

[Letterhead  
Sample letter.]

**CHIROPRACTIC CHECK-UP TIME**

Dear Friends and Patients,

Hello.

We have been updating our records and it looks like you haven't been in our office for a while. If this is not the case, you can toss this letter. Otherwise, please read on.

New research keeps proving the effectiveness of chiropractic, not only for back pain, neck pain, and headaches, but for general health and wellness.

We know our active patients are getting healthier because they are in seeing us. But then we started to think about the people who we haven't seen for a while.

**LIKE YOU!**

We sincerely hope that you are healthy and doing well. However, it is our experience that periodic chiropractic check-ups are very important and we would like to offer you one!

Remember – those bones in your back and neck (vertebrae) can move out of place even slightly every now and then just in the course of day-to-day living. Once these bones shift off line, you can experience pain or tension in your back, neck, shoulders, hips and legs. Other problems can also occur.

Even if you are feeling great, it is still a good idea for a periodic chiropractic checkup.

Since we haven't seen you for a while, I would like to encourage you to stop by and pay us a visit. We will give you a consultation and, if needed, a complete examination (including initial x-rays), all at **no charge.**

We will extend this offer is until the end of October, which is recognized as National Spinal Health Care Month.

We believe that "An ounce of prevention is worth a pound of cure", and hope you can make it in for a periodic check-up.

Yours in health,

Dr.

P.S. We will even extend this offer to your entire family.

