

ORIGINAL (BEFORE) version

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

[Subject line:] Follow Up

You had contacted our office a few weeks ago and have been unable to reach you regarding your request. In response, I have sent you information explaining the procedure and given you some background information on Dr. [redacted] and his qualifications. I hope you found this information useful.

If you have any additional questions, please do not hesitate to contact me. I'm always pleased to chat, and I'd like to be a resource for you in your aesthetic journey. Feel free to contact me either by email or phone.

I wish you the best of luck and hope to hear from you soon.

[Redacted]

Patient Care Coordinator
4XX-XXX-XXX0

Commented [DB1]: This email fails to take full advantage of the opportunity to move the recipient along the path from prospect to actual patient. It doesn't do a good job of arousing the recipient's interest. It comes across as poorly phrased and lacking in professionalism. It doesn't include enough information to persuade the recipient to take the next step (contacting the office, for an appointment/consultation). To see how that could be done, please reference the “AFTER” version of this message.

Commented [DB2]: This refers to the practice of sending a series of follow-up messages to someone who has expressed interest in a product or service.

Commented [DB3]: The first objective of any email is to arouse sufficient interest on the part of the recipient to prompt that person to open and read the message. This spammy subject line fails to do that. It makes readers feel that they are being pestered to do something they don't want to do.

Commented [DB4]: Incorrect verb tense detracts from the sense of professionalism that a message from a physician's office is expected to convey.

Commented [DB5]: Ditto for the missing “I” here. If a surgeon—cosmetic or other—doesn't care about details, would you really want that person operating on your body?

Commented [DB6]: A double space between sentences, followed by single spaces to separate them. The inconsistency in formatting, in combination with the language errors, makes the message seem amateurish.

Commented [DB7]: Feels like the writer is laying a “guilt trip” on the reader: “I sent you useful information but you failed to respond.”

Commented [DB8]: Another incorrect verb tense but the language issues here are only part of the problem.

Commented [DB9]: A term that, when used by itself, isn't going to mean anything to most people.

Commented [DB10]: This sentence comes across as contradictory. “I wish you the best of luck” is like a send-off, when you don't expect to have any additional contact with someone, at least not in the near future. If you “hope to hear from [someone] soon,” you don't wish them “the best of luck.”