

(Reaching out to chiropractors in my area with this and tested around 40 times with no replies)

Hi Dr. Matt,

I looked over your website and noticed that appointments are left on the table.

You could use a couple of tweaks on your website to increase your bookings.

I filmed a quick loom video explaining how you could make these small improvements and get more patients booked.

Did you want me to send it over?

All the best,

Ethan

Hi Dr. Matt,

I looked over your website and found 3 ways to get you more chiropractic patients based on what I did for my previous client's website.

One tweak is to improve the (headline, CTA, design, etc.) which could increase the conversions.

I recorded a quick video showing you these 3 small improvements that could bring more patients to (clinic name).

Would you like to see the 4-minute video?

If not, just reply with "no".

All the best,

Ethan

Hi (name),

I'm a fellow Hamilton student studying marketing and looking to help a local business for a project.

I checked out your website and found 3 ways to attract more skincare clients, similar to what I did for my client's website.

Your main headline could be more compelling to grab attention and build trust, so you can prevent potential leads from leaving the page.

Testing out these ideas could improve your website's ability to turn visitors into clients and increase your revenue.

Are you available for a quick call or meeting in the next few days?

All the best,
Ethan

Your (headline, CTA buttons, descriptions, pricing, etc.) could be more (interesting, clear, eye-catching, compelling, etc.) to (benefit) and (benefit), so you can reduce the number of leads leaving your page.