

REWRITTEN (AFTER) version

First follow-up (“drip”) email to non-responsive prospective patient, who requested free info online.

[Subject line:] Are You Ready to Start Loving Your New Look?

You recently contacted our office about making an improvement to your appearance that would enhance your quality of life.

Maybe you’ve been busy and haven’t yet had the time to review the information we provided you about the procedure and the background information about Dr. [redacted].

To briefly review, Dr. [redacted]’s expertise is focused on non-invasive cosmetic and laser surgery, to slow the effects of aging and improve quality of life. To that effect, his clinic employs the latest state-of-the-art technologies and advanced European techniques—with nearly \$1 million of the latest cutting-edge medical equipment available—to serve his patients.

As numerous reviews on social media platforms (such as [Facebook](#), [Google](#) and [Yelp](#)) attest, Dr. [redacted] differs from other medical professionals in this area in several important ways, including his level of experience and artistry.

Dr. [redacted]’s relaxed consultations are highly customized, for each individual patient. Recognizing that not everyone is a candidate for every procedure—and not everyone has realistic expectations—he does not hesitate to decline offering a particular procedure to a patient who doesn’t impress him as the right fit for that procedure. His hallmark honesty is employed to serve the best interests of his patients.

Why wait to enjoy the enhanced quality of life you deserve in terms of improving your physical appearance?

To take advantage of this consultation while openings are available, call us during office hours (M-F 10-6 or Saturday 10-2), to schedule your appointment: 4[redacted]0 (or, if you prefer, respond to this email with any questions or concerns you would like to raise prior to the consultation).

We look forward to helping you start loving your new look!

[Signature block here]

[redacted]

Patient Care Coordinator

Commented [DB1]: Compare this to the original subject line (“Follow Up”). Notice how it is virtually irresistible to anyone who has recently expressed an interest in cosmetic surgery. This is the kind of subject line that prompts recipients to open and read the message.

Commented [DB2]: A reminder, right up front, to signal that the message is not spam.

Commented [DB3]: In contrast with the original—accusatory—wording, this phrasing avoids putting the prospect on the defensive.

Commented [DB4]: What follows in this short paragraph sums up the physician’s positioning, his “unique selling proposition” (USP) in terms that anyone can quickly grasp and understand. This important element was completely missing in the original email.

Commented [DB5]: Abundant “social proof” (the platform names in the actual email are hyperlinked, so the reader can view the reviews immediately after clicking on one of the names).

Commented [DB6]: Elaboration of the USP.

Commented [DB7]: Helps put the prospective patient at ease.

Commented [DB8]: The “takeaway” is one of the most effective tools in sales, based in part on the principle that people tend to want what they cannot have.

Commented [DB9]: “Sell the sizzle, not the steak” (for best effect, focus on the benefits and emotional appeal of the product or service).

Commented [DB10]: Implied scarcity bolsters effectiveness.

Commented [DB11]: Phone number needs to be prominent, as this is key to the CTA (call to action): call this number.

Commented [DB12]: An alternative for those who might be wary of phone contact at this early stage in the relationship.

Commented [DB13]: “Circle back” to subject line reinforces the critical bottom line: We can give you what you are craving.