

5-part “re-introduction” sequence:

Context: My client is a chiropractor, and we are currently doing an email campaign to get his previous patients to book a follow-up appointment, while also providing some free value as well.

(May be worth noting that he has never done email marketing before)

These past patients are level 4 awareness & stage 4-ish sophistication (maybe 5). As said, this is mainly to get back in touch with his past patients and get them to book another appointment.

Another thing - these “patients” are people who just thought they needed a one-time appointment, or they are people who keep forgetting to book another appointment/ are unsure if they need another one.

I know these emails aren’t perfect, and I’ve fed data to TRW GPT bot and had it create them, then I touched them up. I have also never done an email marketing campaign before. This is why I am looking for feedback or insights for how I can make them as effective as possible.

If you need any more context, just leave a comment here. Thanks in advance.

Email #1:

SL: Are you jeopardizing your progress?

Hi *[Patient's First Name]*.

How have you been feeling since our last session?

If you’ve noticed any new discomfort or pain that’s been lingering, or simply haven’t had an appointment in a while, then you may be facing unknown consequences...

Not getting adjusted on a regular basis can open the door for pain to sneak back into your life, making you feel stuck, burdened and limited again...

Follow-up sessions are important because they help maintain your body’s strength and mobility, while also preventing future pain from appearing and causing serious issues.

Don’t hold off until it’s too late to get adjusted again—take preventative care and continue avoiding the pain that once held you back.

[Book your next session here](#). I look forward to seeing you!

Wishing you good health,

Dr. Colton Thompson

Email: dr.colton.thompson@gmail.com

Email #2:

SL: 3 daily habits to reconsider...

[Patient's First Name], did you know...

it can be the small things we do every day that lead to massive discomfort in your body?

Certain habits in your life that might seem harmless may actually contribute to those frustrating aches and pains you've felt.

Here are 3 common habits to be aware of, PLUS how you can avoid them leading to a potential injury or long-term damage to your body:

- **Sleeping on a Mattress That's Too Soft:** A mattress that lacks good support can cause your spine to "sag", quickly leading to back pain.

If you're waking up sore and restless, then you may need a firmer mattress that keeps your spine aligned.

- **Carrying Too Much Weight on One Side:** Whether it's a heavy purse, weights, or grocery bags, consistently carrying weight on one side of your body creates an imbalance and strain on your muscles.

Try distributing the load evenly or switch sides frequently to avoid overloading one side of your body

- **Cradling Your Phone:** Holding your phone between your ear and shoulder might seem convenient, but it can strain your neck and shoulders.

Holding your phone with your hand will help keep your neck in a more neutral position.

By making these small adjustments to your daily routine, you can avoid any pain that may follow!

I hope you found these tips useful, and don't hesitate to email me if you have any questions or concerns about daily habits that you think are potentially harmful.

All the best,

Dr. Colton Thompson

Email #3:

SL: Don't hold off until it's too late...

Hi *[Patient's First Name]*.

When was the last time you were in for a chiropractic adjustment?

If it's been a while, then it may be time to refresh your body so pain doesn't find its way back into your life.

Chiropractic care is not only about healing your pain—it's about maintaining your body's ability to physically operate.

Whether that means going to the beach with the family, lifting weights, or simply living pain-free.

[Book a follow-up session](#) to make sure you keep any neck, back or joint pain from creeping back up on you!

Looking forward to helping you stay active and pain-free,

Dr. Colton Thompson

P.S. If you know someone who might benefit from chiropractic care, please feel free to pass along my contact information!

Email #4

SL: How to avoid back and joint pain

[Patient's First Name], you've already come in for an adjustment or two before...

But how can you make sure you don't cause any damage to your body in between sessions?

Taking care of yourself doesn't always require big changes or another appointment—sometimes, it's small daily habits that can make all the difference.

Here are 3 simple tips you can use to maintain a healthy body and keep those aches and pains at bay:

- **Mind Your Posture:** Whether you're working out or simply relaxing at home, a good posture helps prevent unnecessary strain on your spine and joints. Remember to keep a straight back, don't slouch and don't sit or lay in one position for too long.

- **Stay Active:** Gentle 15-30 minute daily exercises of walking, swimming, or yoga boosts your mobility and keeps your body in top shape.
- **Stretch Daily:** Regular stretching improves flexibility and reduces tension in your muscles, especially in your back and neck.

(Here's a 5-minute dynamic stretching tutorial that you can follow every day: [Take a look](#))

Implementing these small steps into your everyday life will help you stay pain-free, so you can continue working out or simply enjoy those sunny outdoor days with the family.

And remember, if you have any new pains or discomfort pop up, just send an email or call and we'll get you in!

Wishing you the best health,

Dr. Colton Thompson

Email #5

SL: The secret to staying pain-free

[Patient's First Name],

When overcoming the root cause of your pain, it's easy to think of it as a destination—something you achieve and then move on from.

But here's the truth:

Health is more of a journey, and like any journey, you must keep moving forward.

Think of your body as a car that's been on a long road trip. Even if it's running well, the car still needs regular maintenance to ensure it stays that way.

Just like you wouldn't drive your car for years without a check-up, your body benefits from ongoing care to keep it performing at its best.

Chiropractic care is a great way to maintain your body's strength and performance because it helps you reduce stress, improve your mobility, and avoid serious pain that can lead to surgery.

Whether it's being active with your family, staying fit, or simply enjoying the little things without pain, taking care of your body is crucial to a happy, healthy life.

Remember, it's not just about fixing what's wrong—it's about maintaining what's right.

Come on in for some "preventative maintenance" by [booking a follow-up adjustment!](#)

Always the best,

Dr. Colton Thompson