PATIENT REACTIVATION SEQUENCE

FOR CHIROPRACTORS

Re-engage 3-6 month inactive patients and fill your schedule

(8-12% reactivation rate)

📧 What This Sequence Does

This 5-email reactivation campaign targets patients who haven't been in your office for 3-6 months. These are people who already know, like, and trust you—they just need the right nudge to come back. This sequence:

- ✓ Reactivates dormant patients without being pushy
- ✓ Educates on the importance of maintenance care
- ✓ Handles objections (cost, time, "feeling fine")
- ✓ Uses social proof to demonstrate real results
- ✓ Creates urgency with limited availability

Note: DM me "CUSTOM" for a personalized version tailored to your practice

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EMAIL 1: THE GENTLE CHECK-IN

Send: To patients 3-6 months inactive

SUBJECT LINE: Sarah, quick question about your back
PREVIEW TEXT: Haven't seen you in a while...

Hey Sarah,

It's been about 4 months since your last adjustment, and I wanted to check in.

How's your lower back feeling these days?

I know life gets busy.

Work piles up, family obligations take over, and suddenly months have passed.

But here's the thing...

Most patients who stop coming in don't realize that minor discomfort today can turn into major pain tomorrow.

The spinal misalignments we were working on don't just "go away" on their own.

I've seen it happen too many times.

Someone feels 80% better, stops coming in, and 6 months later they're back in my office unable to turn their head.

I don't want that to be you.

If you've been putting off scheduling because you're "not in enough pain yet" or you're "too busy"... I get it.

That's exactly why I'm reaching out.

[CLICK HERE TO BOOK A RE-EVALUATION VISIT THIS WEEK]

We'll see where things stand and make sure those old problems aren't creeping back.

Your spine will thank you.

Dr. John

P.S. I'm only reaching out to a handful of patients this week. If you book by Friday, I can fit you in before my schedule fills up completely.

EMAIL 2: THE PAIN POINT REMINDER

Send: 3 days after Email 1

SUBJECT LINE: 3 warning signs you need an adjustment
PREVIEW TEXT: Are you ignoring these?

Sarah,

Since you haven't been in for a few months, I wanted to share something important.

There are 3 warning signs your body gives you BEFORE the pain becomes unbearable:

1. Stiffness in the morning - Takes you 10+ minutes to "loosen up"

2. Tension headaches - Especially at the base of your skull

3. Reduced range of motion - Can't check your blind spot as easily

Sound familiar?

Most people ignore these signals until they're in agony.

But here's what most patients don't know...

By the time you feel severe pain, the problem has been building for weeks or even months.

Your body was screaming at you in whispers, and you didn't hear it.

But the good news is we can address this before it becomes a bigger issue.

I've seen this pattern hundreds of times.

The patients who stay consistent with their adjustments rarely deal with major flare-ups.

And the ones who wait?

They end up spending 3x more time (and money) getting back to where they were.

[BOOK YOUR RE-EVALUATION HERE]

Let's make sure you're in the first group, not the second.

Dr. John

P.S. This week only: Mention this email when you book and get $40 off your visit. Offer ends Friday.

EMAIL 3: THE SOCIAL PROOF STORY

Send: 3 days after Email 2 (Day 6)

SUBJECT LINE: How Mike avoided back surgery
PREVIEW TEXT: (and you can too)

Sarah,

I want to tell you about Mike.

Mike came to see me 8 months ago with debilitating lower back pain.

He could barely get out of bed without wincing.

Two orthopedic surgeons told him he needed surgery.

But Mike decided to try one more thing before going under the knife.

He committed to a 12-week adjustment plan.

Fast forward to today?

Mike just completed a half-marathon.

No surgery. No pain meds.

Just consistent chiropractic care.

I'm not saying your situation is exactly like Mike's.

But I am saying this: your body has an incredible ability to heal itself when you give it the right support.

The difference between the patients who get better and stay better is:

They don't wait until they're desperate.

You were making great progress when you were coming in regularly.

Let's not lose that momentum.

[SCHEDULE YOUR COMEBACK APPOINTMENT HERE]

Let's be proactive, not reactive.

Dr. John

P.S. I have 3 slots left this week. After that, you're looking at a 2-week wait. Don't let this slide.

EMAIL 4: THE OBJECTION CRUSHER

Send: 3 days after Email 3 (Day 9)

SUBJECT LINE: "I'm not in pain anymore..."
PREVIEW TEXT: Here's why that doesn't matter

Sarah,

I hear this all the time:

"Doc, I'm not in pain anymore. Do I really need to come back?"

Here's the truth most chiropractors won't tell you...

Pain is the LAST symptom to show up, and the FIRST to disappear.

Let me explain.

When you have a cavity, you don't feel pain immediately.

By the time it hurts, the decay has already done serious damage.

Your spine works the same way.

When we started treating you, your pain decreased quickly.

That's great!

But the underlying structural issues we were addressing?

Those take longer to fully correct.

Stopping care just because the pain is gone is like leaving the dentist mid-root canal because the numbing kicked in.

Makes sense?

The patients who see the best long-term results are the ones who complete their care plan, not the ones who bail at the first sign of relief.

[BOOK YOUR FOLLOW-UP HERE]

Let's make sure we finish what we started.

Your future self will thank you.

Dr. John

P.S. Cost holding you back? We offer payment plans. Just mention this email when you call. I'd rather find a solution than watch you suffer later.

EMAIL 5: THE FINAL NUDGE

Send: 4 days after Email 4 (Day 13)

SUBJECT LINE: Last call, Sarah
PREVIEW TEXT: After this, you're on your own

Sarah,

This is my final email.

I've reached out a few times because I genuinely care about your wellbeing.

But I also respect that you're an adult who can make your own decisions.

So here's where we stand:

Option 1:

You book an appointment this week,

We assess where you're at, and we get you back on track before any serious issues develop.

Option 2:

You keep ignoring this, and in 3-6 months you'll be back in my office in excruciating pain, wishing you'd listened.

I've been doing this for years.

I know how this story ends.

The choice is yours.

If you decide to come back, great. I'm here.

If not, I hope everything works out for you.

[CLICK HERE TO SCHEDULE]

I have 2 emergency slots open Thursday and Friday.

After that, I'm removing you from my reactivation list and focusing on patients who are ready to take their health seriously.

No hard feelings either way.

Dr. John

P.S. If money's the issue, call the office directly. We'll figure something out. But I can't help you if you don't reach out.

💡 Why This Sequence Works

This patient reactivation sequence is built on proven psychology and direct response principles:

- ✓ **Starts soft, ends firm** – Email 1 is gentle, Email 5 gives them an ultimatum
- ✓ **Education over selling** – Explains WHY they need to come back
- ✓ **Social proof that works** – Real patient story (Mike) demonstrates results
- ✓ **Handles the "feeling fine" objection** – Explains pain is last to appear, first to disappear
- ✓ **Creates urgency without being pushy** – Limited slots, time-sensitive offers
- ✓ **Addresses cost concerns** – Mentions payment plans and compares to long-term costs of waiting

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Written by Fasih – Copywriter for Chiropractors
Specializing in patient reactivation campaigns that fill your schedule