Hey [Owner’s Name]!

My name is [Your Name] and I hope you love the poster that I sent!

**First, I have to make a confession…**

I found your page while searching Facebook, and I sent you this poster to make a point and hopefully earn a quick phone call with you.

**Why I sent you this poster…**

5 years back this poster was the kind of thing that you could find in all kinds of [their industry] offices and was highly effective in helping your existing patients to understand the benefits of [their industry] care. Posters like this were effective marketing tools because they educated people while they were a captive audience. This helped them to understand why they needed to follow their care plan (and gave them reasons to refer people to your office.)

**The problem with posters like this?**

In short… they reach too few people.

They only ever get seen by your existing patients.

Wouldn’t it be nice if you could put a poster like the one I sent you in front of people that weren’t your patients/clients/customers so that you could get the same outcome?

What if you could put up a different poster like this, every single day, in front of folks that were looking for businesses like yours, and just need that extra bit of education?

That’s exactly what we’ve been doing using Facebook Pages just like yours.

If you can spare about 7 minutes between patients soon, I’d love to hop on the phone and explain what we’ve been doing, the benefits, and how it only costs $199.95/month to do.

You can text me on my cell at 555-555-5555.

Hope to hear from you soon!

[Your Name]

P.S. I picked out you to send this too because I think this is a perfect fit for your practice (from what I learned on your Facebook page).