

BIRTHDAY SMS

Happy birthday (for yesterday) {FIRSTNAME}! We want to prolong the celebration, so check your email tomorrow ;)

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BIRTHDAY EMAIL

Subject: Your Birthday Continues!

Hey {FIRSTNAME},

Congratulations on making it through another year - HAPPY BIRTHDAY!
(We know it was 2 days ago, but everyone likes to stretch it out, right?!)

I have a special gift lined up for you, so simply hit REPLY to this email and I'll tee you up with a voucher for a discounted massage!

Looking forward to hearing from you :) Enjoy the prolonged celebrations!

Cheers,
Sample Clinic Owner.

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DNA SMS

Hi {FIRSTNAME}, it looks like you missed an appt today! Usually, a fee applies. But, we're able to waive the fee if you get in touch ASAP. Pls call 12345678.

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DNA EMAIL

Subject: We Missed You Today!

Dear {FIRSTNAME},

It looks like you missed an appointment today!

Usually, a non-attendance fee applies for no-shows (but we hate doing things like that!).

Why? As a small business with a big emphasis on quality care, we need to cover our costs to keep offering you incredible service.

However, we understand sometimes things happen, so we're able to **waive the fee** for you today **if** you get in touch and reschedule your appointment.

Just give us a call AS SOON AS POSSIBLE to reschedule your appointment (or to confirm your next appointment, if it's already booked in).

If we don't hear from you, we'll have to apply to fee to your account.

And just a reminder - we need a minimum of 24 hours notice for any changes to your appointment!

What's next? Please get in touch to arrange your next appointment, so your treatment stays on track. (Also, we love seeing you here!)

Our contact number is 12345678

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Looking forward to touching base soon.

Sample Clinic Owner.

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REACTIVATION EMAIL

Subject: How are you going?

Hey {FIRSTNAME},

I noticed that it has been a little over a month since we last saw you in the clinic at Sample Clinic.

We hope that, **by now** you are feeling 100% - moving well and feeling great!

I want to ask 2 quick things:

1. If you are feeling great - can you please REPLY and let me know! I'd love to hear your story.
2. If you are NOT feeling 100% yet - can you also REPLY and I'll find a way to solve your problem.

I'd really appreciate you taking 2 minutes to get back to me. It would mean a lot.

Looking forward to hearing from you,

Sample Clinic Owner

P.s. If you just forgot to make your next appointment, you can do so [HERE!](#)

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REACTIVATION LETTER

Dear {FIRSTNAME},

I trust that you are doing well. It has been a while since we have seen you in a Sample Clinic practice.

I hope that this is for positive reasons - **that you are feeling 100%**, and are now moving well, feeling great and doing all that it is you love.

I wanted to ask 3 things:

1. If there is anything we can do to improve your **previous experience**, I would love to know! Please get in touch with me.

2. If you have any **ongoing concerns**, we would love to take care of them - physiotherapy, massage therapy, or otherwise!

3. Do you know of anyone we can help? And are you familiar with our referral program? **If you refer someone** and they mention you sent them, you BOTH receive a **FREE 30 minute massage!**

Either way, {FIRSTNAME}, I'd love to hear from you. Please do give us a call on 12345678, or drop me an email to my personal address: email@clinic.com.au

We are looking forward to continuing to provide fantastic care for you.

Kind regards,
Sample Clinic Owner.