

THE 'PATIENT MAGNET' EMAIL SWIPE FILE

7 Proven Email Templates for Aesthetic Practices

Stop staring at a blank screen wondering what to send your patient list.

Whether you're a cosmetic dentist, aesthetic surgeon, med spa owner, or any health professional serving aesthetic patients... these 7 ready-to-use email templates will help you turn cold leads into booked consultations and past patients into repeat clients.

Just customize with your practice details and send. It's that simple.

HOW TO USE THESE TEMPLATES

Each template includes:

- **Subject line options** (A/B test for best results)
- **Complete email copy** with brackets [like this] for easy customization
- **Best practices** for maximizing response rates
- **When to use it** guidance

***Important:** Don't just fill in the blanks. The most successful practices personalize these templates with real patient stories, specific practice details, and their unique voice. The more authentic you make them, the better they'll perform.*

EMAIL #1: The Welcome & Trust Builder

When to use it: Send immediately when someone joins your email list (website opt-in, consultation request, event signup)

Goal: Build trust, set expectations, introduce your practice

Subject Line Options:

- Welcome to [Practice Name] - Here's what's next
- Thanks for reaching out, [First Name]
- [First Name], we're excited to meet you

Email Body:

Hi [First Name],

Thanks so much for reaching out to [Practice Name]!

I'm [Your Name], and I wanted to personally welcome you and let you know what to expect next.

First, a little about us...

At [Practice Name], we specialize in helping people like you [describe transformation - e.g., "feel confident about their smile again," "turn back the clock on aging," "finally love what they see in the mirror"].

We understand that choosing [cosmetic dentistry/aesthetic surgery/aesthetic treatments] is a big decision. You probably have questions about:

- Whether this is right for you
- What the process actually involves
- How much it costs
- Whether the results will look natural
- How long recovery takes

That's completely normal. In fact, we WANT you to have questions.

Over the next few weeks, I'll be sending you helpful information about [your specialty], real patient stories, and answers to the most common questions we hear.

No pressure. No hard selling. Just genuine information to help you make the best decision for yourself.

In the meantime, if you have any questions at all, just reply to this email. I read every message personally.

Looking forward to connecting with you,

[Your Name]

[Title]

[Practice Name]

[Phone Number]

P.S. - Want to see real results from patients just like you? Check out our [before/after gallery/patient testimonials] here: [LINK]

Best Practices:

- Send within 5 minutes of opt-in for maximum engagement
- Include a real photo of yourself to build connection
- Keep it warm and conversational, not corporate
- Set clear expectations about future emails

EMAIL #2: The Problem Awareness Email

When to use it: 3-5 days after welcome email, or when launching a seasonal campaign

Goal: Identify with their pain point, position yourself as the solution

Subject Line Options:

- Is [problem] making you feel older than you are?
- The truth about [common concern]
- [First Name], are you noticing this too?

Email Body:

Hey [First Name],

Quick question...

Have you noticed that [specific problem your ideal patient faces]?

Maybe it's something you see every time you look in the mirror. Or maybe it's something that only bothers you in certain situations - like photos, or video calls, or social events.

Either way... you're not alone.

We talk to people every single day who feel exactly the same way. People who:

- [Specific pain point #1]
- [Specific pain point #2]
- [Specific pain point #3]

And here's what most people don't realize...

[The problem] doesn't just affect how you look. It affects how you FEEL. Your confidence. Your self-esteem. Even the opportunities you pursue (or don't pursue) because you're self-conscious.

The good news?

It doesn't have to be this way.

At [Practice Name], we've helped hundreds of people just like you [achieve transformation].

People who thought they just had to "live with it" or that the solution would be too expensive, too painful, or too obvious.

They were wrong. And you might be too.

If you've been thinking about [treatment/procedure], I'd love to chat with you about your options.

No obligation. No pressure. Just an honest conversation about whether [treatment] is right for you and what results you could realistically expect.

Ready to explore your options?

Book a complimentary consultation here: [LINK]

Or just reply to this email with any questions. I'm here to help.

Talk soon,

[Your Name]

P.S. - Not sure if [treatment] is right for you? That's exactly what our consultation is for. We'll assess your unique situation and give you honest recommendations - even if that means suggesting a different approach or doing nothing at all. Your best interest always comes first.

Best Practices:

- Be specific about the pain points (the more detailed, the more they'll think 'that's exactly me!')
- Focus on emotional impact, not just physical symptoms
- Offer a clear next step (consultation, assessment, information call)

EMAIL #3: The Social Proof Email (Highest Performer)

When to use it: *Follow-up to problem awareness email, or standalone when you have a great patient story*

Goal: *Let a satisfied patient tell their story, build trust through real results*

Subject Line Options:

- How [Patient Name] finally solved [problem]
- 'I wish I'd done this years ago' - [Patient Name]'s story
- Real results: [Patient Name]'s transformation

Email Body:

Hi [First Name],

I want to tell you about [Patient Name].

[He/She] came to see us [timeframe] ago feeling [emotional state - embarrassed, self-conscious, frustrated, etc.] about [specific problem].

[Patient Name] had been dealing with this for [duration]. [He/She] tried [other solutions they attempted] but nothing really worked.

Sound familiar?

Here's what [Patient Name] told us during [his/her] first consultation:

"[Direct quote about their struggle - make this emotional and specific]"

We knew we could help.

After [treatment description - keep it simple, not technical], here's what happened:

[Describe the transformation - both physical AND emotional results]

But don't take my word for it. Here's what [Patient Name] said [timeframe] after treatment:

"[Powerful testimonial quote focusing on transformation and emotional impact]"

Today, [Patient Name] [describe current state - confidence level, lifestyle changes, how they feel].

And here's the thing...

[Patient Name]'s situation might not be exactly like yours. But the feeling of being stuck with something you hate about your appearance? The wish that you could just wave a magic wand and fix it?

That's universal.

If you've been sitting on the fence about [treatment/procedure]... wondering if it's worth it, if it'll work for YOU, if you can afford it...

Let's talk.

Book a complimentary consultation and let's see what's possible for you: [\[LINK\]](#)

No pressure. No obligation. Just an honest conversation about your options.

Talk soon,

[Your Name]

P.S. - Want to see more patient transformations? Check out our [\[before/after gallery/testimonials page\]](#): [\[LINK\]](#)

Best Practices:

- ALWAYS get patient permission before using their story
- Use real names and real details (with permission) - specificity = credibility
- Focus on emotional transformation, not just physical changes
- Include actual patient quotes whenever possible

EMAIL #4: The Objection Handler (Price)

When to use it: *When promoting a specific treatment/offer, or addressing common hesitations*

Goal: *Reframe cost as investment, stack value, remove price resistance*

Subject Line Options:

- Is [treatment] worth the investment?
- What [treatment] actually costs (and what you get)
- [First Name], let's talk about price

Email Body (abbreviated - see full version in complete document):

Hey [First Name],

Let's talk about something most practices avoid...

Money.

Specifically, how much [treatment/procedure] costs and whether it's "worth it."

Here's the honest truth:

Yes, [treatment] is an investment. Depending on your unique situation, you're looking at [general price range] for [treatment description].

I'm not going to lie to you and say it's cheap. It's not.

But here's what I want you to consider...

What's it costing you RIGHT NOW to NOT do anything?

[Continue with value reframing, cost-per-day breakdown, payment options...]

Book a complimentary consultation and let's discuss your options - including flexible payment plans: [LINK]

Talk soon,

[Your Name]

P.S. - We offer [specific financing option]. Let's find a solution that works for your budget.

Best Practices:

- Address price objections head-on (avoiding the topic makes it bigger)
- Reframe as investment, not expense
- Break down cost per day/month/year
- Always mention payment options

EMAIL #5: The Seasonal Promotion

When to use it: Holidays, special events, end of year, seasonal campaigns

Goal: Create urgency, drive bookings during slower periods

Subject Line Options:

- [Season] special: Save on [treatment]
- Limited time: [Offer details]
- Ready for [upcoming event]? Let's get you prepared.

Email Structure (customize with your specific offer):

Hi [First Name],

[Seasonal hook - e.g., "With the holidays coming up..." / "Summer's almost here..."]

Now's the perfect time to [achieve desired outcome].

For a limited time, we're offering [specific promotion details]:

[Clearly state the offer]

Why now? [Provide legitimate reason]

This offer is only available to [timeframe].

Ready to take advantage of this special offer?

Book your consultation here: [LINK]

[Your Name]

P.S. - This offer ends [specific date]. Don't miss out!

Best Practices:

- Make the offer crystal clear
- Create real urgency with legitimate deadlines
- Tie timing to upcoming events they care about

EMAIL #6: The Re-Engagement Email (Win-Back)

When to use it: Revive inactive subscribers or past patients who haven't been in touch

Goal: Reignite interest, bring people back into your ecosystem

Subject Line Options:

- We miss you, [First Name]
- Still interested in [treatment]?
- [First Name], let's reconnect

Email Body:

Hey [First Name],

It's been a while since we've heard from you...

You [signed up for our emails / came in for a consultation / inquired about treatment] back in [timeframe], and I wanted to check in.

Maybe life got busy. Maybe you weren't quite ready. Maybe you're still thinking about it.

Whatever the reason... no judgment. I totally get it.

But I wanted to reach out because I don't want you to forget about [desired outcome you could achieve].

Things may have changed since we last talked...

If you're still interested in [treatment/transformation], I'd love to reconnect and see how we can help.

Book a consultation here: [LINK]

Or if you're no longer interested, no worries at all. Just click here to unsubscribe: [LINK]

Either way, I wish you all the best!

[Your Name]

Best Practices:

- Acknowledge the gap in communication without being pushy
- Give them an easy out (shows respect)
- Update them on what's new

EMAIL #7: The Post-Treatment Follow-Up

When to use it: After successful treatment completion

Goal: Check in on results, request testimonial/review, encourage referrals

Subject Line Options:

- How are you feeling, [First Name]?
- We'd love your feedback
- [First Name], can we ask a favor?

Email Body:

Hi [First Name],

I hope you're loving your results!

It's been [timeframe] since your [treatment], and I wanted to check in and see how everything is going.

Are you happy with your [outcome]? Any questions or concerns?

If you're thrilled with your results (and I hope you are!), I have a small favor to ask...

Would you mind sharing your experience?

Your story could help someone else who's struggling with the same concerns you had before treatment.

Here's how you can help:

Option 1: Leave a review on [Google/Facebook]: [LINK]

Option 2: Send us a testimonial (just reply to this email)

Option 3: Refer a friend

As a thank you, we'd like to offer you [incentive].

Thanks for trusting us with your care!

Warmly,

[Your Name]

Best Practices:

- Wait until they've had time to see and enjoy results
- Make it EASY to leave review (direct links)
- Offer incentive for testimonials/referrals

FINAL TIPS FOR MAXIMUM RESULTS

1. Personalize Beyond the Brackets

The practices that see the best results don't just fill in [Practice Name] and call it done. They add real patient stories with permission, include specific details about their unique approach, and write in their authentic voice.

2. Test Your Subject Lines

Always test 2-3 subject line options to see what resonates best with YOUR audience. What works for one practice might not work for another.

3. Segment When Possible

Not everyone on your list has the same interests. If you can, segment by treatment interest, stage in journey, and engagement level.

4. Track Your Results

Pay attention to open rates, click rates, and conversion rates. Then adjust and improve.

5. Be Consistent

One email won't transform your practice. Consistent, valuable communication builds trust over time. Aim for at least 2-4 emails per month.

6. Always Provide Value

Even promotional emails should offer something useful - education, inspiration, reassurance. If every email is just 'BOOK NOW,' people will unsubscribe.

READY TO TAKE YOUR MARKETING TO THE NEXT LEVEL?

These templates are a great start... but they're just the beginning.

If you want help creating a complete marketing strategy that consistently fills your schedule with qualified patients, let's talk.

I specialize in writing conversion-focused copy for aesthetic practices just like yours - websites, email campaigns, ads, landing pages, and more.

Email: john@johntheaicopywriter.com

Website: www.johntheaicopywriter.com

Let's grow your practice together.