



#1 Exercise | Balance

Email #1

Subject: [Contact.FirstName], it really is that easy to work on your balance every day...

Body:

[Contact.FirstName],

It's [PracticeOwner.FullName] at [Contact.PracticeName]. We don't know if you've heard, but losing your balance can be frustrating and demoralizing.

There are a lot of people in our community struggling with balance. If you're dealing with balance issues, you might also experience:

- Unsteadiness,
- Nausea,
- Blurred vision,
- Falling,
- Loss of confidence and independence,
- Frustration and hopelessness.

If you're struggling with balance issues, you're not alone. While we prefer to see our patients in person before we make any exercise recommendations... we've found one exercise that everyone can do at home.

Practice standing up and sitting down. It really is that easy, but you have to do it with purpose.

Slowly stand up from a seated position, standing as steady as you can for 10 to 30 seconds.

Then, sit slowly with control (don't plop!). If you are alone at home and are worried about falling, make sure you have a chair, walker, or sturdy piece of furniture to hold on to.

We've included an easy guide to get you started; simply click this link to see.

[#1 Exercise for Balance](#)

Practice makes perfect, and this exercise will help improve your balance.

Sincerely,

[PracticeOwner.FullName]

[Contact.PracticeName]

[Practice.Phone]

PS: Want to learn more exercises for balance? Reply to this email, and we'll schedule an appointment for you with one of our team members.

To unsubscribe to all future emails, click the link below.

Email # 2 - 3 Days After Email # 1

Subject: The surprise move that improves your balance...

Body:

Hello [Contact.FirstName],

Do you experience unsteadiness or balance issues? If yes, then make sure to save our quick-reference pdf, linked below. This is the best exercise for balance issues: it can be used by anyone at home, regardless of skill level.

Start feeling better today by incorporating this exercise into your daily routine. It's easy and only takes a few minutes out of your day. The more you practice, the more you'll see changes in your walking, feel steadier and regain confidence.

[Click to see: #1 Exercise for Balance](#)

If you want to learn more exercises for balance that are right for you, then reply to this email. That way, we can schedule you for a [Practice.CTA_LOWER] and determine why you are experiencing issues with balance.

We want to know the core reasons behind your symptoms before choosing which exercises will be the best fit for you.

Email us now to get started.

Best,

[PracticeOwner.FullName]

[Practice.Phone]

[Contact.PracticeName]

To unsubscribe to all future emails, click the link below.

Email # 3 - 3 Days After Email 2

Subject: Re: #1 Exercise for Balance

Body:

[Contact.FirstName],

We just wanted to make sure you were able to access our #1 Exercise for Balance Issues. If not, here it is again:

[#1 Exercise for Balance](#)

If you practice standing and sitting with purpose once a day as recommended, in time, you'll be able to add different challenges to the exercise. You can go from holding onto a chair in front of you to just touching it for guidance... You can go from standing on both feet to practicing standing on your heels or your toes...

This is the starting point from which many, many more balance exercises can begin.

If you want to learn more, reply to this email for a [Practice.CTA_LOWER]. That way, we can get to the bottom of your balance issues and find the right exercises for you.

Best,

[PracticeOwner.FullName]

[Contact.PracticeName]

[Practice.Phone]

To unsubscribe to all future emails, click the link below.