

## **SEQUENCE:**

(For Home Builders)

### **First outreach:**

**Subject Line:** {{firstName}}, {{companyName}} is losing hundreds of potential clients due to this overlooked segment.

Like the rest of the home builders, you might rely on word of mouth or traditional advertising methods for clientele, but did you know it is costing you hundreds of potential clients and inconsistent lead sources?

I explained the reason behind it and how you can quickly fix it in this quick and personalised video. [Google Drive Link.](#)

Let me know if it's worth a chat.

Best regards,  
Krishna.

### **Follow Up after 2 days.**

{{firstName}}, this could be a much easier way to get more clients and easily outshine competitors.

If you saw the video attached to the previous email and are still confused about what I do, then here it is:

I provide automated high-ticket lead generation systems to B2C owners that take care of your marketing while closing the maximum leads so that you can focus solely on your product/service.

Let me know if you'd like more info.

### **Follow up after 4 days:**

Custom home building niche can be very busy sometimes and even more so when you have a whole team to manage.

Hence, I don't want you to miss out on building an automated high-ticket and consistent client source. Context is explained in the previous email.

Let me know your thoughts.

**Follow Up after 6 days:**

Hey {{firstName}} ,

Are you the right person to reach out to for generating a high-ticket lead generation system through modern advertising systems?

Let me know if there's someone else I should reach out to.

Best,  
Krishna.

**SEQUENCE:**  
(For Therapists)

First Outreach:

**Subject line:** “{First name}, what’s really slowing down {name of the practice}?”

I get it—you didn’t start your private practice to be overwhelmed with marketing, buried in admin tasks and filled calendars, or constantly chasing after clients, only to feel like your growth is elusive.

But what if the very things that are holding your potential back could be simplified or even eliminated?

There’s a way you can make your Monday morning stress feel like a breeze, free up your time to focus on your mental health and clients, and finally get consistent growth. Click here to see how.

Would love to know if you’d be open to a quick chat.

Best Regards,  
Krishna.

**1st Follow Up:**

Did you come across this?

## **2nd Follow Up:**

You might be finding it hard to build trust and encourage clients to commit because many are still hesitant due to the stigma surrounding mental health.

One simple way to start breaking down that barrier is by offering free value on social media. How you show up online can make a huge difference in how safe your clients feel about opening up, and it can be a real game changer for your practice's growth.

I've shared a personalised video in my previous email that could help—feel free to check it out and let me know if you'd like to discuss it further.

## **3rd Follow Up:**

Hey {First name},

I wanted to check in because I know marketing and branding can feel like an uphill battle, especially when other practices are standing out. The truth is that the practices thriving today have mastered positioning themselves online to build trust and connect with clients.

With 2024 coming to an end, this is the most valuable time to establish {name of the practice} as the go-to option. If you're not focusing on your branding now, you risk falling behind while others continue to attract your ideal clients.

The best part? You don't need to invest any time or energy—our automation handles everything from start to finish. Let's chat about how we can make this happen for you.

Best,  
Krishna

## **4th Follow up:**

Hey {First name},

Are you the right person to contact about simplifying your marketing & sales problems and building a stronger client connection for {name of the practice}?

If not, no worries! Let me know if there's someone else I should contact.

Best,  
Krishna

## Video Script

[0:00 - 0:10] – *Introduction / Hook*

“Hey there, I’m Krishna. If you’re like most private practice owners I talk to, you probably didn’t start your practice to spend your days drowning in marketing, admin work, and chasing new clients, right? You started this to make an impact on your clients’ lives... but right now, does it feel like all of those other things are holding you back?”

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[0:11 - 0:40] – *Pain Amplification / Emotional Appeal*

“I hear this all the time... running a practice comes with so many hidden challenges. Maybe you’re spending hours on marketing with little to show for it. Or you’re dealing with inconsistent bookings, feeling frustrated when your calendar isn’t as full as it should be despite how much effort you put into promoting your services.

And on top of all that, the stigma around mental health means some potential clients are still hesitant to even seek help. It’s exhausting to balance everything while your growth feels stuck in place, and I get that.”

(Example prompt 1): *“You spend mornings checking appointment bookings, only to realise some clients cancelled at the last minute. By the afternoon, you’re scrambling to put out content on social media, follow up with leads, or maybe even try to run a Facebook ad—but instead of more clients, you just feel mentally drained by the end of the day.”*

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[0:41 - 1:15] – *Hinting at a Solution + Compelling Visual of Solved Problems*

“But what if you didn’t have to deal with all of this alone? What if the very things holding your potential back could be simplified or, better yet, eliminated? Imagine a scenario where your time is freed up—you wake up on Monday morning knowing your marketing is running in the background, automatically bringing in new clients.

Your calendar stays full without having to constantly chase leads. Clients are drawn to your practice because of the trust you’ve built online and the stigma that once held people back. It’s fading as they begin to see you as a safe, credible option for their mental health needs.

No more marketing stress, no more admin overload—just time to focus on your clients and doing what you love while your practice grows steadily in the background.”

(Example prompt 2): *“Picture this: Your mornings start with a fully booked calendar, but instead of worrying about how you’ll market to fill the next week, you focus entirely on your clients. Your online presence is building trust 24/7, and the inquiries*

*just keep rolling in. The time you once spent chasing clients is now spent on actual therapy sessions, while your practice grows without the added hustle.”*

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[1:16 - 1:40] – *Curiosity and Belief in the Service*

“There’s a way to do this—without adding more hours to your already-packed schedule or feeling overwhelmed by technology. The key is smart, automated marketing that positions you as the go-to option in your field, all while building trust with your future clients before they even step through your door.”

*(Pause to build curiosity)*

“What I’m offering isn’t just another marketing service—it’s a proven system that works for private practices like yours.”

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[1:41 - 1:55] – *Call to Action*

“I’d love to show you exactly how this works in detail, so I’ve shared some valuable info in my email. Take a look, and if you feel like this might be the missing piece to your practice’s growth, reply to this email and let’s chat.”

## **SEQUENCE:**

(For Dentists)

First Outreach: “{First name}, tired of empty chairs and chasing patients at {practice name}?”

“{First name}, I know you didn’t spend years perfecting your craft just to worry about inconsistent bookings, standing out, or marketing services like implants or veneers—yet here we are, right?

After checking in with patients, chasing prepaid appointments, and marketing complex treatments, there’s barely any time left for what you love —helping patients and spending time with family.

But what if you could start your Monday knowing your practice runs smoothly, with a steady flow of high-value patients, while your marketing and sales work on autopilot? I made a quick video showing how to make this happen for {practice name}. [Take a look!]

Let me know when you’d be available for a quick chat.

Best regards,  
Krishna"

## 1st Follow-up: "Did you come across this?"

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### 2nd Follow-up:

"Hey {First name},

I know the day-to-day of running a practice can be overwhelming, leaving you drained and wondering where the time went managing patients, staff and appointments.

It's frustrating knowing that despite your expertise, your bookings are still inconsistent, and those high-value services are underutilised.

The good news? There's a way to fix this without sacrificing more of your time or energy. I'd love to show you how—have you had a chance to check out my video?"

Best,  
Krishna

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### 3rd Follow-up:

"Hey {First name},

Many successful practices are thriving by embracing modern marketing and automation techniques. They're seeing incredible results by positioning themselves as the go-to option for high-value services like implants and cosmetic treatments.

Imagine how {practice name} could benefit from these proven strategies. It's about finding that missing piece to elevate your practice to the next level.

I've shared a video explaining how you can achieve this success, too. Have you had a chance to check it out?"

Best,  
Krishna

**4th Follow-up:**

"Hey {First name},

With 2024 winding down, it's actually a great time to think about how {practice name} can hit the ground running in 2025. I know the holiday season can be a bit quieter, but that's exactly why it's the perfect moment to get ahead.

By setting up things like marketing and automation now, you'll be in a prime spot when patients are ready to book those bigger treatments in the new year. It's really about making sure {practice name} is front of mind when that time comes.

I talked about this a bit more in the video I shared earlier—definitely worth a quick look when you have a moment. Let me know your thoughts.

Best,  
Krishna

**5th Follow-up:**

"Hey {First name},

I wanted to check if you're the right person to speak to about increasing patient bookings and automating your marketing efforts for {practice name}.

If there's someone else I should reach out to, please let me know.

Best,  
Krishna"

## Video Script:

*"Hey [First Name],*

I know how hectic managing a dental practice can be. You've got a full schedule, but it often feels like you're juggling a million things—between patient care, no-shows, and running day-to-day operations, it leaves almost no time for yourself or your family.

Even with a steady stream of patients, it's frustrating when you're mostly booked for lower-value services, with little time left for higher-ticket treatments like implants or cosmetic procedures. And when no-shows happen, it throws off your whole day, making it even harder to stay ahead.

But imagine if you didn't have to worry about last-minute cancellations, empty chairs, or scheduling stress. What if your marketing was automated, attracting patients 24/7 by building trust online—giving you more control over your schedule and more time for what really matters?

That's exactly what I help practices like yours achieve using a done-for-you marketing and sales funnel, so you don't have to add more tasks to your already-packed calendar. If this sounds like the missing puzzle piece, I'd love to chat more.

Just hit reply, and we can figure out the next steps!"\_

1. How to know what to reply according to the prospect's mood: boring, sad, frustrating, angry or very very busy.
2. Should I send the proposal on the call? (learned this from other sources)
3. Follow-ups after the client has ghosted you after the first or second follow-up? How frequently should we keep them to not let them get cold but also not be annoyed.
4. Should we categorise ourselves as freelancers or agency owners? If yes, what about the website and portfolio?

Pros: people like to talk to a single person rather than a business. Cons: They might try to dig deeper into the case

Close:

Let's imagine we are done with the call and all the plan,



## **Cold Call script to perform:**

### **1. To Founders**

Hey, Is this "name"

Good Afternoon, "name" Are you the owner of "private practice name"?

Honestly, I am just doing a cold call for {practise name}

Is it cool if I go ahead with it?

I just work with private practice owners to automate their marketing and sales procedures so you can just focus on your clients.

Is this something you would like to know more about?

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Hi "Name". Hope your day isn't too hectic. This is just Krishna, and I wanted to touch base quickly on something related to {private practice}

Is it cool if I go ahead with it?

Basically, I work with private practice owners to automate their marketing and sales procedures so they can be free of time. Can I know who's the one handling your marketing?

Is this something you would like to know more about?

### **2. To Gatekeepers:**

Hello {name}, pls connect me with "Name."

Them: Sure, what is this for?

This is Krishna; I partner up with private practise owners, hence wanted to quickly touch base on something related to {practise name}.

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Hey. I was just calling to "private practice name", and I was wondering if you could just help me out for a moment here.

Well, I'm not quite sure who I should be talking to; I called to see who would be responsible for handling the marketing department for the practice.

Is there any extension or person you might know about?

Najam notes from call

- don't go for doctor type office niche
- You want to spark some curiosity, ask what they are doing ( that way they decide to work with you)
- say (I work with 1-2 clients) depending on how you say it
- Pick out a small part of niche and be a profession like ( I have one client I help scaling up on ceramic coating & have one more slot, is this something your open about?)
- explain 10% of how the idea/project works
- if you have time on X day for 30min I can discuss everything about how this system works
- what do you offer? I do X thing for example then ask a question

