

I've got some really great news for you, but first I have a confession to make. Here's my confession: I always thought I really cared for my patients. But then, as I was thinking about you the other day it hit me: If I really, really cared about you, when you didn't come back for your routine cleaning, oral cancer screening, consultation and dental evaluation, I should have called or written you to see what happened.

But I didn't.

When you didn't respond, I should have done whatever it took to find out why you didn't come back. Was it a money problem? Was it a fear problem? Maybe we somehow dropped the ball?

It wasn't enough to send a postcard or make a routine call to remind you to come in for a six-month checkup. If we really cared, we should have called out the Boy Scouts, the FBI, the Marines...whatever it took to find you and get you back here and save you from all those nasty consequences of delaying treatment...and get your smile in 100% working order.

But I didn't do any of those things. Please forgive me, and accept my apology.

And now for the good news! Just give us a call and make that appointment for that cleaning and consultation. Bring in this letter and we will automatically give you a 15% discount for that appointment. You know you need to come in, so why not give us a call, and get started on your healthy smile.

Yours for the greatest smile ever,

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Michael Abernathy, DDS

P.S. Doggone it all. Have I done enough here? I'd sure hate to have almost convinced you to come in and get this work done, but just not quite enough to actually come in. Tell you what. We've got a really great gift for you. You've always wanted to have a beautiful bright smile, so if you will pay for our patented White and Bright bleaching system, we will do your spouse or friend at no cost (zilch, nada, nothing, free). Don't wait! Give us a call today!

P.S.S. If all this didn't quite do it, please, please, at least phone and tell us: What will it take to get you in here?