

Email 01 - Testimonial

Subject: "I want to be good. But I don't know how"

Hello [FIRST NAME],

When it comes down to it, parents with struggling children want one thing: transformation. To see a child who couldn't concentrate learn to excel at school. To watch their socially-challenged son or daughter make friends and laugh along with them. To be able to share their love with a child who had been distant and oppositional.

Brain Balance has brought these transformative results to thousands of children over the last 12 years.

Here is a story from one of the many families we have had the honor of growing with.

"He was very, very smart ... His behavior would sometimes be very erratic. If he was in trouble for something, he'd say he was sorry and that he wanted to be good, and then turn around 3 minutes later and do the exact same thing again. It never registered from the consequences of his actions. ... When he was in trouble for something, he would look at us and say, "I want to be good. But I don't know how."

When I sat down during the assessment, they basically looked at us and said, "He's telling the truth. He really does want to be good, he's not trying to be bad, but he just mentally doesn't know how to do that." ...

[Since Brain Balance,] he uses his imagination more. He dreams. He's developing a sense of humor. He's much more well-rounded – it seems like he's enjoying life more. ... He came home after being at Brain Balance one time, and he was showing us that he can do jumping jacks, and that he could cross his hands back and forth, and he was so excited because he'd never been able to do that."

- JOHN AND CHERI C., BRAIN BALANCE PARENTS

Read full testimonial - <https://www.brainbalancecenters.com/story/steven/>

Is your child struggling like Steven was? Do you wonder if this kind of transformation is possible for your family?

We're here to tell you: it is possible.

Talk to us today at [XXX-XXX-XXXX] to learn more about how Brain Balance can positively transform your child, and bring your family peace and relief.

Sincerely,

[S/O]

P.S. Through December [XX], we are offering a \$500 scholarship towards enrollment. Call today at [XXX-XXX-XXXX], or simply reply to this email.

Email 02 - Welcome, part 1

Subject: Raising a child who struggles is difficult. You don't have to do it alone.

Hello [FIRST NAME],

You brought your child to an assessment at Brain Balance this year. There you learned more about the challenges he or she faces. It's important to know that those difficulties are real. Getting an assessment at Brain Balance is just one of the many ways you've sought help. We want you to know that we share deeply the concern you feel for your child.

But you also learned at the assessment that there is help for your child.

Over the past 12 years, Brain Balance has helped more than 25,000 children learn how to overcome cognitive and educational challenges. We know the problems your child faces because we see them every day. Utilizing ground-breaking research, we have developed a program that will equip your child with the tools he or she needs to live the happy life they so richly deserves.

That's why we can say with confidence that help is here for your child and your family.

To learn more, or to enrol during our end of the year special, call us today at [XXX-XXX-XXXX] or just reply to this e-mail. We would love nothing more than to bring you some peace and relief this upcoming year!

Sincerely,

[S/O]

Email 03 - Welcome, part 2

Subject: School threatening to hold your child back?

Hello [FIRST NAME],

Midterms are in, the teachers have made their suggestions on what needs to be done for your child to make it to his or her next benchmark. We know you've tried everything the school has to offer. But are you still feeling frustrated and alone?

Is your child still struggling?

Now it's time to go the distance and make sure that your child has all the tools he or she needs to live a full, happy, and fulfilled life.

We'd like to invite you to take advantage of a special offer from Brain Balance. When you sign up your child for the Brain Balance Program, you will instantly receive a \$500 scholarship towards enrollment. But act fast, this offer is only good during the month of December.

At Brain Balance, our goal is to help you guide your family through your toughest challenges, and on to your greatest achievements. We're ready to get to work.

Call us at [XXX-XXX-XXXX], or reply to this email, to enroll and receive your \$500 scholarship.

Sincerely,

[S/O]

P.S. Remember, this scholarship is only available through December [XX], so call or reply to this email today.

Email 04 - Problem + Solution

Subject: The path to relief and peace for your family

It's happened again. Your child threw another tantrum. We understand how heartbreaking it is to see your child come home from school feeling discouraged and lonely.. It's a powerless feeling to see your child frustrated and defeated by things other children find manageable.

It's got to stop. There is a better way.

Our in-depth program gets to the physiological root of the challenges facing your child. We help you guide them to overcome those challenges by providing tools that will equip your child for life.

Help from Brain Balance is all about letting the unique gifts and brilliance of your child shine through, while bringing relief and peace to the whole family.

Don't feel trapped any longer by systems that can't address the needs of your child. Enroll your child in the Brain Balance Program before December [XX], and receive a \$500 scholarship towards the cost of enrollment.

Bring your child - and your family - help and comfort this Christmas. Call us today at [XXX-XXX-XXXX].

Sincerely,

[S/O]

Email 05 - Overcoming Objection

Subject: A tool that will work for your child.

Hello [FIRST NAME],

Raising a child is like beautifully molding clay. A hands-on process that is sometimes difficult, but always filled with love, care, and attention. But there are always challenges.

You've seen firsthand the challenges that your child faces. As a loving, responsible parent, you've tried many tools in the molding process. Medication. Doctors. The educational system.

But they haven't worked.

There is one tool you haven't tried, yet. Brain Balance.

As the potter molds the clay using their hands, so does Brain Balance use in-person, face to face teaching and coaching methods to help children overcome the cognitive, educational, and emotional difficulties in their lives.

We know it's frustrating to see other tools fail to help your child. The good news is our program has helped many families just like yours.

Enroll today to take advantage of our \$500 scholarship offer. Act quickly, because this offer only lasts until December 31st.

Sincerely,

[S/O]

P.S. To receive this \$500 scholarship, call us today at [XXX-XXX-XXXX], or simply reply to this email.

Email 06 - Overcoming Objection

Subject: What will your child receive at Brain Balance?

Tools to overcome educational and behavioral challenges. Confidence in themselves. A pattern for a healthy, happy, and fulfilled life.

Hello [FIRST NAME],

We all need tools to succeed, self-confidence, and behavioral patterns we can use. Have those things eluded your child and your family?

The goal of the Brain Balance Program is to guide children and their families through some of their worst struggles, and take them to their greatest achievements.

We offer your family in-person help, teaching, and coaching to learn how to cope with and overcome the challenges your child faces. It's not too late to remove these burdens from your child's life.

As a parent, you will receive the blessing of knowing that you have brought your child the help they deserve.

Act now to enroll your child, and you will receive a \$500 scholarship. There's never been a better time for this wonderful gift.

Sincerely,

[S/O]

P.S. Ask about our payment plans that are now available.

Email 07 - Overcoming Objection

Subject: You're not alone.

Hello [FIRST NAME],

Being a parent is not always easy. Life is full of hurdles and challenges. For your child, however, those hurdles are extraordinary.

But your child is not alone. And neither are you.

Over the last 12 years, Brain Balance has helped more than 25,000 children who struggle with cognitive, educational, and behavioral challenges go on to realize their greatest achievements. We'll be with you and your child every step of the way.

Our experts are always available to talk with you, explaining where your child is in the process, what the goals for the process are, and how we'll get there together. There is a dedicated parents conference every twelfth session, and we will continue to be available after the program is over. We include a one-year anniversary assessment to follow up with you and your child, and to measure the progress they've made.

Thousands of children in this country struggle to overcome the hurdles that your child faces. Thousands of parents know the anxiety and stress you feel.

Brain Balance extends our hand to you, offering relief for your child and you, as well as the peace of mind that comes with knowing you are doing everything in your power to give your child the success they deserve.

Call us today at [XXX-XXX-XXXX]

Sincerely,

[S/O]

P.S. Our \$500 scholarship towards enrollment is available now through December [XX].

Email 08 - Crunch time, part 1

Subject: It's not too late

Hello [FIRST NAME],

We understand. The holidays are an incredibly busy time, and life gets hectic. Unfortunately, even as we celebrate the holiday this season, there can also be a lot of stress.

Do you find yourself struggling these days? Is it more difficult than ever to address the needs of your child?

Anytime you can reach out for help is a good time to reach out.

A \$500 scholarship towards enrollment at Brain Balance is available now, and we stand ready to be a guiding influence in the lives of your child and your family.

Simply respond to this email to take advantage of this unique offer, or call us at [XXX-XXX-XXXX]. We would love nothing more than to make 2019 a great year for your child.

Sincerely,

[S/O]

P.S. Hurry, this \$500 scholarship is only available through December [XX]. Be sure to ask about the payment plans we now offer.

Email 09 - Crunch time, part 2

Subject: The time is now

Hello [FIRST NAME],

Today is December [XX], the last day Brain Balance is offering a \$500 scholarship towards enrollment for your child.

You know their struggles. You've experienced a life without relief for them, without peace of mind for yourself.

Make 2019 the year of tremendous, positive change.

Call us today at [XXX-XXX-XXXX] or respond to this email to receive a \$500 scholarship towards enrollment in the Brain Balance Program. Your child is capable of great things. Let Brain Balance help guide the way.

Are you ready for change? Are you ready for transformation? We think you are.

Talk to us today.

Sincerely,

[S/O]