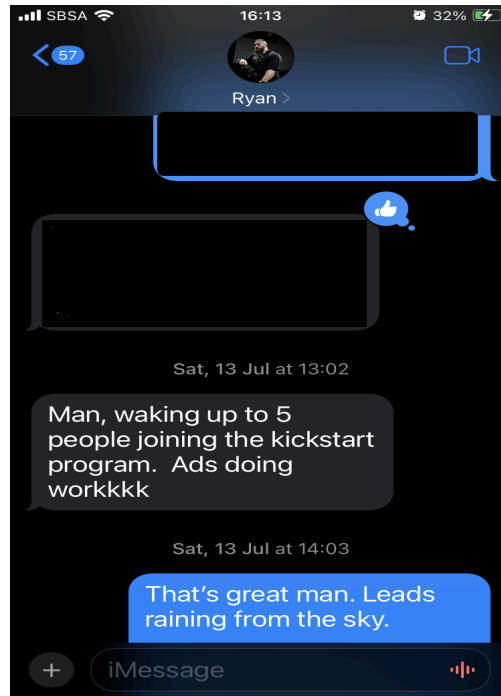


SL: More appointments / {practice name}

Body:

Hi {first name},

I recently helped a fitness coaching company get 184 new clients in just 23 days, using a 6 step Instagram & Facebook advertising strategy I've called "Lead Ladder".



"Lead Ladder" allows me to develop the highest-converting ad & only show it to people who want the offer, so you can dominate your chosen market.

The reason I'm telling you this is because I believe this will work even better for local dentists, like you, to book new patients in for first-time appointments.

Would you be interested in a call, so I can show you the behind-the-scenes of how this strategy works?

I will happily send you a \$10 Starbucks gift card so we can have a virtual coffee together...

All the best,

Cameron Paterson.

PS: I've attached a video testimonial from Ryan Fitch, the owner of Team Modern Fit, [here](#). Just in case you wanted even more proof!