

Email Campaign Copy

Neck Pain Audit Campaign

Neck Pain

Audit Campaign

Email #1

Subject Line: Check this out for neck pain

Body: Hi *[First Name]*,

Neck pain is a hot topic. We've had people ask about what they can do for neck pain treatment. Many report problems when they are:

- Driving
- Turning their head side-to-side
- Working (especially at a computer desk)
- Sleeping

We decided to put together a simple test that will help people determine the best treatment for their neck pain. It's 3 parts and will take only a couple minutes to complete.

When you're done, call me at *[Phone Number]*.

I can help you with what the results mean...plus what successful neck treatment looks like for you.

Click/tap here to download the test. **Please use the questions in the form and reply with your answers in an email response back.**

I hope this helps you,
[Email Signature]

P.S. If you have a friend or coworker who you've seen rubbing their neck or shoulders and you want to help them, it's easy. Just forward this email to them.

Email #2

Subject Line: What's causing your neck pain?

Body: Hey *[First Name]*,

We've been getting a lot of people asking about neck pain.

Many of these people experience problems when:

Driving

- Turning their head side-to-side
- Nodding their head
- Working
- Holding a phone up to their ear
- Sleeping

So we decided to put together a simple test that will help people determine the best treatment for their neck pain. It's 3 parts and will take only a couple minutes to complete.

Then when you've finished the test, call me at *[Phone Number]*. I may be able to give you a solution for your neck pain.

Click/tap here to download the test. **Please use the questions**

in the form and reply with your answers in an email response back.

I hope this helps you,
[Email Signature]

PS. If you have a friend or coworker who you've seen rubbing their neck and you want to help them, it's easy. Just forward this email to them.

Email #3

Subject Line: Only open if you have neck pain

Body: Hey *[First Name]*,

We've been getting a lot of people asking about neck pain.

Many of these people experience problems when:

- Driving

- Turning their head side-to-side
- Nodding their head
- Working
- Holding a phone up to their ear
- Sleeping

So we decided to put together a simple test that will help people determine the best treatment for their neck pain. It's 3 parts and will take only a couple minutes to complete once you print it. Then when you've finished the test, call me at *[Phone Number]*.

I may be able to give you a solution for your neck pain.
Click/tap here to download the test. **Please use the**

questions in the form and reply with your answers in an email response back.

I hope this helps you,
[Email Signature]

PS. If you have a friend or coworker who you've seen rubbing their neck and you want to help them, it's easy. Just forward this email to them.

If/once they read view the exercise, follow-up emails 4–6 will be sent to them.

Email #4

Subject Line: Re: Neck Pain Test

Body: Hi *[First Name]*,

I saw that you checked out the Neck Pain Test.

How did it go?

If you found you're experiencing neck pain, I can help...

So I'm offering free screens to everyone who printed out and completed the test at home, including you.

I only have a few spots left for free screens for neck pain and I'd love to help you out.

Just click/tap here to schedule >>>

I hope to see you soon,
[Email Signature]

PS. Don't forget to bring your printed out and completed Neck Pain Audit.

Email #5

Subject Line: How to relieve neck pain

Body: Hey *[First Name]*,

I hope you enjoyed the Neck Pain Audit and found it helpful.

But I also wanted to give you an in-person opportunity to learn how to relieve your pain.

I only have a few spots left for free screens for neck pain and I'd love to help you out.

Click/tap here to schedule >>>

I hope this helps you,

[Email Signature]

PS. Don't forget to bring your printed out and completed Neck Pain Audit.

Email #6

Subject Line: Last call for neck pain relief

Body: Hey *[First Name]*,

I saw that you checked out the Neck Pain Audit.
How did it go?

If you found you're experiencing neck pain, I can help....

So I'm offering free screens to everyone who printed out and completed the test at home, including you.

I only have a few spots left for free screens for neck pain and I'd love to help you out.

Just click/tap here to schedule >>>

I hope to see you soon,

[Email Signature]

PS. Don't forget to bring your printed out and completed Neck Pain Audit.