

Genesis INITIAL LEAD Sequence

Updated June 2024

TEXT Messaging Verbiage:

Text 00a: Optin - Glad You've Decided To Take Us Up 4.2

Timing: Immediately after lead opt-in

Hey {{contact.first_name}}, this is {{custom_values.workflow_fos_name}} with {{location.name}}!!

I'm so glad that you've decided to take us up on our {{custom_values.special_offer}}!

Our office is located at {{custom_values.address_plus}}.

I would love to get you scheduled.

Do mornings or afternoons work better for you?

Text 00b: Voicemail Drop

Timing: 5 minutes after lead opt-in (Window Time: 8:00am-8:00pm)

(Audio Voicemail):

Hi, this is Natalie with Genesis Back and Neck.

I just wanted to say thank you so much for submitting your information. You should have received a text message and an email with options to either schedule your complimentary consultation or ask any questions you may have.

We will be reaching out to personally help you get scheduled & answer any questions you may have or you can call us back to get started.

We look forward to helping you and will talk to you soon.

Text 1: Mornings or Afternoons Question + Welcome Video

Timing: Wait 7 hours after lead opt-in (Window Time: 9:00am-10:00am)

Hey {{contact.first_name}}, this is {{custom_values.workflow_fos_name}} with {{location.name}}.

I'm so glad that you've decided to take us up on our {{custom_values.special_offer}}! We have helped so many people with pain just like yours. Please enjoy some testimonials from some of our patients. 😊

{{trigger_link.t9jdEVRm5MOcsXFOPlwo}}

I would love to get you scheduled. Do mornings or afternoons work better for you? ☀️

Text 2: Checking In Again + Offer 4.2

Timing: Wait 1 day after Text #01 (Window Time: 1:30pm-3:30pm)

Hey there 🙌 {{contact.first_name}} Just checking in again!

I want to make sure we get your {{custom_values.special_offer}} secured!

Your complimentary treatment includes:

Private 1-on-1 Consult with the Doctor, MRI and/or X-Ray Review, Case Evaluation, and Initial Treatment on the DRX-9000

Would mornings or afternoons be a better time for you? 😊

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 3: Following Up Again

Timing: Wait 1 day after Text #02 (Window Time: 3:30pm-5:30pm)

Hey {{contact.first_name}}! 🙌

I hope you're having a great day! Just following up again so that you don't lose your spot for a {{custom_values.appointment_name}}.

Would you like to schedule via text 📱 or do you have any questions that I can answer for you? 😊

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 4: Schedule As Far Out As Needed

Timing: Wait 1 day after Text #03 (Window Time: 9:00am-10:00am)

Hey {{contact.first_name}}! 😊

This is {{custom_values.workflow_fos_name}} over at {{location.name}}!

I totally get that life can be busy, but I just wanted to let you know that we can schedule your appointment as far out in advance as needed. 😊

Do you have a date in mind that would work? 📅

Text 5: Our Success Rate

Timing: Wait 1 day after Text #04 (Window Time: 1:30pm-3:30pm)

Hey there, {{contact.first_name}}! 🙌

Do you have a time this week that works for you?

Our success rate is so outstanding that many surgeons, pain management, and primary care doctors refer to us. We keep people from having to have back or neck surgery every day!

This is YOUR NEXT STEP.

Are you ready to come in and see if we can help you? 😊

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 6: We Have a Few Spots Left

Timing: Wait 1 day after Text #05 (Window Time: 3:30pm-5:30pm)

Hey 🙋{{contact.first_name}}! 😊

We have a few spots left for a {{custom_values.special_offer}} Special!

I would love to put your name on one of them! Is there a day in the next couple of weeks that you can come in? 😁

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 7: Taking Your Health Back

Timing: Wait 2 days after Text #06 (Window Time: 9:00am-10:00am)

☀️ Taking your health back is just an appointment away. We help so many people dealing with chronic back and neck pain!

Is there a day that works better for you?

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 8: Schedule Via Text

Timing: Wait 2 days after Text #07 (Window Time: 1:30pm-3:30pm)

Hey, {{contact.first_name}}! 🙋

I hope you're having a great day. Just following up again so that you don't lose your {{custom_values.appointment_name}}!

Would you like to schedule via text? 😊

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 9: I Know You Are Busy

Timing: Wait 1 day after Text #08 (Window Time: 3:30pm-5:30pm)

Hey, {{contact.first_name}}!

I know that you are busy! I want to make sure you have one of the spots available to try {{custom_values.special_offer}}! 📧

How can I help you find a time that works best for your schedule?

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 10: Are You Still Interested?

Timing: Wait 1 day after Text #09 (Window Time: 9:00am-10:00am)

Hey {{contact.first_name}}! It's {{custom_values.workflow_fos_name}} over at {{location.name}}! Are you still interested in your {{custom_values.special_offer}}?

We want to help you find relief and take back your health TODAY!

Do mornings or afternoons work best for you to come in and see if we can help you?

Text 11: Book Your Appt Today

Timing: Wait 1 day after Text #10 (Window Time: 1:30pm-3:30pm)

Hey there! Just checking in to see if you are ready to get on the schedule to talk with the doctor about your back pain!

Can I help you get your appointment booked today? 📞

- {{custom_values.workflow_fos_name}} at {{location.name}}

Text 12: What Time of Day is Best?

Timing: Wait 6 days after Text #11 (Window Time: 9:00am-10:00am)

We help so many people get out pain and take their life back. 😊 People deal with pain for YEARS before finding a solution!

What time of day is best for you to come talk with the doctor?

♥ The {{location.name}} Team

Text 13: Do You Have Any Questions?

Timing: Wait 6 days after Text #12 (Window Time: 1:30pm-3:30pm)

Hey {{contact.name}}!

Did you have any questions about your special? I am happy to answer any questions that you may have.

{{custom_values.workflow_fos_name}} at {{location.name}}

SMS messages below will be substituted to its corresponding SMS messaging above IF pre-booking and pre-consult videos are submitted:

Text 1: Pre-Booking Video

{{contact.first_name}}, We're excited to meet you and get you feeling better!

{{custom_values.workflow_friendly_dr_name}} made a quick video showing what to expect when you come in to our clinic. Watch here:

{{trigger_link.iEzmgQwFxadYK92JdKg}}

What day this week works best for you to come in?

Text 3: Welcome Video

Hey {{contact.first_name}}, this is {{custom_values.workflow_fos_name}} with {{location.name}}.

I'm so glad that you've decided to take us up on our {{custom_values.special_offer}}! We have helped so many people with pain just like yours. Please enjoy some testimonials from some of our patients. 😊

{{trigger_link.t9jdEVRm5MOcsXFOPlwo}}

I would love to get you scheduled. Do mornings or afternoons work better for you? 🌞

EMAIL Messaging Verbiage:

Email 00: Optin - Your COMPLIMENTARY APPT is SECURED

Timing: Immediately after lead opt-in

... *Your COMPLIMENTARY APPOINTMENT is SECURED! Schedule TODAY!*

Hey {{contact.first_name}}! 🙌

Thanks so much for signing up for your {{custom_values.special_offer}} Special!

**If you haven't done so already, give us a call to set up your
{{custom_values.appointment_name}} before all slots are taken!**

📞 {{custom_values.funnel_phone}}

Your complimentary treatment includes:

- ✓ Private 1-on-1 Consult with the Doctor
- ✓ MRI and/or X-Ray Review
- ✓ Case Evaluation
- ✓ Initial Treatment on the DRX-9000

📍 Our office is located at {{custom_values.address_plus}}.

We look forward to seeing you in the office soon! ✨

{{custom_values.funnel_dr_name}}
{{location.name}}

You are receiving this email because you are subscribed to receive information for the SPECIAL that you signed up for with {{location.name}}. If you no longer wish to receive these types of emails from {{location.name}}, you can unsubscribe using the following link.

Email 1: Can We Find A Time?

Timing: Wait 1 day after lead opt-in (Window Time: 3:30pm-4:30pm)

Can We Find A Time?

{{contact.first_name}} this is {{custom_values.workflow_fos_name}} at {{location.name}} again!

I just wanted to see if we could find a time to book your {{custom_values.appointment_name}} before all the spots are taken!

Feel free to respond to this email or you can always call me at the office - {{custom_values.funnel_phone}}. We look forward to seeing you soon! 🌟

You are receiving this email because you are subscribed to receive information for the SPECIAL that you signed up for with {{location.name}}. If you no longer wish to receive these types of emails from {{location.name}}, you can unsubscribe using the following link.

Email 2: Don't Miss Out On Your Opportunity!

Timing: Wait 5 days after Email #01 (Window Time: 9:00am-10:00am)

Don't miss out on your opportunity!

Hey {{contact.first_name}}, 😊

This is {{custom_values.workflow_fos_name}} with {{location.name}}!

Are you still interested in your {{custom_values.appointment_name}}?

We have some spots available and I would love to help you get scheduled!

Can we get you in?

You are receiving this email because you are subscribed to receive information for the SPECIAL that you signed up for with {{location.name}}. If you no longer wish to receive these types of emails from {{location.name}}, you can unsubscribe using the following link.

Email 3: Still Suffering From Back or Neck Pain? We Can Help!

Timing: Wait 8 days after Email #02 (Window Time: 1:30pm-3:30pm)

Still suffering from back or neck pain? We can help!

Hi 🙌 {{contact.first_name}},

This is {{custom_values.workflow_fos_name}} with {{location.name}}!

We know that getting out of pain and taking your health back is why you took advantage of our {{custom_values.special_offer}} Special to try out Spinal Decompression and see if it will help YOU!! 😊

It is our passion to help you do just that and we help **SO MANY PEOPLE!**

We would love to find a time to have you sit down with the doctor and discuss your case and see how we can help you get out of pain and get back to your life!

Are you ready to book your appointment? 

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{{trigger_link.iEzmgQwFxatxYK92JdKg}}

What day this week works best for you to come in?

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