

Hi [OWNER],

I discovered the [VET] clinic on Google a few days ago.

After looking through your website, I thought of a few ideas for turning more visitors into loyal clients who regularly bring their pets into the clinic for treatment and care, rather than them going to a competing clinic.

With a few minor changes to your site's homepage, I'm confident we can get you more bookings every week.

If it's alright, I'd like to discuss these ideas with you whenever you're available.

Just reply to this email if you're interested and I'll get back to you.

*Best regards,
Joseph Calabrese*

NEW OUTREACH – ODAR REVIEW (maybe)

Hi [OWNER],

Is your clinic looking to take on more pets every week?

If you could get more new clients through your clinic's doors, and have them become regular patients, what would that look like for your business?

I've got a quick and simple plan that could make this happen.

Let me know if you'd like to talk about how we could implement it for your clinic.

*Best,
Joseph Calabrese*

Hi [OWNER],

Is your clinic looking to see more pet owners every week?

If you could get new people through your clinic's doors, and have them become loyal, long-term clients, imagine how much more money you'd have at the end of the month.

I've got a quick and simple plan that could make this happen.

Let me know if you'd like to talk about how we could implement it for your clinic.

*Best,
Joseph Calabrese*