

Outreach for North Seattle Orthodontics

Who am I talking to and where are they now?

- Dr. Elizabeth Lyons
- It is Saturday she just worked all week and is probably relaxing at home, getting ready for fathers day.

What action do I want them to take?

- I want her to open my email and reply to it immediately because she thinks I will help her avoid missing out on clients who come through and check her out.

What do they need to think, feel, and experience to take that action?

- She needs to think I am capable of closing the net where some people might slip away
- She needs to feel like I am passionate about helping her, and that she is not just another #.
- She needs to read a compelling follow up email

Subject line: New for North Seattle Orthodontics

Dr. Lyons,

Take a minute to pat yourself on the back for helping people for 20-plus years!

The list of people you have helped must be longer than a receipt from CVS.

Even with the great content on your website, there have to be some people who slip through the cracks.

By putting our two heads together, we can craft a follow-up system that won't get ignored, so you can fill up your calendar and help everyone who tries to contact you.

When you get a break in your schedule or whenever the Father's Day festivities have settled down, read the first draft follow-up email I made just for your practice.

The email might not fully match your voice, but at the least, it will give you a look at a more exciting way to communicate with patients.

Who knows, it might be just the perfect message you want to share with your audience.

First Draft Follow-Up Email is below.

Who am I talking to and where are they now?

- Cassie 21 years old, just got out of college and is working her first real job.
- Finally, have a good enough job to get some dental work done
- Has no experience fixing a crooked smile

What action do I want them to take?

- I want her to not lose interest in our business and click the link to schedule her first appointment

What do they need to think, feel, and experience to take that action?

- They need to think about how they cared enough to send me a follow-up email, they are the ones who want to see me happy.
- They need to feel they all of their questions will be answered and that the process won't be so painful
- They need to experience a fun, carefree, funny email that makes them a little more at ease about the whole operation.

Subject Line: You can overcome bad vibes

Cassie,

Are you stressing over the pain of getting braces?

Do you feel like you are in the last moments of freedom before fixing your teeth?

We have all been in your shoes before, and it's not a fun place to be.

You can overcome bad vibes by finding someone who will address your concerns and provide helpful information to make the process as pain-free as possible

Here at North Seattle Orthodontics, we put our trust in Dr. Lyons.

Book your first appointment to meet Dr. Lyons and let her 20-plus years of experience make your fears disappear and craft that perfect smile.

[Click here](#) to set up your initial visit so you can get your perfect smile

North Seattle Orthodontics

If this follow-up email sounds like something you could use let me know.

I can put 2 more emails together and send them your way.

