

Dear Dr. _____,

Since I am involved in eye care like you are, I know the frustrations you face with patients abandoning your practice unnecessarily. If you could retain all your patients, and get them coming in **on time** for their regular eye care, your profitability would be like living in a perfect world.

The good news is, that also means the foundation for a more profitable practice already exists. It is your patients! You don't have to magically make the resource appear out of nowhere, you already have it.

You mostly just need to accomplish those two things:

- Stop losing 10% of your patients every year like the average eye care practice
- Get patients to schedule their routine eye care on time instead of putting it off

The key to making both of these happen is found in proven business principles. The problem is, very few optometry practices are operating under these proven principles. The reason is both simple and fixable. The training you and your staff received was great in performing your occupations, but it falls woefully short in preparing you to operate your practice as a business.

My company serves to correct that problem. We make the two elusive items above happen for you because our staff is specifically trained in the art applying sound business principles. **And you pay absolutely nothing up front until we prove this service works.**

Dr. _____, be sure to call us or contact us through our web site to take advantage of our **risk free trial**. You can see how effective this service is without paying anything to have it proven to you. I look forward to helping you secure at least a 20% growth in your practice over the next 12 months.

Sincerely,

Sender
Company Name

PS: A flyer is enclosed. Be sure to act fast to take advantage of the limited number of free trials.