

Massage DIC

Disrupt, Intrigue, Close

Subject Line: Keep your massage tables booked! With these
ESSENTIAL strategies!

Disrupt: Do you ever wonder what allows top massage places to always be booked while you might have fewer appointments?

Intrigue: Top Companies have an impressive brand but they don't offer a personalized experience like yours



they may have Resources but they overlook crucial strategies for online & consumer markets and no it's **Not** offering memberships and its **Not**

Close:

Having a great service is important but this isn't enough in a competitive landscape!

Schedule a Call Now if you'd like to learn how to increase your appointments!

[Aren't you tired of losing to the Industry Giants?]

P.S Free email you can send to your existing clients so they can book an appointment **[Link to New email for clients]**

The Target Audience: Massage Business Owners

The Goal of the Copy: Is to get a sales call
Email for Massage Clients
pain/desire, amplify, solution

Subject Line: Aren't you tired of the same bland massage?
[SL is still in the works]

Pain/desire: Picture this after dealing with your stress you look forward to a relaxing massage to help you reset but

as soon as the masseur starts it just seems like the same thing as last time.

The same moves and what you thought would help you relax only leaves you unsatisfied.

Amplify: Wouldn't you like a new exciting experience where you decide how you're taken care of and have all your needs met

that will have you thinking about it until the next time?

Instead of worrying if you'll feel relaxed and have a serene moment you can decide how you're taken care of.

Solution: If you're tired of the cookie-cutter massage experience,

would like to be happy and fulfilled

schedule an appointment and get a massage you'll never forget.

[link for website]