Lender repaid principal + 10% annualized interest. Secured by a first-position lien on the home.”

That’s how you make a lender breathe easy—and reply.

🧠 The Litmus Test

Before sending your email, ask:

If I were lending $100K of my own money… would this message make me feel confident?

If the answer's yes, you're ready.

In the next section, we'll cover **subject line frameworks** that get your email opened—without sounding desperate, spammy, or shady.

Subject Line Frameworks That Get Opened

Because a great email means nothing if it never gets read.

Your subject line is the **first impression**—and the first filter.

Get it wrong, and your email gets ignored, deleted, or worse, marked as spam.
Get it right, and you earn something more valuable than attention: **curiosity**.

This section gives you proven, respectful subject line frameworks designed to:

- Build intrigue without hype
- Spark interest without pressure
- And get your email opened—especially by cautious or high-net-worth contacts

✉️ Subject Line Principles

1. **Keep it short.**
   Aim for 6–8 words max—especially for mobile.
2. **Avoid salesy language.**
   Words like "amazing opportunity" or "act now" scream spam.
3. **Hint at value.**
   Offer a reason to open without giving everything away.
4. **Match your tone.**
   The subject line should match the tone of your email—professional, calm, confident.

💡 7 Proven Subject Line Templates

Use or adapt these to match your situation:

🔹 1. "Quick real estate idea—thought of you"

Personal. Low-pressure. Great for warm contacts.

🔹 2. "Private lending—secured opportunity inside"

Clear, benefits-forward, with implied safety.

🔹 3. “Working on a deal—would love your take”

Invites feedback instead of a hard pitch. Works well for more experienced investors or contacts.

🔹 4. “Short-term lending opportunity (10% return, 6 months)”

Direct and numbers-focused. Works well when you’re talking to spreadsheet-driven people.

🔹 5. “Off-market property secured—looking for capital partner”

Highlights exclusivity and clarity in one phrase.

🔹 6. “Project in [City Name]—open to private funds”

Location-specific subject lines increase relevance, especially if the contact lives nearby or knows the market.

🔹 7. “Are you open to a private lending conversation?”

Straightforward, polite, and incredibly effective with cold or referral-based contacts.

🚫 Avoid These Common Traps

Subject Line	**Why It Fails**
“Once in a lifetime deal!!”	Feels like spam—zero trust
“URGENT: Invest NOW before it’s gone”	Desperate, hype-driven, unprofessional
“Make $$$ in real estate fast”	Attracts regulators, not real partners

🎯 Final Tip: Test What Works for You

When you’re starting out, try sending variations to 2–3 different contacts and see which ones get the most engagement.

If someone replies, great. If not, don’t take it personally—**refine, retest, and stay consistent.**

In the next section, we’ll put everything into action with **Sample Email #1: First-Time Borrower**—so you can see the framework in play, line by line.

Sample Email #1: First-Time Borrower

You don’t need a track record—you just need the right tone.

The biggest fear for new investors trying to raise capital is simple:

“Why would anyone lend to me if I’ve never done a deal?”

Here’s the good news: **everyone starts somewhere.**
And when you lead with clarity, confidence, and respect—you’ll often surprise yourself with who’s willing to say yes.

This sample email is designed for first-time borrowers who:

- Are working on their first or second project
- May not have a portfolio yet
- Want to come across as professional, not pushy
- Need to build trust from the very first word

📩 Sample Email (Cold or Warm Contact)

Subject: *Private lending conversation—would value your input*

Hi [First Name],

Hope you’re doing well. I’m working on a small real estate project and thought of you—wanted to share the basics and see if you’d be open to a quick conversation.

Here’s a quick overview:

- **Purchase:** 3-bed, 2-bath home in [City]
- **Purchase price:** $142,000
- **After-repair value (ARV):** ~$200,000
- **Funding needed:** $115,000 to cover purchase and light renovation
- **Exit plan:** Refinance in 6–8 months using BRRRR strategy
- **Lender terms:** 10% annualized return, interest-only, secured by the property

This is my first official project as the lead investor, but I’ve been studying this strategy for the past [X months/years], have a solid local team in place, and would be happy to share more details—including comps, contractor bids, and my business plan.

There’s no pressure or expectation at all—just wanted to share what I’m working on in case it’s something that interests you.

Let me know if you’d like to see a 1-page outline or hop on a quick call to walk through it together.

Appreciate your time either way!

Best,
[Your Full Name]
[Your Phone Number]
[LinkedIn or Website, if applicable]

💡 Why This Works

What It Does Well	How It Builds Confidence
Opens with a friendly, no-pressure tone	Makes the reader feel safe and in control
Clearly summarizes the deal in bullet form	Saves time, builds credibility
Mentions it's a first deal—but calmly	Shows transparency without sounding uncertain
Offers to send more—not close a sale	Positions you as a professional, not desperate

In the next section, we'll show you what to say when you've worked with a lender before and want to **re-engage them for another project.**

Sample Email #2: Returning Borrower

When you've worked with someone before—and want to do it again.

If a private lender has already worked with you once, you've cleared the hardest hurdle: **trust.**

This follow-up email isn't about convincing them you're credible—it's about:

- Respectfully re-engaging
- Showing them you're still thoughtful and professional
- Giving them a clear, low-pressure way to say "I'm in" (or not)

This email works best if:

- You've previously borrowed from them and paid them back as agreed
- You stayed in communication during the last deal
- You're now working on something new that aligns with their interests

📩 Sample Email (Warm Contact / Returning Lender)

Subject: *New project coming up—thought you might want first look*

Hi [First Name],

Hope things are going well on your end. I've got another project coming together and wanted to give you a quick first look before I finalize anything.

Here are the highlights:

- **Property:** Duplex in [City/Submarket]
- **Purchase Price:** $180,000
- **ARV:** ~$250,000

- **Loan Needed:** $135,000 to cover purchase + light rehab
- **Exit Strategy:** Refinance in 6–8 months via BRRRR
- **Lender Terms:** 10% annualized return, interest-only payments, secured by the property

The numbers are solid and the area is familiar—we've already pulled comps, walk-through is scheduled, and the contractor who handled [last project's address] is lined up.

Happy to send over the one-sheet and projected timeline if you'd like. And of course, if this one's not the right fit, no worries at all—I just appreciate the trust from our previous work together.

Let me know if you'd like to hop on a call this week!

Best,
[Your Full Name]
[Your Phone Number]
[LinkedIn or Website]

💡 Why This Works

Element	**Why It's Effective**
Friendly opener + personal history	Re-engages without sounding transactional
Straightforward deal summary	Shows you respect their time
Mentions shared history + trust	Reinforces credibility and experience
Casual close with no pressure	Maintains long-term relationship, even if they pass

In the next section, we'll walk through **how to handle replies**—including common questions, objections, and how to keep the conversation alive after that first response.

How to Handle Replies, Objections, and Follow-Up

What to say when they respond—and how to keep things moving forward.

Getting a reply is a big win.
But what you say next can either build momentum—or blow the opportunity.

This section gives you practical responses for:

- Common replies and questions
- Mild objections (like "I'm not sure…" or "maybe later")
- And how to gracefully follow up without being annoying

📥 Common Reply #1: “Tell me more…”

This is your cue to send a **simple, clean one-pager**. Include:

- Property details
- Exit strategy
- Security terms (e.g. lien position, insurance, timeline)
- Estimated lender return
- Your contact info

📌 **Keep it PDF. Keep it short.** Don’t send a 14-slide pitch deck.

Pair it with a message like:

“Thanks for the quick reply! Here’s a quick 1-pager with the numbers and timeline. Happy to walk you through anything in more detail—let me know if you have time for a 15-minute call this week.”

🤔 Common Reply #2: “I’m interested, but I’m not sure…”

They're intrigued, but hesitant. That’s normal—especially if they’ve never done private lending before.

📌 **Respond with calm reassurance:**

“Totally understand—my goal is to make this feel 100% comfortable for you. I can walk you through how it works, show how your funds are secured, and answer any questions you have. There’s no pressure—just a conversation.”

You’re not closing. You’re consulting.

⏳ Common Reply #3: “Now’s not the right time.”

That’s okay—don’t push. Keep the door open.

📌 **Respond with appreciation:**

“Thanks for the reply—I completely understand. If it’s okay with you, I’ll keep you in the loop in case anything changes or something aligns better in the future.”

Then set a calendar reminder to check in **3–4 weeks later** with a light follow-up:

“Hey [Name], just circling back—have a few new things coming up. Would you be open to taking a quick look when the timing feels better?”

🧠 Handling Objections (Without Getting Defensive)

Objection	Response Style
“I’ve never done private lending…”	“Totally fair—happy to explain how it works and how your money is secured.”
“What happens if the market changes?”	“Great question. I plan conservatively and always prioritize lender repayment before profit.”
“I’m just nervous about losing money”	“Absolutely—I take that seriously. That’s why I only present deals where the equity is strong and your position is protected.”

📌 Always come from a place of:

- Respect for their fear
- Confidence in your process
- Patience with their pace

📆 Follow-Up Timing Framework

Scenario	When to Follow Up	Suggested Message
No reply at all	3–4 days after first email	*“Just following up in case my last note got buried—happy to resend the summary if you’d like to take a look.”*
Warm response, but no clear decision	Every 7–10 days	*“Wanted to share a quick update—I’ve clarified a few things on the numbers and timeline. Let me know if you’d like to see the revised breakdown.”*
“Not right now” or “Maybe later”	3–4 weeks later	*“Hope all is well—just wanted to let you know I’ve got a new project coming together. Would it be helpful if I sent over a quick overview?”*
Asked for details, then went silent	5–7 days after sending info	*“Just checking in—happy to walk through the summary with you or answer any questions. No rush, just keeping the loop open.”*

In the next section, we’ll cover **how to bridge the gap between email and real conversation**—so you know what to say when they’re ready to talk money.

The Bridge Between Email and Pitch Meeting

Turning interest into real conversations—without awkwardness or pressure.

So you sent the email. They replied. They’re curious. Maybe they even said,

“Sure, I’d be open to chatting.”

Now what?

This section shows you how to confidently transition from email to phone (or video), and how to **lead that first conversation like a professional**—even if you’re still new.

🎯 What This Call *Isn’t*

- It’s not a “hard pitch”

- It's not about closing on the spot
- It's not about convincing them to do something they're unsure about

It **is** about:

- Answering questions
- Reassuring them about security
- Gauging whether this deal (and you) are a good fit for their goals

📞 How to Ask for the Call

Once they show interest, make it easy and low-pressure to connect:

"Would you be open to a quick 15-minute call this week? I can walk you through the numbers, explain how everything's secured, and answer any questions you have."

Always suggest a specific time range, like:

"I'm free Thursday afternoon or Friday morning if either works for you."

This shows you're organized and serious.

🗺️ How to Structure the Call (Simple 5-Part Flow)

1. **Thank them for their time**
   Build rapport for 30–60 seconds. Keep it warm and human.
2. **Set the agenda**
3. "I'll walk through the deal basics, explain how it's secured, and answer anything that comes up. Sound good?"
4. **Walk through the numbers**
   - Property type, location, purchase price
   - Rehab scope
   - ARV and exit strategy
   - Lender role and protection (e.g., lien, promissory note, insurance)
5. **Address concerns before they ask**
6. "I know first-time lending can feel risky. That's why I keep it simple, stay over-collateralized, and put communication first."
7. **Give them space**
8. "There's no pressure at all. I want you to feel good about this—if it's not the right fit or timing, totally okay."

End with:

"Would it help if I sent over the finalized summary with next steps and timelines for your review?"

💡 Bonus Tip: Use a "Next Step" Frame

Even if they say yes on the call, close with clarity, not assumption:

"Awesome. I'll send the loan agreement draft and project summary for your review. Take your time going through it, and just let me know if any questions come up."

In the final section, you'll get **plug-and-play email templates** you can personalize and send right away—so you can take action without second-guessing your wording.

Templates You Can Use (and Personalize Today)

Plug-and-play emails to start raising private capital now.

You've seen the psychology.
You've studied the structure.
You've read the samples.

Now it's time to take action—with **ready-to-send email templates** you can customize and send today.

Whether you're brand new or already working with lenders, these templates give you a confident place to start.

📩 Template 1: First-Time Borrower – Cold or Warm Contact

Subject: *Private lending opportunity—open to chat?*

Hi [First Name],

Hope you're doing well. I wanted to share a quick real estate project I'm working on—figured it might interest you or someone in your network.

Here's the overview:

- **Property:** [Brief description, e.g. "3-bed SFH in Dallas"]
- **Purchase price:** $[XXX]
- **ARV:** ~$[XXX]
- **Capital needed:** $[XXX] to fund purchase + renovation
- **Exit plan:** Refinance in 6–8 months
- **Terms:** 10% annualized return, interest-only, secured by the property

This is my first project as the lead investor, but I've done [brief experience or training], and I've got a solid local team in place.

No pressure at all—just thought I'd share and see if you'd like to learn more.
Happy to send a 1-page outline or hop on a quick call.

Thanks so much for your time!

Best,
[Your Name]

[Phone]
[LinkedIn or Website]

📩 Template 2: Returning Lender – Follow-Up Invitation

Subject: *New project coming together—want to take a look?*

Hi [First Name],

Wanted to give you a quick heads-up—I've got a new project coming together and thought you might like a first look.

Here are the highlights:

- **Type:** [e.g., "Small multifamily in [City]"]
- **Purchase price:** $[XXX]
- **ARV:** ~$[XXX]
- **Funding needed:** $[XXX]
- **Lender terms:** 10% annualized return, interest-only, secured by the property
- **Timeline:** 6–8 month horizon with monthly updates

If you're interested in reviewing the numbers or seeing a breakdown, I'd be happy to send that over.

If this isn't the right fit or the timing's off, no worries at all—just appreciate the relationship and your past trust.

Best,
[Your Name]

📩 Template 3: Follow-Up After No Response

Subject: *Just following up—happy to resend summary*

Hi [First Name],

Just wanted to follow up in case my previous note got buried. I'm happy to resend the 1-pager or answer any questions if it's helpful.

No pressure at all—just keeping the loop open.

Hope you're doing well!

Best,
[Your Name]

🧠 Final Reminder

The right words at the right time can change everything.

Whether this email leads to your first private deal or your fifth, the process is the same:

- Stay respectful

- Be clear and specific
- Focus on protecting the lender first

That's how you stand out. That's how you raise money without begging.
That's how you build trust that funds deal after deal.

🙏 Was this bonus helpful?

If it gave you the confidence and tools to take action, I'd be incredibly grateful if you'd leave a quick Amazon review of the book:

👉 Leave a review »

Even one sentence helps us reach and support more investors like you.