

# OUR RECOMMENDED MESSAGE FOR STUDENT OUTREACH

## EMAIL VERSION

**Subject:** Exciting News: We Now Offer Teeth Whitening Training with Harley Street Smiles!

Dear [Student's Name],

We're thrilled to announce a new opportunity that could be the perfect addition to your skill set! We've recently partnered with **Harley Street Smiles**—the UK's leading, fully GDC-compliant teeth whitening training academy for dentists and non-dentists—to offer you expert training in the booming, £71 billion teeth whitening industry.

### Why Enroll in Teeth Whitening Training?

With teeth whitening rapidly growing in demand, it's an ideal service to expand your client offerings and boost your income. This collaboration brings you a unique opportunity to learn directly from Harley Street Smiles' head trainers, with in-depth, live training sessions

### Course Benefits Include:

- **All-in-One Starter Kit:** Receive everything you need to begin whitening treatments immediately, including professional equipment and starter kit to quickly cover your initial investment and start making profits.
- **Flexible Payment Options:** Choose Klarna / ClearPay / PayPal / PayItMonthly to spread costs with ease.
- **HSS-Accredited Certification & Insurance:** Gain a recognised CPD + HSS certificate and access affordable insurance.
- **Lifetime Free Training Updates:** Stay fully compliant with the latest GDC guidelines—Harley Street Smiles offers free refresher training with any regulatory updates.
- **Client Referral Support:** Harley Street Smiles promotes your services on their platform, directing clients your way to help grow your business.

### Exclusive Bonus:

As a student of Harley Street Smiles, through our exclusive code, you'll receive 10% off the price of their training course.

**Ready to get started or have questions?** Reply to this email or call us at [Your Contact Information] to learn more about enrolment options.

(ADD BROCHURE HERE)

We look forward to helping you tap into this thriving industry and build a successful business!

Warm regards,

[Your Name]

[Your Academy Name]

[Your Contact Information]

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## WHATSAPP MESSAGE VERSION

Hey [Student's Name]! ✨

Exciting news! We've teamed up with **Harley Street Smiles**, the UK's top GDC-compliant teeth whitening academy, to bring you live training sessions!

The teeth whitening industry is now worth **£71 billion**—it's a great opportunity to boost your income and offer clients a high-demand service.

### Here's what's included:

- 🌟 Full starter kit so you can start making profits right away
- 🌟 Flexible payments with Klarna / ClearPay / PayPal / PayItMonthly
- 🌟 CPD + HSS Certification and insurance
- 🌟 Lifetime free training updates if GDC guidelines change
- 🌟 Client referrals through Harley Street Smiles
- 🌟 Suitable for dentists and non-dentists

### Special for [Your Academy] students:

As a student of [Your Academy Name/Harley Street Smiles], you'll receive 10% off the price of the training course when you enrol through us

Message us to learn more and reserve your spot! Let's take your skills to the next level!

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## INSTAGRAM DIRECT MESSAGE VERSION

Hey [Student's Name]! ✨

Exciting news—we've partnered with **Harley Street Smiles**, the UK's top GDC-compliant academy, to bring you **teeth whitening training!** 💎

The teeth whitening industry is worth **£71 billion** and growing fast—it's the perfect add-on to boost your income and offer clients a high-demand service!

### Here's what's included:

- 🌟 Full starter kit to get you making profits ASAP
- 🌟 Flexible payments with Klarna / ClearPay / PayPal / PayItMonthly
- 🌟 CPD + HSS Certification and insurance
- 🌟 Free lifetime updates with any GDC changes
- 🌟 Client referrals from the Harley Street Smiles platform
- 🌟 Suitable for dentists and non-dentists

### Special for [Your Academy Name] students:

As a student of [Your Academy Name/Harley Street Smiles], you'll receive 10% off the price of the training course when you enrol through us

Let's take your skills to the next level!

[ACADEMY OWNERS PREFERRED METHOD OF CALL TO ACTION]