

VIDEO OUTREACH SCRIPT TO *Top Referrers*

Hey (name),

(name) from (insert name of your practice) and it's that time of year.

You're probably getting all sorts of gifts and cards, maybe even some wine and chocolates.

I've been thinking about the best way to connect with you and show my gratitude for you at this time of year.

And I decided that a heartfelt thank you is what feels best to me.

So, I'm recording this to say, thank you! I really appreciate you.

Thank you so much for trusting me with your patients. That means more to me than any possible Christmas card you could ever send me.

And I want to continue to build our relationship and serve our patients even more in 2022.

So for xmas, I want you to know that I'm fully committed to supporting you and your patients and to ensure my team and I can do that even better - I'd love to know - how can I support you and your patients better in 2021?

I'd really love to know.

Would you mind shooting me a message back?

So thank you again for all your support. I just want to say thank you so much for being in our world and in our life.

Message me back and then let's organise a time to catch up in the new year - even if it's just virtually to fit in with our schedules, I just want you to know that I appreciate you.

And btw - if you do love chocolates or wine - please let me know and I'll send that over for you too.

So thank you so much.

VIDEO OUTREACH SCRIPT TO *Top Referring Patients*

Hey (name),

It's (name) from (insert name of your practice).

I just wanted to say, it's been an absolute privilege to be able to work with you this year. And thank you so much for trusting me with your health. It means a lot to me.

I know that there are a lot of practitioners out there and for you to choose us, not just choose us initially, but stay with us. That means the world to me. That's why I originally got into (name of profession) so I can actually help people. And it's a joy to be able to help wonderful people like you.

(Add personal context) And to see you get back into doing stuff like (things they enjoy e.g Pilates and skydiving, as a result of you being able to make a breakthrough with your injury) that's why I'm in business.

And I just wanted to say, thank you for the opportunity.

And I would like to wish you and your family a wonderful Christmas break.

I look forward to seeing you in the new year and between now and then, if there's anything I can do to serve you better, please let me know. You know how to contact me.

We're always available.

So I'm wishing you a happy Christmas to all of you from myself and our team. Thank you for trusting us and I'll speak to you next year.

OUTREACH
Message Template

Hey (name),

I've recorded a quick message for you here.

Check it out (insert link)

(name)