

## **Email 1**

**Subject line:** Feeling hopeless about back pain?

Hi [FNAME],

You used to feel like you could take on the world. Now, chronic back pain can seem like the *end* of the world.

It's not. But if you've been relying on traditional massage, physical therapy, or chiropractic to address your lower back pain, you may be treating the symptoms rather than the root cause.

Which means the pain will only come back.

At Back Worx, we empathize with your struggles. And we'll be honest, we're sick of hearing medical providers talk about back pain as something you "just have to deal with." The truth is, they only have one single therapy to offer — so that's what they sell you.

That wasn't good enough for us. So, we dug into the physiological basis of the most effective pain relief techniques and pulled the best elements into one integrated approach.

We figured out how to reverse engineer the source of pain. Now, we can actually fix it.

Our revolutionary techniques are fully customized to your body's needs. Many of our patients have tried every pain relief method under the sun. Relief only happened when they booked with Back Worx. We often have patients tell us, "I wish I'd found you sooner!"

Well, we're here! Book your appointment now and see what we can do for you.

**[CTA] Book Online**

It's time to feel better — finally.

[signature]

## **Email 2**

**Subject line:** You're not a kid anymore...

Hi [FNAME],

When you were a child, you skipped, jumped, and ran around. You hung from the monkey bars and roughhoused with your siblings.

Now, you can barely get out of bed because your back is constantly acting up.

No, it's not just that you've gotten older — and you're not stuck with back pain forever. Unfortunately, many medical providers lead you to believe that. They have a one-size-fits-all approach, and when it doesn't fit you, guess what?

You're back at square one.

At Back Worx, we believe you deserve better. You may not have the boundless energy you had as a kid, but you can still get your life back. It's time to overcome your back pain and start enjoying your favorite activities again.

Our revolutionary approach blends myofascial therapy with medical massage in a series of exercises fully customized to your body. No more wasting money on chiropractic, physical therapy, or traditional massage that isn't getting to the root of the problem!

You deserve lasting relief. Make it happen by booking your appointment now.

**[CTA] Book Online**

[signature]

## **Email 3**

**Subject line:** Ageing doesn't have to mean pain

Hi [FNAME],

Is back pain just par for the course as you get older? Kinda, but also not. Yes, you can be more susceptible to chronic pain as you age. But often, it stems from a complicated set of factors, including genetics, physical activity, and your job.

Unfortunately, back pain builds up over time, like a pressure pot — then erupts when you pull a muscle or pinch a nerve. And once chronic pain is triggered, it's hard for your body to un-trigger it.

Traditional massage focuses on relaxation and loosening up tense muscles, while chiropractic adjustment aims to align the joints. The problem is that neither of these tackles the root causes of lower back pain, which are often stiff fascia, damaged ligaments, or pressed nerves.

Our unique method combines the right techniques in an integrated, intuitive approach. We use synergistic treatment to provide lasting relief, rather than slapping the proverbial Band-Aid on your pain!

So, yes, your pain can be resolved — even if you're getting older. With treatment, you can enjoy an active lifestyle into your golden years. Don't put it off another day! Click or tap below to book.

**[CTA] Book Online**

[signature]

## **Email 4**

**Subject line:** The real solution to back pain

Hi [FNAME],

We've been talking about the root causes of lower back pain and why traditional treatments often don't provide lasting relief.

You may be wondering, "so what does?" Or you're shaking your head and questioning how we can offer something that your regular doctor doesn't.

Well, it's simple. Traditional massage and physical therapy focus on standard techniques based on human anatomy. But at Back Worx, we know that every human has a unique experience of pain. A one-size-fits-all approach just doesn't work. It's like replacing the tires on a car with a damaged axle; the wheels will just get damaged again because the root cause is not fixed.

So, we begin with a Pain Pattern Assessment that allows us to reverse-engineer your pain. From there, we can identify the correct trigger points to release and develop a plan for continual treatment. This is called medical myotherapy.

This system draws upon techniques refined by body work expert Neil Homes. It brings together the most effective therapies, then fully customizes them for your unique needs.

In short, we set you up for lasting relief — not a quick fix.

But don't take our word for it. Here's what one of Neil's clients had to say:

After over \$900 in chiropractic adjustments, I was still in pain and was unable to do my day-to-day activities comfortably, let alone get back to the gym. I was willing to do anything, but certainly skeptical. [Neil] was able to pinpoint the source of my pain. After 20 minutes, I was completely pain-free! With some simple maintenance work, I've been back to the gym for four months with ZERO PAIN. I have newfound mobility and confidence to keep pushing!" – Samantha R.

It's time to reclaim your life. Click or tap below to book your appointment with Back Worx.

**[CTA] Book Online**

[signature]

## **Email 5**

**Subject line:** What's keeping you from seeking relief?

HI [FNAME],

We see that you haven't yet booked your appointment with Body Worx. Can we ask what's holding you back? We're happy to answer any questions.

If your concern is that your pain just isn't fixable or you're skeptical about medical myotherapy's effectiveness, consider this.

It took years to develop your pain, and it may take years to heal it — if at all. Traditional, single-approach techniques provide temporary relief rather than lasting solutions. And you end up paying much more in the long run for weekly massage and chiropractic appointments.

Get to the root of the problem and treat your unique combination of stiff fascia, damaged ligaments, and pinched nerves. We can help you find relief.

Start the process now and prevent yourself from being in pain in the future. It's time to get your life back. Isn't that worth investing in your health?

Click or tap below to book now. This is the last you'll hear from us, although you can always reach out again for help with your chronic pain. We hope, though, that you'll take this opportunity to seek relief now.

**[CTA] Book Online**

You deserve to feel better and embark on life with less pain. We're here to help.

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