

# Hand - Pro - Indoctrination

## **Email 1**

### **Subject:**

[Contact.FirstName], Complete Your Registration!

### **Body:**

Hi [Contact.FirstName],

Thanks for registering for our upcoming [Workshop.Type] Workshop

Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

At the workshop, we will go in-depth on how you can treat your pain naturally.

If you have any questions in the meantime, reply to this email.

Thanks for registering!

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Contact.WorkshopAddress]

P.S. If you haven't confirmed you're coming, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## **Email 2**

### **Subject:**

[Contact.FirstName], question about your pain

### **Body:**

Hi [Contact.FirstName],

In the last 30 days, what's the highest level of pain you've had?

The next question we ask is - what were you doing when that happened?

Kindly reply back and let me know what you were doing when your pain was the worst.

I'll make sure to cover your specific pain point at the workshop.

Sincerely,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]  
[Contact.PracticeName]  
[Practice.Phone]  
[Contact.WorkshopAddress]

P.S. If you haven't talked with our office yet, call them at [Practice.Phone].

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## Hand - Pro - No Show

### **Email 1**

**Subject:**

I missed you, [Contact.FirstName]

**Body:**

Hey [Contact.FirstName],

I missed you at the free [Workshop.Type] workshop you signed up for...

So I wanted to reach out and invite you to schedule a one-on-one [Practice.CTA\_LOWER].

Learn how you can heal your pain naturally without pills, injections, or surgery.

[Click/tap here to register.](#)

I really hope you can make it.

I'll talk with you about the most common causes of pain and the #1 best exercise for pain relief that you can do right at home.

Just [click/tap to request more information.](#)

To your health,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]  
[Contact.PracticeName]  
[Practice.Phone]  
[Contact.WorkshopAddress]

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## **Email 2**

**Subject:**

For you, [Contact.FirstName]

**Body:**

Hey [Contact.FirstName],

I missed you at the free [Workshop.Type] workshop you signed up for....

But I know life happens and stuff comes up....

So I wanted to reach out to you again.

Many who came to the workshop had been dealing with their pain for some time or had recently felt symptoms. That's probably why you registered, too, but unfortunately, I didn't get to help you at the workshop.

So I talked to my staff, and we wanted to open up a spot for you to come in for an [Practice.CTA\_LOWER] if you're experiencing any symptoms.

If you have any pain, use this opportunity to talk one-on-one with an expert about what your pain is preventing you from doing and find out its cause.

All you have to do is call us at [Practice.Phone], and we'll find a time that works for you.

Talk soon,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Contact.WorkshopAddress]

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## Hand - Pro - Show - No Schedule

## **Email 1**

**Subject:**

Thanks for Attending, [Contact.FirstName]

**Body:**

Hey [Contact.FirstName],

Thanks for coming to the [Workshop.Type] workshop. It meant a lot having you there.

But it looks like you haven't taken advantage of my offer to jump-start your treatment by seeing a member of the team one-on-one.

If you're experiencing pain, use this opportunity to see an expert one-on-one about what your pain is stopping you from doing and find out its cause.

Spots are limited, so I highly recommend you schedule now.

All you have to do is call us at [Practice.Phone], and we'll find a time that works for you.

Talk soon,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

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## **Email 2**

**Subject:**

Life Happens

**Body:**

Hi [Contact.FirstName],

I want to thank you again for coming to the workshop. It meant a lot having you there.

But I know life happens. You're busy. You're short on time.

The more time you spend delaying treatment, the longer it will take to fix.

Give us a call, and we will work with you to create a treatment plan that fits your busy lifestyle.

Simply reply to this email or call the number below.

Chat soon,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

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# Hand - Pro - Add to Workshop

## **Email 1**

**Subject:**

[Contact.FirstName], question about your pain

**Body:**

Hi [Contact.FirstName],

In the last 30 days, what's the highest level of pain you've had?

The next question we ask is - what were you doing when that happened?  
Kindly reply back and let me know what you were doing when your pain was the worst.  
I'll make sure to cover your specific pain point at the workshop.

Sincerely,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Contact.WorkshopAddress]

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## **Email 2**

### **Subject:**

See you there, [Contact.FirstName]

### **Body:**

Hi [Contact.FirstName],

It's me again, reminding you that the free [Workshop.Type] workshop is happening in **2 DAYS**.

I want to do some last minute tailoring for the workshop to ensure it's exactly what you need.

If you can let me know really quickly on a scale of 0–10...

What is the worst pain that you've had in the last 30 days? And what caused it?

I'll make sure that I cover that in the workshop as well.

I am excited to see you there!

Here's everything you need to know:

**Location:** [Contact.WorkshopAddress]

**When:** [Contact.WorkshopDateHumanized]

See you there!

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Contact.WorkshopAddress]

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# Hand - Pro - Reschedule

## **Email 1**

### **Subject:**

New [Workshop.Type] Workshop Details

### **Body:**

Hi [Contact.FirstName],

I was sorry to hear that you wouldn't be coming to my workshop. But I was excited to hear you'll be at the next one on [Contact.WorkshopDateHumanized].

I wanted to follow up and confirm for you that you're already registered. And to keep you up to speed, I will be resending you the pre-workshop content.

See you at the next one,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]