

The niche is chiropractors, I'm currently scouting for businesses all around the UK.  
There are multiple doctors in the clinic, hence I can't use their name in the introduction part.

# ignore that mail, scroll down please

SL: missed sales growth opportunities

Morning [Dr's Name/Names (or just Doctors if there is no info about it)],

I came across your chiropractic clinic's website and was really touched by the patient reviews. It's clear you truly care about the customer experience. I also noticed a few opportunities related to the clinic's website that could bring you new customers.

I have some specific suggestions, such as enhancing your website's user experience with a framework showcasing reviews, your competence, and adding stronger calls to action. This can drive more traffic to your clinic's site by persuading potential customers to visit.

Would you like to have a call on Monday evening regarding this?

*Best Regards,  
Alex Grabowski.*

Thanks in advance boys and gals.

And yeah ILLIA, my bad for the last time because I left the doc with little to no changes when the outreach I actually used was different.

notes;

- dont fucking use the same outreach to 100 businesses. pick 3 daily, research them and make it personalized for them
- use fv so they see you know your shit

take 2:

the prospect is a owner of 2 chiro clinics in seattle, i noticed his testimonials are hidden behind "patient stories" button and they are literally people's stories. I decided to pitch him on that, telling him that he could put the reviews, and peoples written opinions on the home page

SL: Hello Dr Lenarz, here's a new insight for you

Hi Dr Lenarz.

I came across your clinics' website and was stunned by how many people you've already helped. 15,000 happy patients is a **huge** amount.

However, I noticed a few missed opportunities on the site itself that could bring you new customers. Things such as reworking the reviews system would ensure the customers choose your clinic out of the rest.

Would you like to have a call in a few days to see how exactly implementing this would help?

*Best regards,  
Alex Grabowski.*

I came across your clinics' website and was stunned by how many people you've already  
**Compliment**

15,000 happy patients is a **huge** amount.  
**Proof that I didn't make it up**

However, I noticed a few missed opportunities on the site itself that could bring you new  
**"Yo, there's something wrong, you can make more money, READ"**

Things such as reworking the reviews system would ensure the customers  
clinic out of the rest.  
**The Idea**

Would you like to have a call in a few days to see how exactly implementing this would help?  
**CTA**