

# Triton<sup>®</sup> Traction & Decompression Therapy Open House Campaign

## 1. Facebook Ad Templates

1 "OPHTractionV1"

2 "OPHTractionV2"

## 2. Video Script (Ads or Landing Page):

### 3. Landing Page

FREE OPEN HOUSE: See How Non-Invasive Traction Therapy Helps To Address Pain At The Source

## Help Relieve Pain With The Power of Light

What Can Chattanooga<sup>®</sup> Traction Therapy Do for You?

What Can Traction Therapy Be Used For?

## 4. Indoctrination Sequence Emails & SMS

Email 1: Confirmation

Email 2: Reminder During Business Hours

Email 3: Follow Up Reminder

Email 4: Pre-Open House Reminder #1

Email 5: Pre Open House Reminder #2

Email 6: Open House Reminder #3

SMS 1 - Immediate Confirmation

SMS 2 - Open House Reminder SMS

No Show - When they schedule but do not arrive. Goal: Re-engage leads who "ghost" you.

Email 1: No Show Inquiry

SMS1 1 Day After Missed Open House

Email 3: Offer Reminder

Show No Schedule - When leads attend the consultation but do not ascend to a plan of care / cash pay service.

Email 1 - Thank you & Feedback

Email 2 - Concerns?

## Add to Workshop

Email 1: Confirmation

Email 2: Follow Up Reminder

Email 3: Open House Reminder #1

Email 4: Open House Reminder #2

Email 5: Open House Reminder #3

[SMS 1 - Immediate Confirmation](#)

[SMS 2 - Open House Reminder SMS](#)

[Reschedule](#)

[Canceled](#)

[Email 1: Confirmation](#)

[Email 2: Win-Back](#)

[5. Past Patient Email Invitation](#)

[Email #1](#)

[Email #2](#)

[Email #2](#)

## 1. Facebook Ad Templates

1 "OPHTRACTIONV1"

**Body:**

🤔 Attention Anyone Dealing with Back, Neck, or Hip Pain: Learn All About Chattanooga® Traction Therapy during our Free Open House Event.

As a thank you to the [LOCATION] Community, we're hosting a Traction Therapy Open House at our practice.

We'll demonstrate how Chattanooga Traction Therapy can help people with conditions such as back pain, neck pain, joint pain, limited mobility, and herniated or bulging discs.

This Open House Is For Anyone Suffering From:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

Click below to learn more about how Traction therapy can help relieve your pain without surgery, injections, or pills.

**Headline:**

Non-Invasive Chattanooga Traction Therapy Helps Relieve Pain

**Desc:**

Learn Ways To Feel Better Sooner at Our Free Open House

**Button:**

Learn More

2 "OPHTRACTIONV2"

**Body:**

👉 Attention Anyone Dealing with pain in the [CITY] Area - We're hosting a Free Open House to demonstrate how Chattanooga® Traction Therapy can help.

⚡ Chattanooga Traction Therapy is a non-invasive treatment option to help with:

- Hip or leg pain
- Neck pain
- Hypomobility
- Joint pain
- Herniated or bulging discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

⚡ Spinal Traction Therapy works by applying pull forces to the back, which helps create space for nerves that exit the spine and relieves painful pressure on discs, nerves, or muscles.

If back pain, hip pain, sciatica, or other pain is keeping you from living life to the fullest... Chattanooga Traction Therapy may be right for you.

Don't miss this FREE event and learn everything you need to about this non-invasive option for pain relief at the source.

Traction therapy can help you find pain relief and could help you avoid surgery, injections, or medications.

👉 Click Below to Save Your Seat!

**Headline:** OPEN HOUSE: Learn How Traction Therapy Can Help Relieve Pain

**Desc:** Non-Invasive Traction Therapy Can Help Treat Pain Caused By Pressures On The Spine

**Button:**

Sign Up

## 2. Video Script (Ads or Landing Page):

Have you tried Chattanooga® Traction Therapy yet?

\_[name]\_\_\_ here, owner of \_[practice]\_\_.

We're hosting an open house for anyone in the \_[city/area]\_ looking for pain relief from pain caused by pressures on the spine. This could include hip pain, back pain, neck pain, sciatica, symptoms of bulging discs, or numbness or tingling in the extremities.

This event is for anyone looking for a non-invasive, non-pharmaceutical alternative to help with pain.

There is a treatment method called mechanical traction that can help people with conditions such as sciatica, joint pain, limited mobility, and herniated or bulging discs.

Traction Therapy works by applying "pull forces" to the spinal column, creating space for discs and relieving painful pressure.

At our open house, we'll demonstrate how Traction Therapy could help you avoid surgery, injections, or excessive pain medications.

If hip pain, back pain, neck pain, or numbness in your extremities are stopping you from enjoying your life to the fullest... then this open house is for you. Come and see Traction Therapy for yourself.

Space is limited, so click below or call us to reserve your spot now."

### 3. Landing Page

*[LOGO GOES HERE]*

FREE OPEN HOUSE: See How Non-Invasive Traction Therapy Helps  
To Address Pain At The Source

## Help Relieve Painful Pressure On Your Spine

OPEN HOUSE: DATE, TIME, ADDRESS

Optional: Video

### **SAVE A SEAT IN OUR FREE Chattanooga® Traction OPEN HOUSE**

Our Chattanooga Traction Therapy technology can create space for spinal discs, helping to provide pain relief. Join us at our Open House, learn how treating the spinal column can help relieve pain throughout the body. See for yourself what this non-invasive treatment can do.

### **YES! I WANT TO LEARN MORE**

What Can Chattanooga Traction Therapy Do for You?

#### **Help You Return to the Activities You Love**

If back pain, neck pain, numbness or tingling are stopping you from spending time with family, doing activities you love, or living life to the fullest... Chattanooga Traction Therapy may be right for you.

#### **Sit, Stand, Move, and Live More Comfortably**

Stretching the spine on a regular basis, for only 10 to 15 minutes at a time, may provide pain relief long after you leave our office. If you're struggling to sit, stand, sleep, or move comfortably, let Traction Therapy help you manage your condition.

### **Non-Invasive Treatment Option**

Surgery and injections have associated risks, are expensive, and are not always successful. With Traction Therapy, you may find pain relief without introducing potential complications associated with invasive treatment options. Chattanooga Traction Therapy is non-invasive, costs a fraction of what surgery costs, and may help you avoid other risky pain management options.

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## What Can Traction Therapy Be Used For?

### **Treat Back Pain At The Source**

At our Open House, you'll learn how Traction Therapy relieves pain, and why adding routine Traction Therapy to a treatment plan may help increase its effectiveness and create noticeable results.

### **Create Space For Pain Relief**

By relieving compression on the spine, our Triton® Traction Table and traction device open up the spaces around your discs, nerves, and muscles in your back, which may reduce pain throughout your body that stems from your spinal column.

### **Get Back To Living Your Life**

If back pain, sciatica, neck pain, tingling, numbness, or damaged discs prevent you from sleeping well, doing your favorite activities, getting in and out of your car, or enjoying time with your family... this Traction Therapy Open House is for you.

### *Testimonials From Previous Traction Therapy Patients*

"--" -

"--" -

YES! SAVE MY FREE OPEN HOUSE SEAT

Footer:

**Disclaimer:** Each patient testimonial relates an account of an individual's response to treatment. The accounts are genuine, typical and documented. However, these responses do not provide any indication, guide, warranty or guarantee as to the response other people may have to the treatment. The response other individuals have to the treatment could be different. Responses to the treatment can and do vary. Not every response is the same.

## 4. Indoctrination Sequence Emails & SMS

### Email 1: Confirmation

*1 Minutes after Submission Request*

Subject: **[Contact.FirstName], Thank You for Registering**

Body:

Hi [Contact.FirstName],

Thank you for registering for our Free Chattanooga® Traction Therapy Open House. We're looking forward to meeting you.

You need to call our team at [Practice.Phone] and confirm your spot.

Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

During our Open House, we'll demonstrate how Chattanooga Traction Therapy can help relieve pain or mobility issues that stem from pressure on the spine.

Call [Practice.Phone] to confirm your spot now.

Thank you,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]  
[Practice\_Address]

To unsubscribe to ALL future emails click below.

## Email 2: Reminder During Business Hours

*1 Day after Submission Request*

Subject: **[Contact.FirstName], Don't Forget to Confirm Your Spot**

Body:

Hi [Contact.FirstName],

Just a quick reminder - if you haven't yet, please call us today and confirm your spot at our Chattanooga® Traction Therapy Open House. Call our office at [Practice.Phone] now to confirm.

Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

During our Open House, we'll demonstrate how Chattanooga Traction Therapy can help with back pain, neck pain, hip pain, sciatica, or numbness in the extremities. We look forward to speaking with you.

Best,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below.

## Email 3: Follow Up Reminder

*2 Days After Email #2 (3 Days since Sign Up)*

Subject: **[Contact.FirstName], question about your pain**

Body:

Hi [Contact.FirstName],

In the last 30 days, what's the highest level of pain you've had?

The next question we ask is - what were you doing when that happened?

Kindly reply back and let me know what you were doing when your pain was the worst.

I'll make sure to cover your specific pain point at the Chattanooga® Traction Therapy Open House.

Sincerely,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

P.S. If you haven't talked with our office yet, call them at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## Email 4: Pre Open House Reminder #1

*2 Days Before Open House*

Subject: **Final Reminder for [Contact.FirstName]**

Body:

Hi [Contact.FirstName],

It's me again, reminding you that the Chattanooga® Traction Therapy Open House is happening in **2 DAYS**.

I want to do some last-minute tailoring for the workshop to ensure it's exactly what you need.

If you can let me know really quickly on a scale of 0-10...

What is the worst pain that you've had in the last 30 days? And what caused it

I'll make sure that I cover that as well.

I am excited to see you there!

Here's everything you need to know:

Location: [Contact.WorkshopAddress]

When: [Contact.WorkshopDateHumanized]

See you there!

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Contact.WorkshopAddress]

P.S. If you haven't confirmed you're coming, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## Email 5: Pre Open House Reminder #2

*1 Day Before Open House*

Subject: **See you tomorrow, [Contact.FirstName]**

Body:

Hi [Contact.FirstName],

The Chattanooga® Traction Therapy Open House is **tomorrow**.

Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

I want to make the Open House as valuable as possible for you.

Kindly reply back with responses to these quick questions:

- On a scale of 0-10, what is the worst pain you've experienced in the last 30 days?
- What were you doing when that happened?

I'll make sure to discuss how Traction Therapy can help you with this at the Open House.

Best,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

P.S. If you haven't confirmed you're coming, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## Email 6: Open House Reminder #3

*0 Days Before Open House*

Subject: **Details For Today's Traction Open House**

Body:

Hi [Contact.FirstName],

Today is the Chattanooga® Traction Therapy Open House!

We have everything set up. I saved a seat just for you.

Here are the details again:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

See you in a few,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

P.S. If you haven't confirmed you're coming, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## SMS 1 - Immediate Confirmation

*1 Minute after Sign Up*

[Contact.PracticeName] - Hi [Contact.FirstName]! Thank you for registering for the Chattanooga® Traction Therapy Open House on [Contact.WorkshopDateHumanized] at [Contact.WorkshopAddress]. Please call the office at [Practice.Phone] to confirm you can make it | Reply STOP to opt-out, START to resubscribe.

## SMS 2 - Open House Reminder SMS

*1 Day after Sign Up*

[Contact.PracticeName] - Hi [Contact.FirstName], the Chattanooga® Traction Therapy Open House is on [Contact.WorkshopDateHumanized] at [Contact.WorkshopAddress]! If you have any questions, please call [Practice.Phone] | Reply STOP to opt-out, START to resubscribe.

No Show - When they schedule but do not arrive. *Goal: Re-engage leads who “ghost” you.*

## Email 1: No Show Inquiry

15 Minutes after previous action (status change)

Subject: **Sorry we missed you, [Contact.FirstName]**

Body:

Hi [Contact.FirstName],

We missed you at the Traction Therapy Open House.

But I know stuff comes up....

So I wanted to reach out to you.

If you're interested in hearing what you missed, I can reserve a [Practice.CTA\_LOWER] for you.

We can go over what you are dealing with in a 1-1 setting and provide a Free Traction Therapy Consultation during your appointment.

If you're interested in scheduling with us, please visit [This Link to Sign Up](#) or call our office at [Practice.Phone].

Chattanooga® Traction Therapy has helped a number of patients with their sciatica, joint pain, limited mobility, or herniated or bulging discs. We look forward to meeting you at our open house and showing you how Chattanooga® Traction Therapy can help.

Talk with you soon,

[PracticeOwner.FullName]  
[Contact.PracticeName]  
[Practice.Phone]  
[Practice\_Address]

To unsubscribe to ALL future emails click below.

## SMS1 1 Day After Missed Open House

[Contact.Practice Name] - Hi [Contact.FirstName] - we missed you at our Chattanooga® Traction Therapy Open House. Want to schedule a 1-on-1 consultation instead? Reply and we'll get that set up for you. | Reply STOP to opt-out, START to resubscribe.

## Email 3: Offer Reminder

3 Days After Last Email

Subject: **Re: [Practice.CTA\_LOWER] with Traction Consultation Offer**

Body:

Hi [Contact.FirstName],

I just wanted to check in - did you see my previous email?

We have a few openings left for a [Practice.CTA\_LOWER] with a Chattanooga® Traction Therapy Consultation included. Is this something you'd be interested in?

Traction Therapy can help treat:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

At a [Practice.CTA\_LOWER], you'll learn what is causing your pain, how Chattanooga® Traction Therapy can help, and how to get back to feeling better sooner.

To schedule your [Practice.CTA\_LOWER], all you have to do is reply to this email or call us at [Practice.Phone].

Or, please feel free to forward this email to someone in your community who may also be interested in helping their pain through non-invasive means.

Thank you,

[PracticeOwner.FullName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below

Show No Schedule - When leads attend the consultation but do not ascend to a plan of care / cash pay service.

Email 1 - Thank you & Feedback

*1 Day After Status change to show no schedule*

Subject: **[Contact.FirstName], How was your experience with [Contact.PracticeName]?**

Body:

Hi [Contact.FirstName],

Thank you for attending our Chattanooga® Traction Therapy Open House event. How was your experience?

Kindly reply to this email and let me know.

Thank you,

[PracticeOwner.FullName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below

Email 2 - Concerns?

*4 Days After Previous Email (5 after status change)*

Subject: **[Contact.FirstName], any concerns?**

Body:

Hi [Contact.FirstName],

Thank you for attending our Traction Therapy Open House. I hope you gained a lot of insight into your specific pain and how Chattanooga® Traction Therapy can help.

I noticed that you didn't take the next steps and schedule a [Practice.CTA\_Lower] with our team.

If there are any outstanding concerns about Traction Therapy (time commitment concerns, payment options, etc) or other treatments we offer, please let me know.

Otherwise, Click Below to Sign Up for Your [Practice.CTA]:

[SIGN UP >>>>](#)

Traction Therapy can help:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

At [Contact.PracticeName] we're dedicated to working with you to find a solution.

To schedule Traction Therapy sessions, or to speak with our team about any questions or concerns, simply reply to this email or call us at [Practice.Phone].

To your health & wellness,  
[PracticeOwner.FullName]  
[Contact.PracticeName]  
[Practice.Phone]  
[Practice\_Address]

To unsubscribe to ALL future emails click below

**Add to Workshop**

## Email 1: Confirmation

*1 Minutes after Submission Request*

Subject: **[Contact.FirstName], Thank You for Registering**

Body:

Hi [Contact.FirstName],

Thank you for registering for our Free Chattanooga® Traction Therapy Open House. We're looking forward to meeting you.

Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

During our Open House, we'll demonstrate how Chattanooga® Traction Therapy can be a non-invasive treatment option for addressing pain throughout the body that stems from pressure on spinal nerves.

Thank you,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below.

## Email 2: Follow Up Reminder

*2 Days After Email #1 (2 Days since Sign Up)*

Subject: **[Contact.FirstName], question about your pain**

Body:

Hi [Contact.FirstName],

In the last 30 days, what's the highest level of pain you've had?

The next question we ask is - what were you doing when that happened?

Kindly reply back and let me know what you were doing when your pain was the worst.

I'll make sure to cover your specific pain point at the Chattanooga® Traction Therapy Open House.

Sincerely,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below.

### Email 3: Open House Reminder #1

*2 Days Before Open House*

Subject: **Open House Reminder for [Contact.FirstName]**

Body:

Hi [Contact.FirstName],

It's me again, reminding you that the free Chattanooga® Traction Therapy Open House is happening in **2 DAYS**.

I want to do some last-minute tailoring for the workshop to ensure it's exactly what you need.

If you can let me know really quickly on a scale of 0-10...

What is the worst pain that you've had in the last 30 days? And what caused it

I'll make sure that I cover that as well.

I am excited to see you there.

Here's everything you need to know:

Location: [Contact.WorkshopAddress]

When: [Contact.WorkshopDateHumanized]

See you there!

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]  
[Contact.PracticeName]  
[Practice.Phone]  
[Contact.WorkshopAddress]

P.S. If you haven't confirmed you are still attending, please call our office at  
[Practice.Phone].

To unsubscribe to ALL future emails click below.

## Email 4: Open House Reminder #2

*1 Day Before Open House*

Subject: **See you tomorrow, [Contact.FirstName]**

Body:

Hi [Contact.FirstName],

The Chattanooga® Traction Therapy Open House is **tomorrow**.  
Here's everything you need to know:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

I want to make the Open House as valuable as possible for you.

Kindly reply back with responses to these quick questions:

- On a scale of 0-10, what is the worst pain you've experienced in the last 30 days?
- What were you doing when that happened?

I'll make sure to discuss how Traction Therapy can help you with this at the Open House.

Best,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]  
[Contact.PracticeName]  
[Practice.Phone]

[Practice\_Address]

P.S. If you haven't confirmed you are still attending, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## Email 5: Open House Reminder #3

*0 Days Before Open House*

Subject: **Details For Today's Traction Open House**

Body:

Hi [Contact.FirstName],

Today is the Chattanooga® Traction Therapy Open House!  
We have everything set up. I saved a seat just for you.

Here are the details again:

Where:

[Contact.WorkshopAddress]

When:

[Contact.WorkshopDateHumanized]

See you in a few,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

P.S. If you haven't confirmed you are still attending, please call our office at [Practice.Phone].

To unsubscribe to ALL future emails click below.

## SMS 1 - Immediate Confirmation

*1 Minute after Sign Up*

[Contact.PracticeName] - Hi [Contact.FirstName]! Thank you for registering for the Chattanooga® Traction Therapy Open House on [Contact.WorkshopDateHumanized] at [Contact.WorkshopAddress]. See you then! | Reply STOP to opt-out, START to resubscribe.

## SMS 2 - Open House Reminder SMS

*1 Day after Sign Up*

[Contact.PracticeName] - Hi [Contact.FirstName], the Chattanooga® Traction Therapy Open House is on [Contact.WorkshopDateHumanized] at [Contact.WorkshopAddress]! If you have any questions, please call [Practice.Phone] | Reply STOP to opt-out, START to resubscribe.

## Reschedule

Like GPE - better to Upsell to a FS or IE

## Canceled

### Email 1: Confirmation

*1 Minute after Submission Request*

Subject: **Sorry you can't make it, [Contact.PracticeName]**

Body:

Hi [Contact.FirstName],

We're sorry you won't be able to attend our Chattanooga® Traction Therapy Open House.

Life happens, we get it.

We appreciate your communication.

If you want to attend a future workshop or schedule a 1-on-1 [Practice.CTA\_LOWER] to learn how Chattanooga® Traction Therapy can help you, call us at [Practice.Phone] and we'll get that scheduled for you.

Sincerely,

[Contact.WorkshopPresenterFirstName] [Contact.WorkshopPresenterLastName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

Email 2: Win-Back

*7 Days After Email #1*

Subject: **How Are You?**

Body:

Hi [Contact.FirstName],

[Practice.OwnerFullName] here, owner of [Contact.PracticeName].

I know you had to cancel your spot at our Traction Open House, but I wanted to check in on you.

Typically, when someone registers for an Open House to learn about Chattanooga® Traction Therapy, it's because they're suffering from chronic pain or other issues that negatively affect their quality of life.

If this was the reason you signed up, I'd be happy to schedule a 1-on-1 [Practice.CTA\_LOWER] for you. That way you can discuss what's going on with someone on our team.

We can:

- Identify the cause of your pain
- Discuss a potential plan of care
- See whether or not Chattanooga® Traction Therapy is right for you
- Or recommend other ways you can improve your overall health and wellness.

Simply reply to this email or call us at [Practice.Phone] and I'll get that scheduled for you.

Sincerely,

[Practice.OwnerFullName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

P.S. You can also [click this link to sign up](#) for your convenience. Thank you.

## 5. Past Patient Email Invitation

### Email #1

Subject: **Question for you, [Contact.FirstName]**

Body:

Hey [Contact.FirstName],

Have you or a friend experienced any pain or physical stress in the last 30 days?  
If so, then I have something to tell you about that can help...

I'm hosting a free Open House to discuss a state-of-the-art way we can help with a wide variety of painful conditions caused by pressure on the spinal nerves.

These can include back pain, hip pain, neck pain, bulging discs, sciatica, or tingling or numbness in the extremities.

It's called Traction Therapy.

We'll be demonstrating how Traction Therapy can help reduce patients' pain and improve overall mobility, especially when combined with a full treatment plan.

Traction therapy can help address:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs
- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

This Open House is for people who've had to miss out on life because they're worried about pain when standing, walking, driving, or doing activities they love.

If you'd like to come, all you have to do is click/tap here to register.

It's entirely free and educational, no commitments necessary; we simply ask that you confirm your seat - these events fill quickly!

Hope this helps,  
[PracticeOwner.FullName]

## Email #2

*2 Days After Email #1*

Subject: **For our past patients...**

Body:

Hey [Contact.FirstName],

If pain or physical stress has caused you or a friend to:

- Miss work
- Miss out on family trips and vacations
- Stop doing the activities you love
- Or worry more about pain rather than living your life...

Then I have good news for you.

You're invited to my free Traction Therapy Open House.

Traction therapy is a treatment option for people in pain who want to get back to feeling better without pain pills, injections, or surgery.

Come learn how Traction Therapy can help to address:

- Pain or numbness in the back, hips, or legs
- Neck pain
- Hypomobility
- Pain associated with damaged spinal discs

- Lower back pain
- Joint pain
- Herniated or Bulging Discs
- Pain and/or numbness in your extremities caused by pressure on your spinal nerves

If you're interested, simply [click/tap here to register](#).

See you there,

[PracticeOwner.FullName]

### Email #3

*2 Days After Email #2*

Subject: **There's still time, [Contact.FirstName]**

Body:

Hey [Contact.FirstName],

I'm hosting a free Open House here at [Contact.PracticeName].

If you'd like to come, all you have to do is [click/tap here to register](#).

This is a great opportunity to learn more about spinal traction therapy without making any commitments.

This Traction Therapy Open House is for you if:

- You're struggling with pain or numbness in your back, hips, neck, legs, or extremities
- You've missed work due to headaches, neck pain, or back pain
- You've had to miss out on activities you love due to pain
- You can't walk, stand, drive, or sleep without pain
- You've canceled vacations or turned down social events because you're worried about pain
- You're struggling with pain/numbness due to bulging or herniated discs, and you want to explore non-invasive solutions

If you want to learn how Traction Therapy can help you, [click/tap here to register](#) for our Free Chattanooga® Traction Therapy Open House.

See you there,

[PracticeOwner.FullName]

[Contact.PracticeName]

[Practice.Phone]

[Practice\_Address]

To unsubscribe to ALL future emails click below.