

Ahoy, Mates!

Who Else Deserves “The Royal Dental Treatment”

You get it for just \$10 with No Strings Attached...
And it's ONLY available at Dr. Grinn's Office!

Dear <<NAME>>,

Hi again! It's me (Dr. Grinn), and I have such a good deal for you today because you took tht time to open your “message in a bottle.” You see, I've arrange for to get the Royal Dental Treatment” for only \$10... for a very limited time. All you have to do is schedule your appointment in the next 8 days.

You may remember me, I sent you the really cool travel dental kit you requested a few weeks ago. However, we haven't had the chance to have you into our office yet!

So here's what's in this \$10 deal for you. A) A painless exam. B) A gentle cleaning in our state-of-the-art facility. C) X-Rays to be sure everything looks just right. D) Freshly baked chocolate cookies (baked right in our office). It's really the royal treatment!

So, pretend I threw this bottle into the water while I was shipwrecked. Somehow this bottle has made it into your hands. Now it's time to take action. Call me, XXX-XXX-XXXX, to schedule your Royal Dental Treatment. **It's a \$89 Value, for just \$10!**

Sincerely,

Dr. Jon Grinn

P.S. Call to schedule your gentle, pain-free dental exam today, we have opening this week just for new patients, like you! XXX-XXX-XXXX.



I know it seems silly, but I really wanted to be sure you saw this great deal, \$10 for the Royal Dental Treatment!

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

