

Sample Email Sequences

The emails on the following pages are examples that you can edit and use to invite and follow up with patients invited to your event (if you choose to have one).

These are print outs so you can see what we have available and if you'd like the word files of these documents contact Tyrella at Tyrella@dentalsucesstoday.net and she will send you the editable files.

EMAIL 1

SUBJECT: Because you mean so much to us...

Dear <FIRSTNAME>,

It's <YOURNAME> from <PRACTICE NAME>. I know you're probably busy with the upcoming holiday season, so I'll make this short and sweet.

As the year winds down, it's the perfect time to take a look back and remember all the good things that matter so much. And tops on our list is... YOU! That's why we wanted to invite you to:

[Name of Event] Patient Appreciation Party!

We are truly thankful for you and your support, which is why we would love to have you come join us this coming <DATE> at <TIME> for a "Full of Thanksgivings" Event we're holding... with delicious treats, beverages, and fun for all.

(Plus we have a few special surprises and gifts for you and everyone who attends!)

Of course you're totally welcome to bring along a friend, loved one, or neighbor as a guest. We promise to make them feel warm and at home.

It's just our way to celebrate the season and to say THANK YOU for being part of our family here at <PRACTICE NAME>.

However, space is a bit limited, so let us know you're coming by giving us a call at (XXX) XXX-XXXX to save your spot.

Sincerely,

<YOUR NAME>

<PRACTICE NAME>

EMAIL 2

SUBJECT: [REMINDER] Sure Hope You Can Make It...

Hello <FIRSTNAME>, it's <YOURNAME> and I wanted to make sure you don't miss out on the "Fun Holiday" event we're holding here at <PRACTICE NAME> this coming <DATE> at <TIME>:

[Event Name] Patient Appreciation Party!

We are soooooo thankful for patients like you – which is why we would love to have you join us this coming <DATE> at <TIME> for "Full of Thanksgivings" Event with complimentary treats, refreshments, and much more.

(And we'll also be sharing some special gifts and surprises for you throughout the party!)

Please feel free to bring a friend, loved one, or neighbor along with you as a guest. We'd love to meet them and promise to make them feel warm and welcome.

So far, we've had a great response to our earlier invitations for this event – that's why we want to make sure YOU don't miss out! So please take a second right now to call us at XXX-XXX-XXXX and let us know to save your spot.

Looking forward to seeing you there!

Sincerely,

<YOURNAME>

<PRACTICE NAME>