

avatar: male and female 18-60 years old (the ones with money), recurring customer. Current state: have yellow teeth that they can't get rid off. Dream state: no more yellow teeth and confidence boost. Roadblock? If they're already customers idk if they have roadblocks. Maybe expensive? Solution: offer a service that gets rid of the current state and gets them into their dream state.

dentist email marketing first email:

SL: Brush your teeth!

You've likely heard this countless times, whether it's from your parents or yourself...

You faithfully brush your teeth, yet it feels insufficient.

After investing in a new toothbrush, toothpaste, and floss from the drugstore, you're left disappointed and down 20 bucks.

Sounds familiar? I understand; I've been there too.

You start to wonder: why do commercials always promise dazzling white teeth when yours still gleam more like gold?

The truth is, toothpaste alone can't match the cleaning power of a professional dentist.

Invest a little more and not only will you regain your million-dollar smile, but your confidence as well.

Chantal, at work, will envy you, and for your spouse, you'll be irresistible to kiss. (leaning more towards this one)

Chantal, at work, will envy you, and your spouse won't be able to resist kissing you.

We can all agree that feeling good about ourselves is priceless.

And if it had a price, it would be at least \$X.

Don't you agree?

Since you've read this far, I'll extend the offer to you for just \$X.

I understand the struggle of having less-than-perfect teeth; I wouldn't wish it on anyone.

Cease switching between toothpaste brands and attain the smile you truly deserve.

[Discounted price](#)

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