

Subj: find new patients via Google?

Hello [Name],

Do you want first crack at having the best reputation in [town or city]?

While your online reputation is good, it could be much better managed and leveraged to generate new patients and referrals.

You are still missing a critically important listing, so you are losing dozens of patients each month...

You see, unless you claim and rank your Google Business Profile, you lose the very real benefits of free publicity, unlimited leads, and are practically shoving patients directly into the arms of your competitors...

Watch This Case Study For A Full Report...

[Insert Video Image & Link To Landing Page]



I know that you are NOT interested in handing patients to competing businesses, so let's talk about how you can stop losing them to [name another dentist in the nearby area] and others like him.

I put together a video that explains everything you need to know about stopping this bleeding of referrals and revenue to other businesses...

Watch the video here: www.example.com/lost-referral-capture-program/

If you have any questions, please reply to this email or call me at 555.555.5555

[Your Name]

[Your Contact Info]

Subj: warning: your most important online profile is unmanaged

Hello [Name],

I am writing to warn you about a problem found with your listing on Google Business Profile.

The reason you currently have a problem on this site is two-fold:

1. You are losing money from the unclaimed referrals that are being generated here
 2. You have a number of negative reviews that are turning away patients.
- [YOU CAN PUT OTHER PROBLEMS HERE IF THEY DON'T HAVE REVIEWS]

I have attached a screen shot of one negative review in particular that must be dealt with promptly:

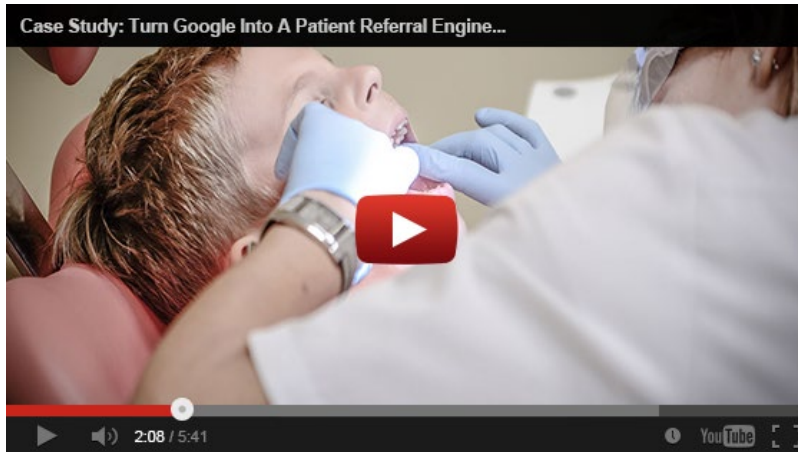
{TRANSCRIPT OF REVIEW AND SCREEN SHOT}

By claiming your business' profile on Google, you will be able to reply to this reviewer and possibly have this review completely drowned out by positive reviews from your satisfied patients. You will also have the chance to optimize your listing to appear higher in Google's results, giving you more exposure and ultimately more referrals.

I put together an explainer video just for you that will walk you through what is going on.

Watch this case study by clicking below:

[Insert Video Image & Link To Landing Page]



My company provides Google listing and management services for local businesses in the {TOWN} area and would like to offer you a discounted rate. Our service will:

Claim your listing on Google Business Profile

- Optimize your listing to appear higher in Google's search results
- A chance to respond to any negative comments and attempt removal as they happen.
- Provide you with a report that will give you a snapshot of mentions of your business

Normally we charge a monthly fee of \$997, with a setup fee of \$1,497. However, I want to earn your business, so I am waving the setup fee and dropping our monthly price to \$497.

Dental Lead Hero | Funnel Email Templates

This service will make a dramatic difference in the number of inbound quote and appointment requests, and I believe that once you see this difference, you will be willing to recommend our service to colleagues.

However, you must reply back to me by {DATE 4 DAYS FROM DATE SENT} in order to get this discounted rate. The sooner we can get started, the easier it will be for us to handle the bad reviews on your account.

Please reply back to this email or call 555-555-5555 to get started. I am available on [DAY] at [TIME] or [DAY] at [TIME].

Which is a better time for you?

I look forward to working with you.

Best Regards,

[Your Name]

[Your Contact Info]

Subj: how much do you like your patients?

Hello [Name],

I noticed that your online profile is a bit lacking...

This can breed a little contempt in the mind of a patient.

Contempt for your practice and for the lack of features and conveniences that many of your patients have come to expect from a medical professional in this modern age.

Are you happy with throwing away their money?

Watch This Case Study For A Quick Example...

[Insert Video Image & Link To Landing Page]



You see, unless you claim all of your online profiles with the major providers, you lose the very real benefits of free publicity, unlimited leads, and are practically shoving patients directly into the arms of your competitors...

I know that you are NOT interested in handing patients over to competing practitioners, so let's talk about how you can stop losing them to [name a competitor] and others like him.

Check out this case study for some more details: www.example.com/broken-profile/

Please simply reply back to this email with "I'm interested..." and we'll go from there.

[Your Name]

[Your Contact Info]