

# Special Events Emails to Clients

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**Reveal more excitement** with Email Invitation Templates

**Sending email invitations to a hand-selected list of guests can quickly grab their attention and help them feel special.**

**Copy and paste these templates** or use them to inspire your own. Also, be sure to replace **magenta** text with information specified or something similar.

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## Event Invitation Email

Reach out to your guests with a personalized email invitation.

Dear **[Patient Name]**,

Please join us for our exclusive **[Name of Event]** on **[date]** at **[time]**.

Enjoy **[your favorite cocktails and hors d'oeuvres]** provided by **[ABC Caters]**. We're also offering **[name of any offers or specials]**.

Bring a friend and you'll both be entered into a drawing to win **[Featured Prize]** and other prizes. There is limited space available and you must RSVP by **[date]** to **[email address]**.

I look forward to hearing from you.

Best Regards,

**[Office Manager Name, Practice Name, email and website address]**

**P.S. We accept the CareCredit health, wellness and beauty credit card** with special financing options available\* to help you fit the procedures you want into your monthly budget. Learn more, see if you prequalify (with no impact to your credit bureau score), and apply today at **[your custom link]**.

\*Subject to credit approval. See carecredit.com for details.

**NOTE:** You are urged to consult with your individual business, financial, legal, tax and/or other advisors with respect to any information presented.

## Personalized Follow-Up Email

Make a memorable impression by connecting with your guests on a personal level. Try referencing something specific they mentioned, such as a procedure they're interested in or a personal story they shared at the event. Again, be sure to replace **magenta** text with information specified or something similar.

Dear **[Patient Name]**,

So great meeting you last night. Congratulations on **[your upcoming wedding! I know this is an exciting time in your life, and you want to look beautiful for your big day. I'll never forget the day I walked down the aisle! It's truly a magical day.]**

You mentioned an interest in **[procedure]**. I'd love to schedule you for a consultation with **[Dr. Name]** to talk about your options, especially since **[you're getting married next year]**. We recently **[purchased imaging software which will enable you to view realistic potential results (or some other upgrades at your practice)]**.

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Give me a call on my cell at **[phone number]** and we'll schedule your consultation. **[Good luck with your planning. Let me know if there's anything else we can help with to make you look and feel great!]**

Regards,

**[NAME]**

**[POSITION]**

**[PRACTICE NAME]**

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## Consultation Follow-Up

Send a follow-up note within 48 hours of the consultation and keep it short and personal. Consider sending a handwritten thank you note to make it even more personal and show that the patient is worth the extra effort. A personalized email is okay, too.

Open with something specific about the patient. Anyone can say, "I enjoyed meeting you after your consultation." But that phrase can ring hollow and doesn't build relationships. Use what you learned as you built rapport with the patient during the consultation, and weave it into the opening, short paragraph. Remember to replace magenta text with information specified or something similar.

Dear [Patient Name],

I thoroughly enjoyed our conversation [yesterday]. [How exciting that you've lost 50 pounds! Congratulations for sticking with your new meal plan and spinning class for the last year. That is no easy feat when you have such a busy schedule].

We want you to look your absolute best for [your son's wedding]. I spoke with [Dr. Name] and he said that [based on your fitness level you will heal in plenty of time to fit into a new dress for the event], as long as we schedule the procedure before [date].

As we agreed, I will give you a call [after you return from your conference in City] to discuss where you are in the decision-making process. We can discuss scheduling options at that time.

[Keep on spinning]!

[NAME]

[POSITION]

[Practice Name, Web Site Address, Phone Number]

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