

Value Outreach

Subject Line: Sherlock has a question.

Hello < niche > team,

Your clinic was recommended to me via a Google Maps Ad, so I checked it out.

Your team has really impressed me... 8 individuals with extensive expertise and years of knowledge.

Specialized professionals who provide a complete package for every patient's needs.

Hats off to you for the great clinic you established from the ground up, I am sure your neighbourhood is proud to have you in their city!

I am studying and researching < niche > marketing and I figured that the best knowledge can be obtained from those who are already operating inside of it.

(They call me Sherlock from eBay :D)

Would you like to connect and share some wisdom between the both of us?

My valuable marketing knowledge is at your disposal and I ask for no payment, just a quick chat.

As an outside observer of your business, I am pretty sure your marketing methods are already very effective.

But if you consider there are certain gaps where you would like to have an additional viewpoint, I can share professionally trained selling abilities and solutions.

I also went ahead and created something that you can test out immediately.

Your home page does a great job attracting the visitor's attention with the sliding images and the bright red colour, however, the text has got some minor flaws.

There is a PDF file included with more details and the potential advantages you could achieve.

Here is my question:

What would you say is the main element that drives people to get appointments in your clinic and what makes you different from the competition?

With warmth,

Andrei.