

## Dear Loyal Customer,

I trust that you and your family are fit and healthy, you have my deepest sympathies if Covid-19 has affected you personally, but undoubtedly you will have felt the impact of a year of lockdowns and other economic and societal restrictions.

Easter is always a **time for renewal** and I hope this letter reaches you in a positive frame of mind. No country has handled the pandemic flawlessly, but when I compare notes with some friends in Germany, who are a long way behind with vaccinations, I am reminded that the UK has done some things right, and we can now look forwards to some fresh air with friends and family in the sunnier months ahead.

At the same time, as a business we have barely survived, and as the various support schemes draw to a close, we face possibly an even bigger **challenge of recovery**. No doubt this will not be easy, but we built this business based on our reputation and I sincerely believe that our reputation and the determination of our amazing team, will help us recover quickly.

**We have hundreds of 5-star reviews and thousands of satisfied clients.** Even those people who have found issues and cause for complaint, will have had a personal response and they will know they were heard.

This is a **tough letter to write**, and I find myself embarrassed to be asking for help, but also proud that I can. It is **unconventional**. And it goes against the natural dynamic of our main service (the treatment of pain and discomfort). Indeed the very nature of the relationship is exactly the opposite: you come to us for help. But today I'm doing just that. I sincerely hope you find this acceptable.

Today, I have a **favour to ask**. I promise that I wouldn't be writing this letter if it weren't of **paramount importance**. Furthermore, if you can do this favour for me, it will help you just as much - if not more - than it will help me.

If you're wondering... "How can this help you as much or more than me?" Then we're both on the same page...

Have you ever had a friend or loved one do something special for you? Even if it wasn't a big thing, they just went the **extra mile on your behalf**? *How did that make you feel?* Just the fact that they could have thought of ANYONE at that moment but they specifically singled you out, thought of you, and acted on your behalf?



It's a warm, fuzzy feeling. It's that feeling you get when someone eschews the usual platitudes in a birthday card and writes something thoughtful, sincere, and special. It can be poignant or funny, but either way it means they took that extra moment to write it because they wanted you to feel appreciated. It's a feeling of care and respect. It's life-affirming.

In terms of bang for emotional buck, it's hard to beat. With just a few words, they made **YOU** feel good about yourself **AND** they made you feel good about **THEM**. All of which is to say it's much easier than we make it to have people think fondly of us. With a little forethought, these sorts of feelings are available on demand.

Remember when I asked you "Ever had a friend or loved one do something special for you?"... and I asked you *how you felt about that?*

I have an opportunity for you to do exactly this for someone you care about. You'll be letting them know you thought of them in a moment when you could have thought of anyone. You'll be letting them know you truly care about *them and their health*. So it's definitely not something they'll forget in a hurry.

I'll get to the point (my English teacher always said I was a bit of a rambler!). The "favour" I mentioned at the beginning of the letter is for you to **tel a friend, loved one or co-worker about London Wellness - what we do and how we can help them**. Enclosed with this letter is something that will make doing this very quick and easy. You won't have to say or write much at all, and they'll still get those magical good feelings about you.

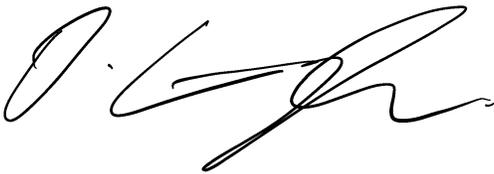
### **Bottom Line:**

*My whole request boils down to one simple thing. Please take the special voucher I've included in this letter and give it to someone you care about. Or you can even just take a picture of it with your phone and send it to them. Then all they have to do is give us a call.*

This really is a feel-good trifecta. You'll feel good by showing them you care. They'll feel good that you thought of them and we'll feel good to have another person we know we can help walk through the front door (and maybe skip out!).

Thank you so very much for your help in advance.

Sincerely,



**Oliver Codrington**  
Clinic Director

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P.S. If you already have someone in mind who could use our help... **don't wait**. Just take a picture on your phone and send them the voucher straight away. Any friend of yours is a friend of ours.

P.P.S. - Just to spell it out for you, below is what we'll give all of those you care about when they come in... and they'll have **YOU** to thank.

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- **VIP appointments**  
Priority for whatever time and day works best for them. Some appointment times are much more popular than others. We make those high-demand slots available to a small list of people and you and your friends are now on that list!
- **FREE Consultation from a Doctor of Chiropractic!**  
Comprehensive clinical history, neuro-musculoskeletal examination and assessment of personal goals.
- **FREE Report of Findings**  
After the evaluation, one of our expert chiropractors (reminder that we only employ qualified Doctors of Chiropractic who have trained for a minimum of 5 years and many for much longer) will “peel back the curtain” on any pain or discomfort and carefully review everything they see happening in the bodies of the thousands of clients we have seen before. They'll explain things in laymans' terms and plan out exactly what needs to be done to restore function and form of natural and optimal movement patterns.
- **DISCOUNTED First Treatment**  
Normally this will occur at the same time as the Report of Findings, but only after the client has understood how Chiropractic can help them. We tend to find that people value what they pay for, and while Chiropractic treatment is quick and effective, it also has the potential to change lives...we won't treat anyone who doesn't value that. But referrals from existing/trusted clients will get to experience a world-class treatment from one of Doctors of Chiropractic for **ONLY £47, normal price £55**.
- **HOWEVER**  
Just to confirm, should your loved ones not be convinced as to the benefits of Chiropractic or their individual treatment needs, then they will leave our clinic with expert knowledge and advice FREE OF CHARGE... we only charge for the treatment, not the time we spend.

