

Follow-Up Email Template List

Copy-ready email templates for medical reps introducing independent pharmacies to Peptide Partners and the oral Bioactive Precision Peptide category.

What this resource is for
Use these templates after LinkedIn connections, pharmacy conversations, webinar registrations, no-reply situations, and startup option discussions. Keep the message short, useful, and focused on the next step.

Suggested follow-up cadence

Email 1	Same day or next morning	Thank them, recap the problem, share overview
Email 2	2-3 days later	Clarify differentiation and why this is not just another OTC product
Email 3	4-5 days later	Offer startup options and ROI reference
Email 4	7-10 days later	Invite a quick strategy call or training review
Email 5	14+ days later	Polite close-the-loop message

Compliance reminder: avoid disease claims. Use wellness language such as support, help maintain, designed for, education, and patient demand. Refer clinical questions to licensed healthcare professionals.

How to use these templates

Customize the opening line based on who you are contacting: pharmacy owner, pharmacist, COO, buyer, medical rep, or healthcare business partner. Keep each email focused on one next step: review the guide, watch the replay, see startup options, or book a call.

1. After a New LinkedIn Connection

Use when: Use after a medical rep, pharmacist, or pharmacy owner accepts a connection request.

Subject	Quick question about pharmacy wellness revenue
Preheader	Curious if this is already on your radar.
Body	<p>Hi {{first_name}},</p> <p>Thanks for connecting. I work with medical reps and independent pharmacies that are exploring new cash-pay wellness categories outside the PBM model.</p> <p>A lot of pharmacies are already getting patient questions around weight management, GLP-1 support, energy, sleep, recovery, hydration, and healthy aging.</p> <p>I am helping reps learn how to introduce oral Bioactive Precision Peptides in a simple, compliant way.</p> <p>Curious - are you currently seeing pharmacies look for new front-end wellness revenue streams?</p> <p>Best, {{your_name}}</p>

2. After the First Pharmacy Conversation

Use when: Use after speaking with a pharmacy owner, COO, buyer, or lead pharmacist.

Subject	Great speaking with you about the peptide wellness category
Preheader	Here is the simple recap and next step.
Body	<p>Hi {{first_name}},</p> <p>It was great speaking with you today. I appreciated the chance to learn more about what you are seeing in the pharmacy right now.</p> <p>The main idea we discussed was simple: many independent pharmacies are looking for new cash-pay wellness categories that are not tied to PBMs, prior authorizations, or reimbursement pressure.</p> <p>Peptide Partners helps pharmacies introduce oral Bioactive Precision Peptides with staff education, patient-friendly positioning, and simple launch options.</p> <p>Here is the overview we discussed: {{flipbook_link}}</p> <p>The best next step would be a short strategy call to review which launch option makes the most sense for your pharmacy.</p> <p>Here is my calendar: {{booking_link}}</p> <p>Best, {{your_name}}</p>

3. Send Overview + Science Resources

Use when: Use when someone wants more credibility before scheduling.

Subject	Peptide overview and science resources
Preheader	A quick place to review the category and positioning.
Body	<p>Hi {{first_name}},</p> <p>I wanted to send over the overview and science resources so you can review the category in one place.</p> <p>The key distinction is that these are oral wellness products built around Bioactive Precision Peptides. They are not compounded injectables and they are not research-use peptides.</p> <p>For pharmacies, the conversation is less about adding another shelf product and more about introducing a modern wellness category patients are already asking about.</p> <p>Overview: {{flipbook_link}}</p> <p>Science resources: {{science_link}}</p> <p>After you have a chance to review, I would be happy to walk through the pharmacy launch options and simple ROI model.</p> <p>Best, {{your_name}}</p>

4. Startup Options Follow-Up

Use when: Use when someone asks how to get started or what the investment looks like.

Subject	Simple startup options for pharmacies
Preheader	No complicated launch required.
Body	<p>Hi {{first_name}},</p> <p>Here is the simple version of how pharmacies can get started.</p> <p>There is not one required path. Some pharmacies begin with a Launch Box for staff education. Others start with a small patient-facing pilot around the most common wellness conversations, such as GLP-1 support, metabolism, hydration, recovery, sleep, and healthy aging.</p> <p>The goal is to make the first step practical, not overwhelming.</p> <p>I am attaching the Startup Options + ROI Reference so you can see the basic launch paths and how the revenue model can work.</p> <p>If helpful, we can review it together in 10-15 minutes.</p> <p>Calendar: {{booking_link}}</p> <p>Best, {{your_name}}</p>

5. No Reply Follow-Up

Use when: Use 3-5 days after sending resources.

Subject	Worth a quick look?
Preheader	This may be relevant for your pharmacy conversations.
Body	<p>Hi {{first_name}},</p> <p>Just wanted to float this back to the top.</p> <p>The reason I thought this may be relevant is that many pharmacies are trying to find revenue opportunities that do not depend on PBMs, insurance approvals, or shrinking prescription margins.</p> <p>This gives them a way to have a front-end wellness conversation around patient demand that already exists.</p> <p>Worth a quick 10-minute look, or should I reconnect another time?</p> <p>Best, {{your_name}}</p>

6. Rep Prospect Follow-Up

Use when: Use for medical reps who may want to build a side business with pharmacies.

Subject	A pharmacy opportunity for medical reps
Preheader	Built for reps who already understand healthcare conversations.
Body	<p>Hi {{first_name}},</p> <p>I thought of you because this opportunity fits people who already understand healthcare conversations and know how to build trust with providers.</p> <p>Peptide Partners trains reps to introduce independent pharmacies to a cash-pay wellness category built around oral Bioactive Precision Peptides.</p> <p>There is no cost to set up an account and no minimum order required. That said, it is much easier to talk about products you have personally tried, so many reps start with one product, a core stack, or the full Launch Box.</p> <p>If you want, I can send the quick start guide or walk you through the model.</p> <p>Best, {{your_name}}</p>

7. Staff Training Next Step

Use when: Use after a pharmacy owner shows interest but worries about staff time.

Subject	Making this easy for pharmacy staff
Preheader	The launch is only as strong as the front-counter conversation.
Body	<p>Hi {{first_name}},</p> <p>One thing I want to emphasize is that the staff training does not need to be complicated.</p> <p>The goal is not to turn the team into peptide experts. The goal is to help them recognize the right patient conversations and know when to bring in the pharmacist.</p> <p>We keep the language simple:</p> <p>These are oral wellness products designed to support specific wellness functions such as metabolism, hydration, recovery, sleep, energy, and healthy aging.</p> <p>I can provide a staff cheat sheet, counter-card language, and patient-friendly talking points to make the launch easier.</p> <p>Best, {{your_name}}</p>

8. Webinar or Training Replay Follow-Up

Use when: Use after someone registers for a DocTalk, science call, or replay.

Subject	Replay and next steps
Preheader	Here is the replay plus the simple pharmacy next step.
Body	<p>Hi {{first_name}},</p> <p>Thanks for registering for the training. I wanted to send the replay and a simple next step.</p> <p>Replay: {{replay_link}}</p> <p>As you watch, pay attention to how the conversation is positioned: this is not about replacing pharmacy services. It is about adding a cash-pay wellness category that aligns with patient demand around GLP-1 support, metabolism, hydration, recovery, sleep, and healthy aging.</p> <p>After you watch it, the best next step is to review the pharmacy launch options and decide whether a Launch Box, small pilot, or broader launch makes the most sense.</p> <p>Calendar: {{booking_link}}</p> <p>Best, {{your_name}}</p>

9. ROI Conversation Follow-Up

Use when: Use when the decision maker is focused on financials.

Subject	Simple ROI view for the pharmacy model
Preheader	How the revenue conversation can work without PBMs.
Body	<p>Hi {{first_name}},</p> <p>Here is the simple financial lens.</p> <p>The opportunity is not based on chasing reimbursement or waiting on insurance. It is a cash-pay wellness category with potential front-end revenue, reorder behavior, and subscription-based follow-up.</p> <p>The exact numbers depend on how the pharmacy launches, how many patients are introduced, and how consistently the team uses the education tools.</p> <p>I am sending the Startup Options + ROI Reference so you can review the basic scenarios.</p> <p>Happy to walk through it with you and keep it very practical.</p> <p>Best, {{your_name}}</p>

10. Close-the-Loop Email

Use when: Use after multiple follow-ups with no response.

Subject	Should I close the loop?
Preheader	Happy to reconnect if timing is better later.
Body	<p>Hi {{first_name}},</p> <p>I know things move quickly in pharmacy, so I wanted to close the loop on this for now.</p> <p>If adding a cash-pay wellness category around oral Bioactive Precision Peptides is not a priority right now, no problem at all.</p> <p>If it becomes relevant later, especially around GLP-1 support, metabolism, hydration, recovery, sleep, or healthy aging, I would be happy to reconnect.</p> <p>Best, {{your_name}}</p>

Copy/paste placeholders

{{first_name}}	Contact first name
{{your_name}}	Rep or sender name
{{booking_link}}	Strategy call link, such as https://lighthousebrief.com/discovery
{{flipbook_link}}	Professional overview or flipbook link
{{science_link}}	Science resource folder or page
{{replay_link}}	DocTalk, Peptide PhDs, or training replay link

Suggested Resources Page Card

Title: Follow-Up Email Templates

Description: Copy-ready follow-up emails for pharmacy conversations, rep prospects, webinar replays, startup option discussions, ROI questions, and no-reply follow-up.

Button: Download Follow-Up Email Templates

File: peptide-partners-follow-up-email-templates.pdf

Disclaimer

These templates are for education and business communication only. They are not intended to diagnose, treat, cure, or prevent disease. Use compliant wellness language and refer clinical or medical questions to licensed healthcare professionals.