

The Radiant Balance Protocol

EMAIL NEWSLETTER TEMPLATE IMPLEMENTATION GUIDE



FOR PRACTICE USE ONLY

Do not distribute this document directly to patients.

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INTRODUCTION

Why This Newsletter Works

This email does something a generic practice newsletter can't: it meets a GLP-1 patient exactly where she is, then gives her a reason to care about what's happening to her face at the pace this audience actually moves.

It follows the same proven sequence as the landing page: establish the concern, introduce the solution, back it up with proof, and make booking easy. As an awareness email, its job is to open the conversation and earn her attention, not to pressure a booking.

Every section has a specific job. This guide walks you through each one, shows you exactly what to customize, and explains how to import the file into your email platform.

Who This Email Is For

The same patient the landing page was written for:

is **on** or **actively considering**
a **GLP-1** medication

Has noticed, or is **worried**
about changes in her face

Wants **clinical reassurance**
before committing to treatment

Is reading **on her phone**,
likely between other things

She doesn't need a sales pitch. She needs to feel understood, then have a clear, low-pressure path to book.



EMAIL TEMPLATE 1

The Awareness Email

This email is designed to be sent to patients who are in your care and on or considering a GLP-1 medication, who haven't yet had a conversation about how weight loss affects the face.

The goal is for the patient to feel like her provider is paying attention to her needs and has something useful to share that will support her goals.

Step 1: Fill in your practice details

Before importing into your email platform, you need to replace the placeholders in the HTML file with your actual information.

How to do a Find & Replace:

Windows: Open the HTML file in Notepad → press Ctrl + H

Mac: Open the HTML file in TextEdit → press Cmd + H



Step 1: Fill in your practice details

Find and replace each of the following:

Find in the file	Replace with
[PRACTICE NAME]	Your practice name
[ADDRESS]	Your practice mailing address (required for a compliant email footer)
[BOOKING-LINK]	The full URL of your consult booking page (e.g., https://yoursite.com/book)
[UNSUBSCRIBE-LINK]	Your email platform's unsubscribe link or merge tag

Once all placeholders are replaced, save the file.

Step 2: Import into your email platform

GoHighLevel (GHL):

- 01 Go to **Marketing → Emails → New Email**
- 02 Choose **Custom Code / HTML** editor
- 03 Paste the full HTML content
- 04 Save and preview

Klaviyo:

- 01 Go to **Campaigns → Create Campaign → Email**
- 02 Choose **HTML editor**
- 03 Paste the full HTML content
- 04 Save and preview

Mailchimp:

- 01 Go to **Campaigns → Create Campaign → Email**
- 02 Choose **Code your own**
- 03 Paste the full HTML content
- 04 Save and preview

Step 3: Preview before sending

Always preview on:

01

DESKTOP VIEW

02

MOBILE VIEW

03

Send a test email to yourself before sending to your list



IMPORTANT NOTE: ABOUT THE IMAGES

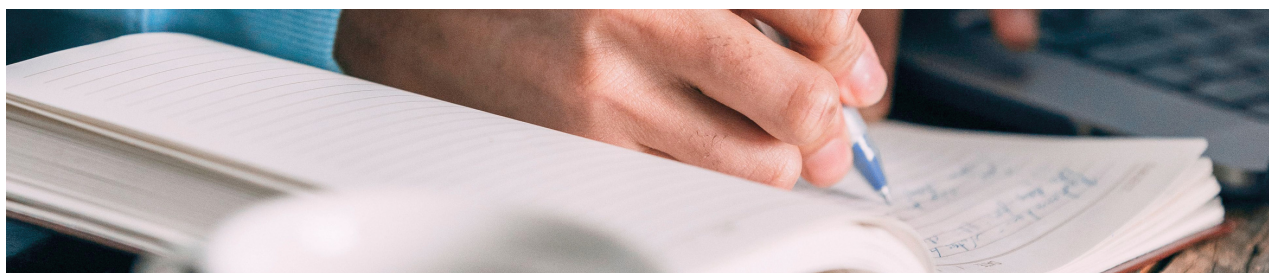
The images in this email are hosted on a **public CDN (Content Delivery Network)**. This means:

No image uploads required: the images will load automatically when recipients open the email

Works on any email platform: GHL, Klaviyo, Mailchimp, ActiveCampaign, or any other platform

Works for all recipients: images are publicly accessible and will display correctly regardless of the email client (Gmail, Outlook, Apple Mail, etc.)

You do not need to download or re-upload any images. Just paste the HTML and go.



PREVIEW & PRE-SEND CHECKLIST

Always preview on:

- ☐ Preview on desktop
- ☐ Preview on mobile
- ☐ Send a test email to yourself before sending to your list

Pre-send checklist

- ☐ [PRACTICE NAME], [ADDRESS], [BOOKING-LINK], and [UNSUBSCRIBE-LINK] all replaced
- ☐ [BOOKING-LINK] tested on mobile and routes to the correct booking page
- ☐ Subject line set in your email platform
- ☐ Preview text reads correctly in the inbox
- ☐ Test email reviewed on desktop and mobile
- ☐ Unsubscribe link works (required for compliant sending)

Questions about setup, customization, or sending?

Contact your MedShiftRx representative for support.