

*eddie stephens // copywriter // email promotion copy sample // 02.10*  
Theme: Snow Day  
Subject Line: What I did when my practice closed...

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Hi, FIRSTNAME, Dr. FIRSTNAME LASTNAME, of COMPANYNAME here. Closing my practice doors last week literally put me on the floor. I'll explain in a moment.

There were no patients to see since snow and ice forced us to shut down for the day. Seemed like a good day to invest some time anyway.

The reason I hit the floor – if you're still wondering – was tackling some do-it-yourself tasks around the office. The few I chose had me crawling around under a counter or two doing some simple installation.

Sometimes a little sweat-equity works.

The beauty of most sweat-equity – you get back what you put into it. It also forces the question – am I?

How about you? Are you getting the best return on your efforts?

I recently communicated about how you can grab hold of hidden earnings most dental professionals let slip by. And it's still early enough in the year to follow through on your financial resolutions for 2010 and consider yourself a resolution-keeper.

> Control – and increase – your business equity...beginning THIS year!

> It's something you're already doing.

Take a moment...see the bottom-line difference reinvesting your lab expenses can make. Calculate the potential <right here / LINK>.

If discovering your practice's hidden equity makes an impact the next step is simple. Get in the driver's seat and take a <test drive / LINK>.

Come rain (snow) or shine – make 2010 the year you return valuable equity to your dental practice. Sweat now or sweat later...but why do both?

FIRSTNAME LASTNAME DMD  
Founder/President of COMPANYNAME

P.S. Remember – knowledge leads to change and follow-through. Changing just one thing you're already doing could be the start of something new...and better for your future! Start <here / LINK>.