

Email Example:

Subject: The quickest way YOU can improve your smile today

People constantly ask me how they can get their teeth as white as possible.

They know it annoys them but don't want to do anything about it.

That's when I noticed an interesting phenomenon:

Most people will mostly deny this, but when they look in the mirror they think about how they'd look if only their smile were perfect.

I want you to promise me that you'll never do that again, but you won't need to.

I'll tell you something - **no one's** smile is perfect.

But just like if you want to have a better look then you'd go to the gym.

When you want a better smile, the best place is right here with us!

All it takes is just 1 visit and your smile is **transformed forever**.

So stop looking in the mirror, visit us here, and book your appointment today!

Stay tuned, because you won't believe what I have in store for you next time.