

Attracting New Dental Patients in the New Economy

Paul “Special” Speziale, B.A.Sc., M.A.Sc.
New Patient Systems Inc.



Before We Begin...

Why Do We Need a Constant Flow of New Patients Anyways?

- Your direct loss
- Your opportunity loss

Some other practice gets them and they grow, not you

3 Sides of the Story...

What the
dental office
sees

What the
dental office
doesn't see

What the dental office doesn't want to see

What the Dental Office Sees When there Are No New Patients

“Dentists don’t need to do marketing”

“Referrals only”

- Increased cancellations
- Increased patients leaving
- Not as many bookings
- More competition

Puts you in a weird position

What the Dental Office Doesn't See

- How the new economy blocks new patients
- Patient attrition rate and its impact
- The “hidden” things that are working
- Proper dental marketing

Why? Too busy, don't know, don't care about marketing details

It's bad out there

New patient flow drying up

**New patients are the
lifeblood of the practice**

= death by papercuts

What You Will Discover in the Next 45 minutes...

Strategy: How we can get more new patients to book every month, despite the new economy challenges

1. What we are up against and why we need to change our approach
2. What is proper dental marketing exactly? What 99% of marketing companies miss
3. How to do so by reducing or eliminating doctor and staff marketing labour
4. What strategies will make the biggest impact the fastest NOW: Introducing “Core 3”

Properly caffeinated?

Lots of information

Far more advanced than anything dental marketing companies are producing

Don't worry about reading each slide.

Why Should I Listen to Paul Special?

- Science geek - Electrical Engineering and Physics background
- Fell into dentistry and stayed
 - Way more women in dentistry than engineering
 - Worked at front desk for years: testing, learning and listening
 - Professional people
 - Oh, and the marketing strategies were working...

Why Should I Listen to Paul Special?

- Established multiple advertising systems (from recalls, to emergencies, to big cases) that have and continue to generate as many as 156 new patient calls and bookings monthly for over 10 years in highly competitive areas.
- Established 100% of clients as the highest rated offices in North America.
- Established 100% of clients as position 1-3 on the front page in Google search rankings. In most of these cases achieved 2 or 3 listings on the first page. These rankings continue to hold despite changes to Google and new competition.
- Produced ads that have brought in over \$255,000 in cosmetic cases.
- Produced high demand promotions which resulted in over \$132,000 in increased production, re-activations, crown and bridge/implant cases while decreasing both cancellation rates and patient attrition.
- Featured clients local and national news, and combined with NPS Inc.'s interview series, established and branded these clients as local “celebrities”.
- Established re-activation and production systems that have resulted in “hard-to-get” patients back in the chair, even when their insurance has run out.

Lessons Learned at the School of Hard Knocks

- Only people action counts!
- Respect the truth: What work and what doesn't
- Feedback not failure, Test & Track
- Separating fallacy and emotions from fact

Result: Installed systems generating new patient flow every month in dental offices across North America

What we are up against

New Economy Challenges

- “New Economy” : economic, technological and psychological changes
- Since the 2008 financial crisis, we are in a strange place
- Change is the only constant now and it’s accelerating

**There are 8 New Economy Challenges,
Here’s how they block new patient flow**

8 New Economy Challenges

1. Trust

Too many footballs
being pulled



*Financial crisis, bad marketing

*3rd party pollution

Takes longer to build and it's more fragile

8 New Economy Challenges

2. Boredom

We are used to being entertained at ALL TIMES

- Hate zero mental stimulus
- Everything is available *instantly*
at our fingertips

Example: Movies from the 60's vs. now

8 New Economy Challenges

3. Clutter

Marketing everywhere. Everyone wants your attention.

"Each of us sees more ads alone in one year than people of 50 years ago saw in an entire lifetime. The average North American is exposed to 500 to 1,000 commercial messages a day (Arens 1999). That's anywhere from 182,500 to 365,000 commercial messages that a person will view this year alone." Direct Marketing News Magazine (12-22, 97)

We are master marketing dodgers

8 New Economy Challenges

4. Overwhelm

- Too much advertising
- Too much going on in our lives
- It's just too much to think about

Easier to do nothing

8 New Economy Challenges

5. Resistance

- What “they” don’t tell you
- Ignore it and you are pushing on a string
- 3 forms:
 - Reactance: Don’t want to be sold (told to floss)
 - Skepticism: Wary of your proposal (treatment plan)
 - Inertial: Changes in what they believe/do/think

8 New Economy Challenges

6. Zero Tolerance

- a) Buyer's market
- b) Won't tolerate bad or rude.
- c) They will incite an online riot
- d) More choices: Find competition easily

8 New Economy Challenges

7. Fears

- Anticipated regret
- Option paralysis
- Fear of making a mistake
- Clinging onto money more tightly

8 New Economy Challenges

8. Conflicting interests & information:

- Gamblers
 - Generic dental marketing companies: spend \$8,000-\$100,000 on one direct mail campaign in advance
- Greedy
 - Media Company: as many dentists as they can cram
- Misinformation

8 New Economy Challenges

**EFFECT: New Economy tilted the scale
from sellers to buyers**

How they look for dentists now:

1. They research you first
2. Best bang for their buck

The Undesired Truth

What the Dental Office Doesn't Want to See

- Most don't really care about the dentist
- Hard to get them excited
- It's not you: prevention is the hardest thing to sell
- Word of mouth happens slower
- Drives patient acquisition costs up

All of these factors contribute to
the lowering of new patient flow
(and more patients leaving out the backend)

Solution

Problem

Solution

How do you get new patients
despite these hurdles...



**Is it a hare with flair
or is it Trump?**

Dental Marketing Secret
Direct Response Marketing

“Persuasion in Print”

Common Marketing Belief

“Mad men” Advertising

- Coke does it, so we can too!
 - Brand recognition, prestige, focus groups, awards
 - No way to know if it's working

Not dental marketing!



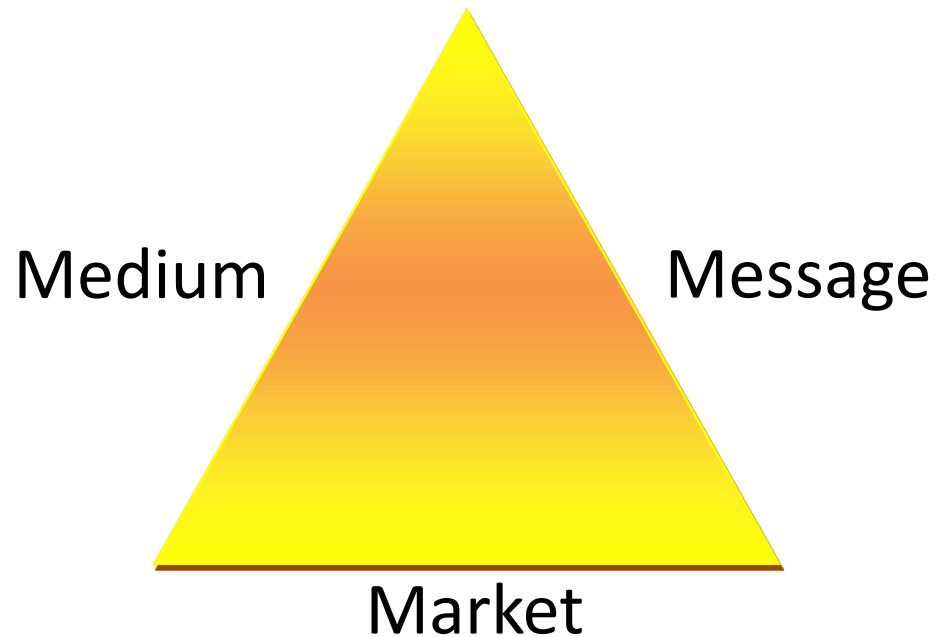
Direct Response Marketing

Get a response from the prospective new patient

Imagine if you had a dedicated soldier whose only mission is to seek out new patients for you.

Now imagine thousands of these soldiers dedicated to bringing you new patients every month.

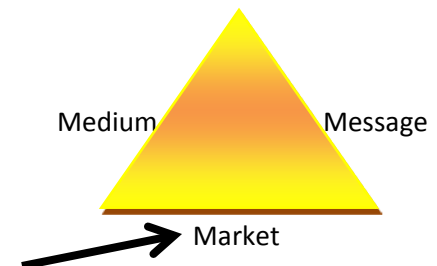
The Golden Triangle of Direct Response Marketing



The Market



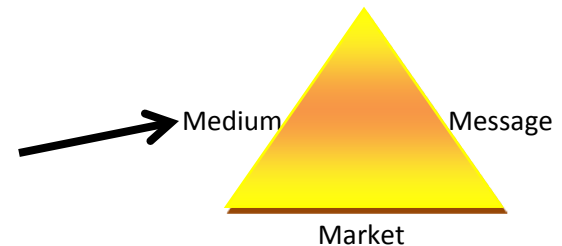
- **Most Important**
- **Girl Guide Example**
- Girl Scout, age 13, setup outside of a San Francisco marijuana dispensary.
- Sold 117 boxes in just two hours!!



The Medium

Girl Guide Example 2

- Katie Francis of Oklahoma City asked literally everyone to buy
- sold 18,107 boxes in the seven-week sales period



The Message

- Persuasion in Print

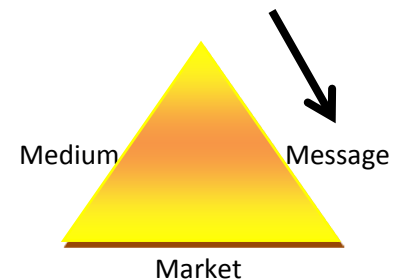
A.I.D.A

Attention

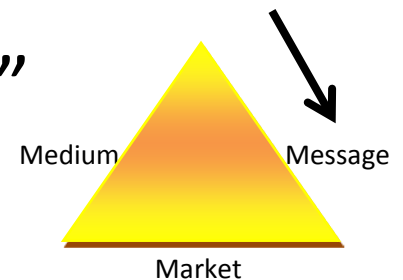
Interest

Desire

Action

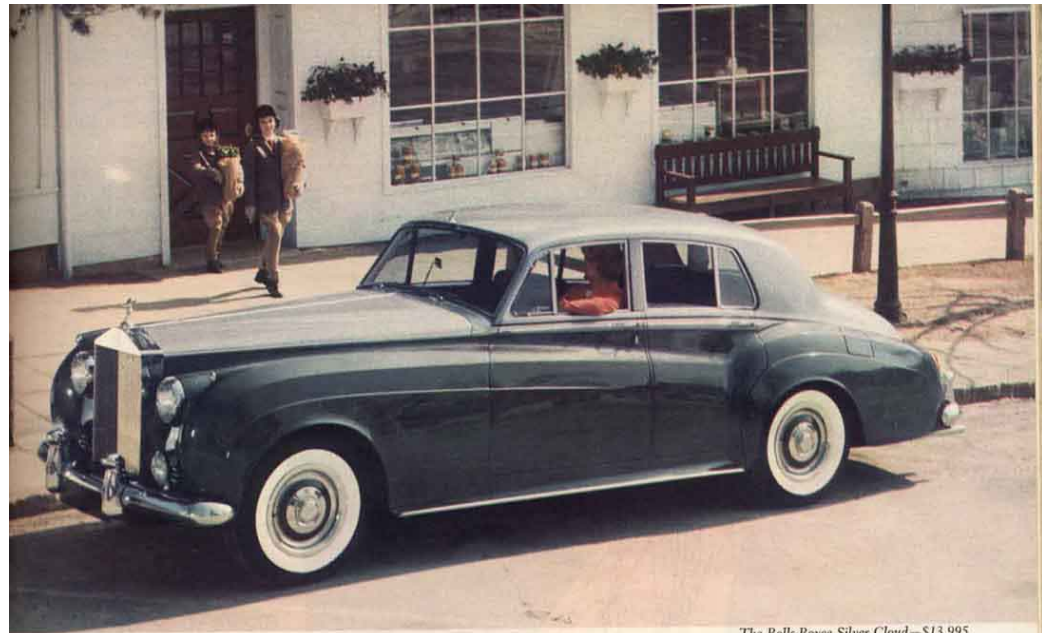


- **Message: what / how you say it matters**
 - Example: Selling Christmas cards
 - “8 cards costs 3 dollars”: 40% bought vs. “8 cards costs 300 pennies”: doubled sales.
 - “Half cakes” outsold “cupcakes”



The top 3 ads you've never heard of

- David Ogilvy
- Sold out entire inventory of Rolls Royce



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

PRICE. The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **\$13,995**.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

The top 3 ads you've never heard of

- John Caples – Tested Advertising
- 1926
- Sold hundreds of thousands on learning to play piano



"Can he really play?" a girl whispered. "Heavens no!" Arthur exclaimed. "He never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. "Jack! Why didn't you tell us you could play like that!" . . . "Where did you learn?"—"How long have you studied?"—"Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story. "Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practising. It sounded so convincing that I filled out a coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. It was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A.B.C.! And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1631 Brunswick Bldg., New York City.

U. S. School of Music,
1631 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

Have you above instrument?.....

Name..... (Please write plainly)

Address.....

City..... State.....

Pick Your Instrument

Piano	'Cello
Organ	Harmony and
Violin	Composition
Drums and	Sight Singing
Trape	Ukulele
Banjo	Guitar
Tenor	Hawaiian
Banjo	Soul Guitar
Mandolin	Harp
Clarinet	Concert
Flute	Piccolo
Saxophone	Trombone
Voice and Speech Culture	Automatic Finger Control
Piano Accordion	

The top 3 ads you've never heard of

- Wall Street Journal
- Simple letter sold millions of subscriptions of WSJ

THE WALL STREET JOURNAL.

The daily diary of the American Dream.

22 Cortlandt Street/New York, New York 10007

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge—knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business... The Wall Street Journal gives you all the business news you need—when you need it.

Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(over, please)

Simple Example – What You Say

Ex. New patient newsletter

Before : 1 dental article, lots of space

- 3 new patients out of 10,000

After: Added direct response marketing devices

- 12 new patients out of 10,000 a 300% increase

The Importance of Sun Protection



Summer is here and getting a tan has become a very popular fashion trend. Even young teenagers are catching on. Many people are compromising their health for golden, sun-kissed skin. Research shows that more than 10,000 children and adolescents are making use of tan and tanning beds to get the bronze skin.

Continual exposure to the sun can lead to premature aging of skin, which can be the cause of wrinkles, sagging cheeks and discoloration of skin. More importantly, long term exposure to the sun can lead to skin cancer (melanoma). Tanning beds are no exception! Their light bulbs emit harmful UV rays which are dangerous for the skin.

To ensure safety from the sun's harmful rays, simply wear hats, loose, breathable clothing and sunglasses. Try to stay in the shade whenever possible and stay indoors at the peak hours of the sun. Make sure to ALWAYS wear good quality sun screen or block with a SPF of at least 30 and re-apply every two hours or after going for a swim.

White Fillings

Old, unsightly mercury alloy fillings can be removed and replaced. Porcelain restorations can hold and strengthen your tooth structure as mercury fillings often crack and break teeth because they are not bonded to the surrounding tooth structure. Porcelain fillings are also used in lots of crowns because they keep the natural shape and form of the tooth. Porcelain fillings offer patients metal-free dentistry, which allows light to flow through and reflect off the teeth, leaving a more natural smile. If you would like to remove your unsightly amalgam fillings, speak with Dr. [Name] today!





Maple Baked Salmon with Chopped Almonds

"Many people are compromising their health for golden, sun-kissed skin."

4 salmon fillets, 1/3 lb (150 g) each
1/3 lb (150 g) Canadian Swiss, sliced
2 tbsp (30 mL) Dijon mustard
3 tbsp (45 mL) maple syrup
1/2 cup (125 mL) sliced almonds
Salt and ground pepper to taste
You've got choice


Instructions
Preheat the oven to 425°F (210°C).
Cut the salmon fillets in two horizontally without slicing all the way through. Insert the Swiss cheese slices into the opening, then close the fish, securing it with toothpicks if necessary.
In a bowl, mix the mustard and maple syrup. Season. Coat the salmon fillets with this mixture and marinate for at least 30 minutes. Remove the salmon fillets from the marinade and place them on a cookie sheet. Sprinkle the almonds over the top of the fillets (the almonds will stick to the marinade) and bake for 8 to 10 minutes or until done as desired. Serve immediately with vegetable rice.



For a limited time only!
New Patient Exam, X-Rays and Polish
\$99⁹⁵
(A \$350 value!)

New Patients Welcome!

Before After



Receive Free Whitening

when you mention this newsletter...

Not valid with any other offer!

Sudoku Puzzle

Instructions:
The object is to insert the numbers in the boxes to satisfy only one condition: each row, column and 3x3 box must contain the digits 1 through 9 exactly once. What could be simpler? Good luck!

	9	5						
6	3	8						9
2	6		7					
1		5		7				
9	8				3	4		
	2		3			8		
		4		6		2		
8					9	1	5	
				5	6			


Trivia Time!

- 1> In what movie was Jim Carrey's character named Lloyd Christmas?
- 2> What is the name of the character played by Drew Barrymore in "E.T."?
- 3> Which of the witches was killed when Dorothy's house landed in Oz?
- 4> What kind of animal does Jasmine have for a pet, in the Disney movie "Aladdin"?
- 5> Which American actor set the record for the most kisses in a single film?

Answers on the inside of this newsletter

Community Health NEWS

July 2010



Hurry!
New Patient Special
Metal Free Fillings

Eat Healthy recipe inside...
The Importance of Sun Protection
Metal Free Fillings

“This ad looks ugly and will not work”

“Are You Tired of Crooked Teeth But Can't Afford Braces?”

For some, according to Dr. ??, general dentist, straightening their teeth with braces is outside their budget. "Some people are embarrassed by their crooked teeth but couldn't afford the high up front cost of braces," says Dr. ??."That's why I'm offering affordable payment terms with low down payments to fit anyone's budget." Dr. ?? currently offers braces ?? **until Aug. 28-** Call his office today at ???-???-????

--

- * Ran for several years until completely exhausting
- * Generated dozens of calls a month for braces
- * Calls came in even when ad wasn't running
- * People were referring others based on the ad

“No one will read this”

- Took existing promotion and “Apple”fied it
- 18% response (unheard of)
- Cut down cancellations
- Reactivated patients that haven’t responded to recall attempts in YEARS
- More than tripled crowns and bridges cases
- Brought in tens of thousands of dollars in creased production.
- People called to move up their appointments
- New patients

Patient Address

|

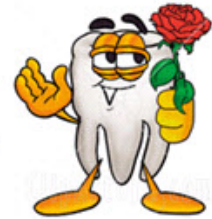
I’m writing to tell you about a rare opportunity for you and your family that ends August 11.

Dear NAME and family,

Can you do me a favour?

Please have a look at your teeth. I want to know if you see any discolouration, stains, grayish or yellowish colour.

Do you feel your teeth could be whiter? Well, you won’t believe this: We have put together a special whitening package especially for you and your family. It is guaranteed to keep you smiling for the rest of your life. I’ll explain.



You see, the problem with professional whitening is twofold: 1. Some people say it is too expensive and 2. You have to give up coffee, tea and anything else that stains your teeth forever to keep them white. This can be unrealistic unless you have your teeth whitened every time you are here.

And because one whitening session is \$350 or more each time, whitening for the rest of your life would cost you thousands. Well, what if you could have whiter teeth the rest of your life, not for thousands, hundreds or even \$100...What if it was only \$97 flat onetime fee?

Not per month, year or anything like that. Just pay once and every time you come in for your hygiene appointment, you would get whitening for free and not have to worry about giving up your favourite drinks, foods or anything else.

And this isn’t the obviously low-cost whitening you find in the stores. This is the stronger, faster acting whitening that you can only get from a dental office.

Imagine how you would feel with whiter teeth the rest of your life? It’s hard to miss...as soon as you smile and people see your whiter teeth, you’ll command instant attention. It’s infectious...not only will they rave about you, they will start to smile too, and then everyone feels good. All this, while you continue to enjoy your favourite foods and drinks.

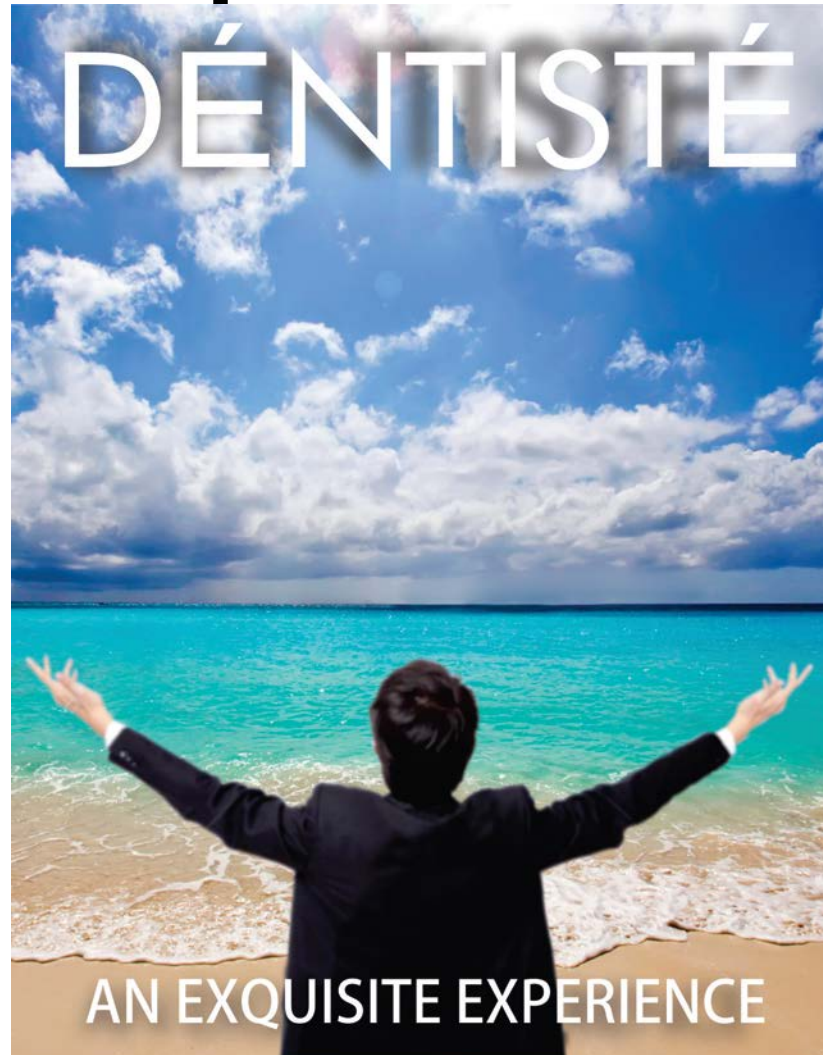
So what’s the catch? There are 3 and a half, and they are quite reasonable.

Please turn over →

**“I want designer marketing that
brings in new patients”**

NO!

**Your patients
will resent
you**



**The relationship with your
patient is your pillar.**

**That should be
communicated.**

That is your marketing.

1 MILLION DOLLAR LESSON:

**DON'T DO WHAT EVERYONE
ELSE IS DOING!**

Especially if they are failing at it

Get as Many New Patients as we Can

- Most offices have one pillar supporting their new patient flow (referrals)



← Look how ridiculous this looks!

Easy to destroy
new patient flow dries up



Get as Many New Patients as we Can

- 2 pillars (walkby's, referrals) better but still unstable



←Still weird looking

2 Pillars are better but still easy to destroy



Get as Many New Patients as we Can

- 4 pillars (referrals, walk-by, yellow pages, occasional flyer)



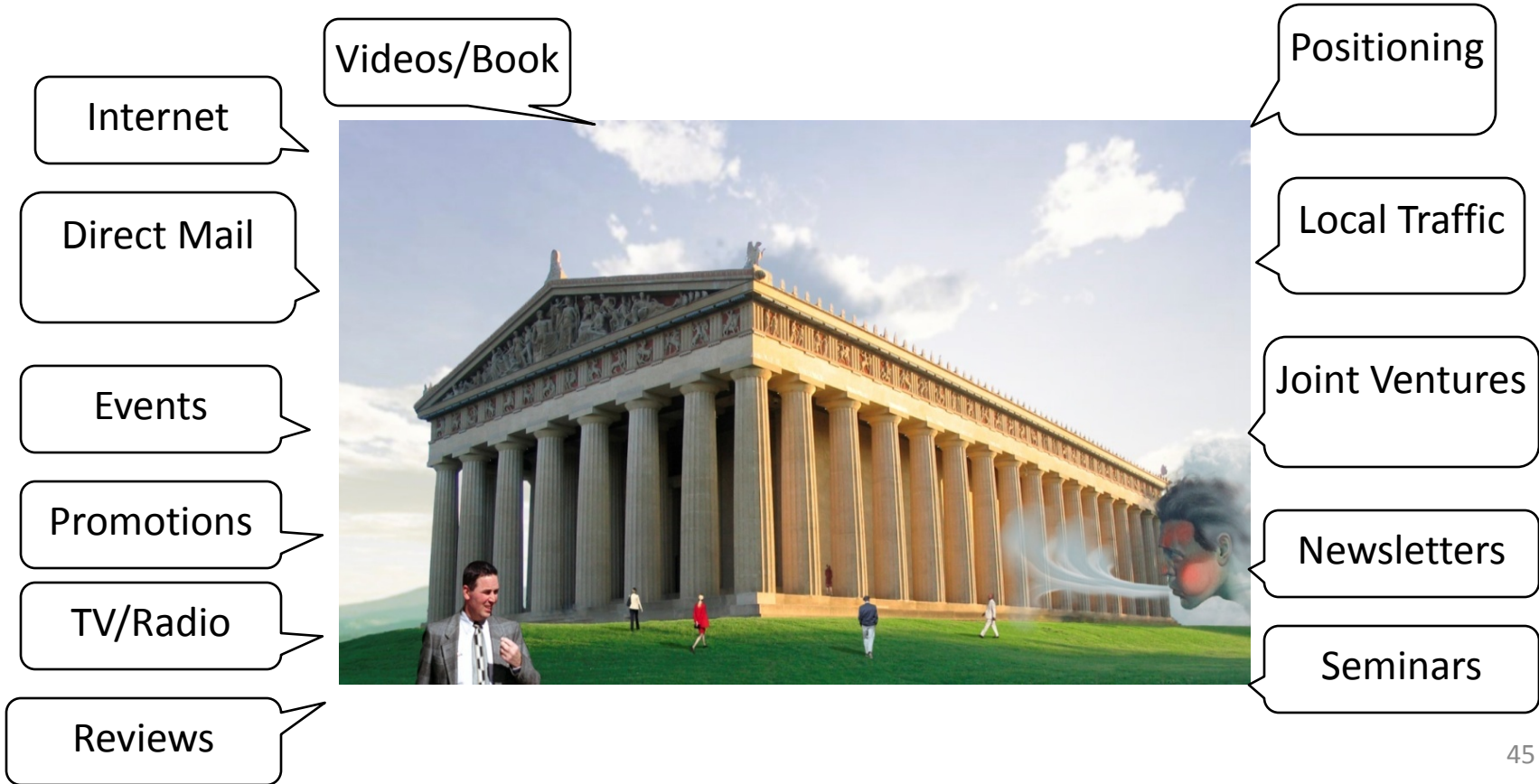
← Now we are talking! 4 Pillars starting to become stable and supported.

4 pillars are hard to destroy, but still can break, collapsing your new patient flow



Secret to massive flow of new patients: New Patient Parthenon

- Most Stable of all –Parthenon – 2,444 years
- New Patient Parthenon: Mediums!



Secret to massive flow of new patients: New Patient Parthenon

- New Patient Parthenon: Markets!

Referrals

New Movers

Emergencies /
Cowards

Cleanings

Kids

Unhappy
with Current
Dentist



Need time

Braces /
Implants

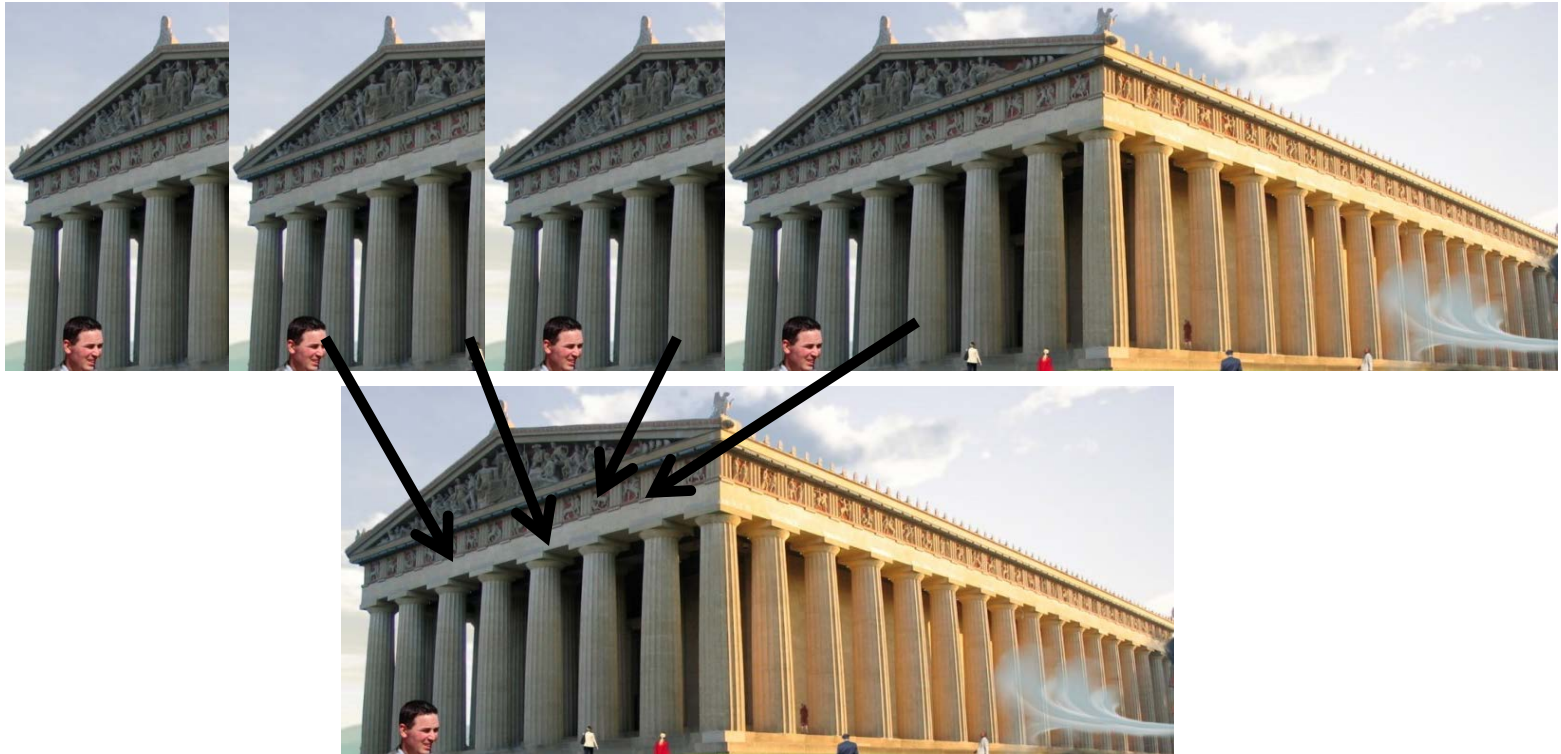
Big Cosmetic

Big
Reconstructive

Other cases/
single
procedures

Secret to massive flow of new patients: New Patient Parthenon

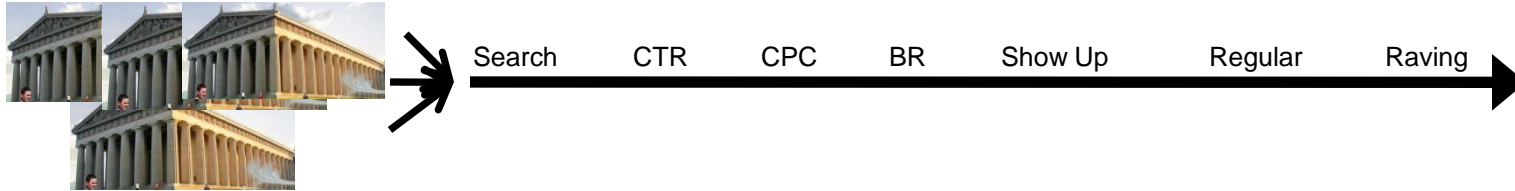
- Each pillar of one parthenon has multiples



Predictable, steady, increase to new patient flow

Systems on top of systems

MAXIMIZE MONTHLY NEW PATIENT FLOW FORMULA



SO...WE NEED TO RAMP UP LEADS

“N”umber of prospective new patient leads

X

“B”ooking “R”atio (%)

$$N \times BR = \text{Monthly New Patient Flow}$$

A LOT OF WORK to get ONE BOOKING!

What can we do now:

- Most leads
- Shortest amount of time

The Internet

Why?

1. Standing in front of people looking for a dentist at that moment
2. Automation
3. Lowest cost per patient acquisition
4. It's how people find a dentist now

Where to Start

Dominate The Core 3

1. Google Reviews
2. Google Advertisements
3. Google Search Engine Optimization

Why? Remember A.I.D.A?

The Core 3 : Internet Strategies

★★★★★ 92 Google reviews

Google Reviews

- Trusted
- Show up in search
- One of 7 persuasion factors

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About 16,400,000 results (0.53 seconds)

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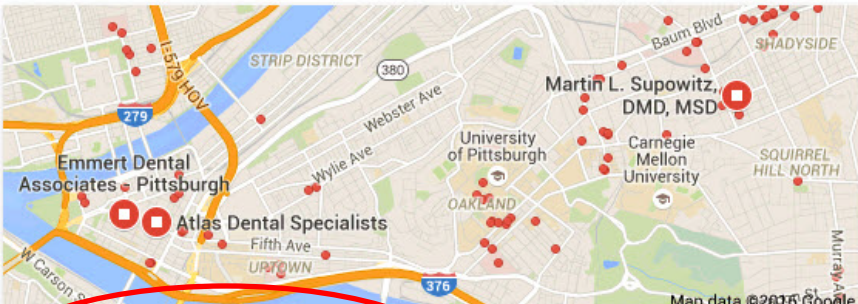
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Dental Services

Schedule an Appointment

Find an Office Near Me

Emergency Dental Care



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Emmert Dental Associates - Pittsburgh 4.7 ★★★★★ (100) · Dental Clinic 433 Market St · +1 412-434-6060 Closed now	Website	Directions
Atlas Dental Specialists 2 reviews · Dental Clinic 355 Fifth Ave #1520 · +1 412-281-9411 Closed now	Website	Directions
Martin L. Supowitz, DMD, MSD 4.9 ★★★★★ (27) · Dentist 5433 Walnut St #200 · +1 412-687-3232 Closed now	Website	Directions

[More places](#)

The Core 3 : Internet Strategies

★★★★★ 92 Google reviews

Google Ads

- Trusted
- Show up in search
- Funnel the new patient
- Services

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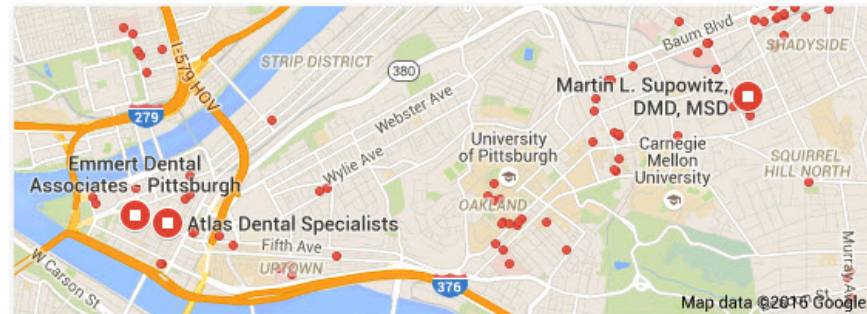
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Google SEO

- Get to #1
- Multiple Listings
- Dominate everything

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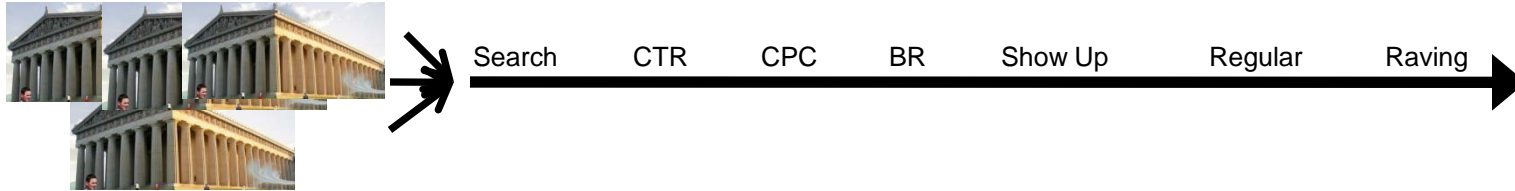
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“N”umber of times we are in front of a prospective new patient

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$$N \times BR = \text{Monthly New Patient Flow}$$

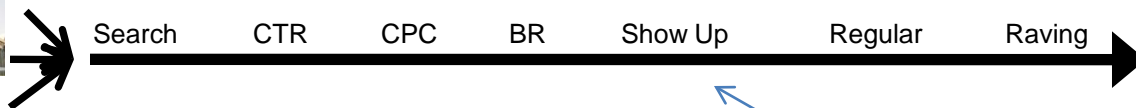
SO....WE NEED TO RAMP UP LEADS.

Remember A.I.D.A?

As many new patients as we Can Optimize the Chain – Fed from Parthenon Very few companies understand this

1. Searching for a new dentist and see our ad/site: Impressions
 - Need attention + new patient parthenon
2. Clicks to our site: Click Through Ratio (CTR)
 - Need attention + Need catchy ad
3. Clicks Per Call (CPC)
 - Need compelling reasons+ motivation
4. Booking ratio (BR)
 - Need staff training
5. Show ups
 - Need Positioning + staff training (Note: NS/LMC reduction)
6. Show up all the time
 - Great staff and doctor – builds relationship
7. Raving fan patient: Refers family/friends
 - Great staff and doctor – exceeds expectations and builds relationship

Remember what
dental offices DON'T
see?



Get them in!

Where to Start

Once the **Core 3** is setup

New patient calls start to snowball as
the Core 3 turns on and ramps up

Then we add more and more “pillars”:

D.M., Local Celebrity Authority

Growth is additive

Concludes the intro strategy on
getting new patients in the
new economy.

Next topic:

Advanced Strategies