

## Having a Party Reactivation Letter

Dear Friend,

### ***WE'RE HAVING A PARTY AND WE WOULD LIKE YOU TO JOIN US!***

On ***{insert date}*** we will be celebrating life and all of the wonderful relationships and friendships we have developed over the past 13 years in this great community. We will be having a party and we would like to invite you to attend.

We are mailing this out to a select number of our past patients and friends. It is not an all-inclusive list but rather a list of people we have enjoyed working with in the past and would love the opportunity to work with again in the future. **YOU ARE ONE OF THOSE PEOPLE/FAMILIES.**

The most important question to answer is ***"Why would I give up some of my hard earned time to go to a party at {insert your practice name}?"*** There may be a number of answers to this question.

1/ I have been thinking of **going back to the chiropractor.** I enjoyed my time with **{doctor's name}** and his team before so I believe **this is the "excuse" I needed to call them at {your number}.**

2/ I love to celebrate life and **I haven't seen Tom's new office at 343 Airport Rd.** yet so I think I will go and visit them. *(if applicable)*

3/ **My life is so stressful right now that I just bet my nerve system is showing signs of overload and that is why I am so tired and cranky these days.** I'm going in for a neurological check up.

4/ **"An ounce of prevention is worth a pound of cure"** so rather than waiting until my body is crying out in pain I am going to get a **complimentary check up.**

5/ I have heard that **{doctors name} and his team have taken some new advanced chiropractic workshops and are using some fascinating new techniques** that I would like to talk to them about to see if they could help me.



6/ I heard **my friend's daughter/son no longer needs their T-tube surgery or needs the continual antibiotics for their recurrent ear infections.** I'm going to call and have my children checked on {date}.

7/ I understand that if I call in and book my appointment now, and bring in the enclosed office brochure, that there will be **no charge to me on that day.** That is **at least a \$50.00 saving.** I have nothing to lose; I'm calling {office #} to book my appointment for my children and me.

8/ I remember **how much more energy I had and how much more stress I could endure** when I got my **nerve system checked and adjusted regularly.** I want that back in my life. I'm going to call {office #} today.

9/ **I am into wellness.** I exercise regularly, eat healthy and try and manage my stress. I recognize that while these activities are helpful they won't matter if my nerve system is overloaded and dysfunctional. **Knowing how integral to my total person well being an optimally functioning nerve system is I want to have it checked ASAP.**

10/ **I used to think I couldn't afford chiropractic care for my family and I.** However, now that I know Tom and his team have **yearly wellness plans** that we can purchase (**that allow the entire family to get as much care as we need for just over \$200/month**) I am going to call and book our checkups today.

These are just a few of the many hundreds of reasons I believe you and your family will want to visit our office on {date}. If however, you are the type of person that does not like crowds of people, I extend to you an invitation for you and your family to get checked at our office anytime between now and {date}.

By the way did I mention it will be a party! There will be cake, drinks, party hats, streamers, presents and gift bags. We would love to see you.

All you have to do is call {CA} at {your #} or e-mail us at {your email} and **book your appointment for a complimentary nerve scan and/or doctors consult.** **Bring in the enclosed office brochure and the fee (\$50.00 normal value) is on us.**

Looking forward to serving you again. Best in life.

**Doctor's Name.**

