

Dr Patel
The Dental Practice
Floor 2

#####

{patient_address}

* See over for Dr Miller's
FREE EYE EXAM offer

Dear Valued Patient,

An unusual thing has been happening in my office....something I decided to write you about.

I'm doing this as a service to you.

If it is appropriate, I hope it helps; if it is not, please disregard it.

Over the last year, a surprisingly large number of my dental patients have called my offices seeking a reference from me for a qualified ophthalmologist. I don't know if this means that there is a tendency in the age groups of my patients to start experiencing visual problems. I don't know if it means that no one has a trusted, or an established relationship, with a ophthalmologist. I don't know enough about what their positions are.

All I know is that a lot of people have called me. Some have said that they want to have an eye exam, some have actually got problems. Others wanted to know who I went to. We get a surprisingly large number of calls.

Every time they call me, I refer them to the same man. His name is Philip Miller. Phil and I go back a long way. He has been my personal ophthalmologist for a long time. He examines my eyes twice a year. He is the man who gives me my contacts. I trust him. He is very good.

I point this out only because we both know that, along with having healthy teeth, your sight is probably the most important area of your health to protect. If you are having any problems, either with seeing or with pain, or any other complications, I urge you to seek professional assistance right away.

If you had aching teeth, you would visit me. Dr Miller is there for your eyes.

There are, of course, a number of fine professionals in the ##### area. All I know is that I have a long term relationship with Phil. He is in my office building, and I trust him. He is my own ophthalmologist. If you are looking for a skilled specialist for your eyes, someone who is empathic, capable and who you will find easy to deal with, and extremely gentle, kind and understanding, Phil is your man.

I couldn't recommend someone more highly than Phil Miller.

As I said, this is an unusual letter. I doubt if I will ever write another one like this. I have never written one like this before. But so many people have called me, asking for a competent referral for an ophthalmologist that I thought that there must be many others who were starting to see things hazy, or having other difficulties.

See Over >

If it is appropriate, please feel free to call Dr. Miller's office on ###-#####. Tell them that you are referred by me, and Phil has assured me that he will accept you without any delay. I point this out because many ophthalmologists, including Dr. Miller, have a full practice. But Phil has agreed to accept as many of my patients as he can.

I hope that this recommendation will do a service, for those of you who this is appropriate for. If this letter is inappropriate for you, please understand that I did not know, and I felt that sending this letter was the best thing I could do to try to reach those who maybe haven't taken action about their eyes.

Even more exciting news:

I just spoke to Phil to make sure he really wanted me to let you know about his ophthalmology services, and he was so genuinely excited that he has offered to give you your first eye exam for FREE*. I could not believe it, but Phil is just that type of great guy. I suppose that I should have expected it!

I look forward to seeing you again in my dental practice soon, and Dr Miller looks forward to welcoming you into his office too.

Don't forget to mention me when you call ###-##### for your free eye exam.

Yours sincerely,

** It really is free!!!
Just call Dr Miller*

Dr Patel

PS. Again, I apologize if you do not need this information. Phil is a great ophthalmologist and he will do an incredible service for your eyes. Please consider his practice if you are looking to change your specialist.

PPS. Please call Dr Phil Miller if you want to arrange an appointment. Tell his secretary that I referred you and they will book the next available time for your FREE EYE EXAM. His office number is ###-##### and they are expecting your call.

- EXAMPLE SALES LETTER -

YOU MUST NOT

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