

Coastal AI — 5-Part Email Drip Sequence

Automated Nurture Campaign for New MedSpa Leads

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How to Use This Sequence

This 5-part email sequence is designed to be loaded into your email marketing platform (e.g., Klaviyo, HubSpot, Mailchimp, or ActiveCampaign) as an automated drip campaign. It triggers when a new lead submits the contact form on your website or downloads the MedSpa AI Playbook.

Timing:

- Email 1: Immediately upon sign-up
 - Email 2: Day 2
 - Email 3: Day 4
 - Email 4: Day 6
 - Email 5: Day 9
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Email 1 — Welcome & Immediate Value

Subject Line: Your MedSpa AI Playbook is inside 🎯 **Preview Text:** Plus: the #1 mistake clinic owners make before investing in AI

Hi [First Name],

Welcome — and thank you for your interest in Coastal AI.

Attached to this email is your copy of **The 2026 MedSpa AI Playbook** — a complete, step-by-step guide to implementing the five AI systems that are quietly transforming medical aesthetic clinics across the US and Canada.

Before you dive in, I want to share the single most common mistake I see clinic owners make when they first explore AI: **they try to implement everything at once.**

The clinics that see the fastest results — sometimes within the first 30 days — are the ones that start with just one tool, get it running properly, and then build from there. In the playbook, I walk you through the exact order I recommend, based on what delivers the fastest return.

Over the next few days, I will be sharing some specific examples, numbers, and case studies that I think you will find genuinely useful — whether or not you ever work with Coastal AI.

Talk soon,

Michelle Founder, Coastal AI Consultancy michelle@coastalaiconsultancy.com AI-Powered Customer Acquisition for MedSpas

Email 2 — The Problem (Missed Leads)

Subject Line: The \$240,000 problem hiding in your clinic **Preview Text:** This number surprised me when I first saw it

Hi [First Name],

Yesterday I mentioned the most common mistake clinic owners make with AI. Today I want to share a number that might surprise you.

The average medical aesthetic clinic loses approximately \$240,000 per year from missed and unanswered communications.

That is not a typo. A quarter of a million dollars — from voicemails that go unreturned, website enquiries that sit in an inbox overnight, and text messages that get buried during a busy treatment day.

The reason the number is so large comes down to one statistic: **78% of patients book with the first practice that responds to them.** Not the best practice. Not the closest practice. The *first* one to respond.

This is the problem that an AI Voice Agent solves completely. It answers your phone, responds to website enquiries, and books appointments — 24 hours a day, 7 days a week, without a single staff member involved.

One of my clients, a single-location med spa in Austin, TX, captured 14 new patient bookings in their first month — all from after-hours enquiries that previously went to voicemail.

Tomorrow I will share how the second AI tool works, and why it is often the fastest path to immediate revenue.

Michelle Coastal AI Consultancy | michelle@coastalaiconsultancy.com

P.S. If you would like to see a live demo of the AI Voice Agent, just reply to this email and I will set one up for you.

Email 3 — The Opportunity (Dormant Patients)

Subject Line: Your most valuable patients are already in your database **Preview Text:** They just need the right nudge to come back

Hi [First Name],

Here is a question I ask every clinic owner I speak with: *How many patients in your database have not booked in the past 6 months?*

Most do not know the exact number. But when we pull the data, it is almost always between 40% and 60% of their entire list.

That is not a failure — it is an opportunity. These patients already know you, trust you, and have experienced your work. They did not leave because they were unhappy. Life got busy, they forgot to rebook, or they simply needed a gentle reminder.

AI Patient Reactivation is the tool that sends that reminder — automatically, personally, and at exactly the right time.

Here is how it works in practice: the AI scans your patient database, identifies anyone who has not booked in your chosen timeframe, and sends a personalised SMS or email sequence that references their last treatment and suggests a natural next step. No generic “We miss you!” blasts. Specific, relevant, human-feeling messages.

One clinic I work with reactivated 68 dormant patients in their first 30 days — generating over \$180,000 in revenue from patients who were already in their database, at zero cost per acquisition.

The playbook I sent you on Day 1 has a full breakdown of the tools available and what to expect in your first 90 days.

Michelle Coastal AI Consultancy | michelle@coastalaiconsultancy.com

Email 4 — Social Proof (Reviews & Reputation)

Subject Line: 94% of your future patients are reading these right now **Preview Text:** And what they find will determine whether they book with you

Hi [First Name],

Before a patient books their first Botox appointment, their first laser treatment, or their first consultation — they do one thing almost universally: they read your Google reviews.

94% of patients read online reviews before choosing a medical aesthetic clinic. And the clinics that consistently win new patients are not necessarily the best clinics in their market. They are the ones with the most reviews, the highest ratings, and the most recent activity.

The challenge is that asking for reviews feels awkward. Your team is busy. And even your happiest patients forget to leave one by the time they get home.

AI Reputation Management removes all of that friction. After each appointment, the system automatically identifies your happiest patients and sends a personalised review request at the optimal moment — typically 2–4 hours after their appointment, when the experience is fresh and they are feeling their best.

Clinics using this approach collect **47% more positive reviews** and see measurable improvements in their Google Maps local ranking within 60–90 days.

If you are curious about what this looks like in practice, I am happy to walk you through a live example on a quick call.

Michelle Coastal AI Consultancy | michelle@coastalaiconsultancy.com

Email 5 — The Invitation (Book a Call)

Subject Line: One question before I close the loop **Preview Text:** No pressure — I genuinely want to know

Hi [First Name],

Over the past week, I have shared four of the five AI tools that are making the biggest difference for medical aesthetic clinics right now. I hope at least one of them sparked an idea for your practice.

I have one question for you: **What is the single biggest challenge your clinic is facing right now when it comes to patient acquisition or retention?**

You can reply directly to this email — I read and respond to every message personally. Or, if you would prefer to talk through it on a call, you can book a free 30-minute strategy session with me at the link below.

On the call, I will:

- Listen to your specific situation (no generic pitches)
- Tell you honestly which AI tool would deliver the fastest ROI for your clinic
- Give you a clear implementation roadmap you can act on immediately — whether you work with Coastal AI or not

There is no obligation and no hard sell. I built Coastal AI because I genuinely believe that the clinics doing the best work deserve the best tools — and I want to help you find them.

Book your free strategy call: [Reply to this email or visit coastalaiconsultancy.com]

Thank you for reading this week. I hope to speak with you soon.

Michelle Founder, Coastal AI Consultancy michelle@coastalaiconsultancy.com AI-Powered Customer Acquisition for MedSpas

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