

We haven't seen you in a while, and we really want you back, so...

This is Just What The Doctor Ordered..

Dear [first name],

Judy (our office manager) was checking on our past clients and she realized that it's been too long since we've heard from you at My City Dental Care.

In order to keep a healthy smile you should visit the dentist every 6 months to be sure your mouth is healthy and free of cavities and other problems that can sneak up on you.

Make Your Next Appointment Today!

If you've been meaning to come into our office for a visit, now is the time. Please call us today at XXX-XXX-XXXX anytime.



Get a FREE massage from our friends down the street at <<SPA>> when you book your next appointment before Dec. 31.

And since we haven't seen you in a while, I'd like to give you a FREE gift when you come in before <<DATE>>. You'll get FREE 15 minute massage from our friends and neighbors just a few doors down, <<NAME OF SPA>>. In fact, just call and schedule your dental exam this week and we'll schedule your free massage with <SPA> immediately following your appointment with us! (You can, of course, use it whenever you like. But why not do it in one stop!)

But you've got to call and make your appointment before June 30th to get in on this great opportunity. Call 000-000-0000 to schedule your next appointment and mention that you received the boomerang so we get you your spa certificate.

Sincerely,
Dr. John Doe and the Staff at My City Dental Care

P.S. Remember, this great deal is only available until the end of the month so be sure to call 000-000-0000 today!

P.P.S. If a friend or family member could use our services too, just give them this letter and tell them to call 000-000-0000 and we'll be sure they get the same deal as you!

ABC Dental Care
Insert Logo's, contact
information, map, directions,
etc.

