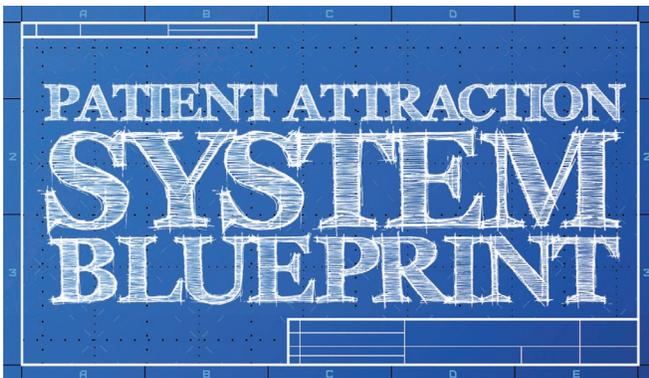


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What Is The Patient Attraction System Blueprint™?

Each week I make available a limited number of 25 minute slots in my calendar to speak with dentists from all over the country. The purpose is to walk them through what I call the Patient Attraction System Blueprint™ and give them a “behind the scenes look” at what it takes to attract patients

online. During this Session, I hold nothing back. In fact, it is entirely possible to walk away from this time together with the complete strategic blueprint you need to attract new patients online. I offer this as a service to the dental community, without cost.

As hard as you might find it to believe, there are some dentists who simply do not want to achieve “double your practice” kind of growth. While I respect their decision as the owner of their business, I do ask that anyone not interested in serious practice growth please refrain from scheduling a Session.

In order to make maximum progress during your Session, I ask that you prepare, in advance, some key information that will help me tailor the Blueprint Session to your needs. You’ll receive preparation instructions once your Session is scheduled.

To Check Current Availability and Schedule Your Session Visit:

<http://swm.io/bluprnt>

The Patient Attraction Newsletter

Good Web Copy Attracts Patients

Thanks to changes to the Google search engine in the last couple of years, you can no longer stuff dozens of web pages with keywords to increase your page rank. The best way to get people to your website is to have REAL, USABLE copy.

Two things usually happen. Dentists either write about what interests themselves or they think nobody cares about dentistry. Neither is correct.

The best way to make copy interesting is to write about what the consumer of the information NEEDS. What do they care about? What are their pain points? All copy should answer your potential patients' one question: "Why should I care about this?" If you answer that question, you will convert prospects to patients.

Remember:

- Signing up for a newsletter is not conversion.
- Signing up for a report is not conversion.
- Signing up to attend a seminar is not conversion.

All of those things are permission to continue marketing. Conversion is when a prospective patient is sitting in your chair. THAT and ONLY THAT is a conversion.

And only conversions matter.

Conversions are the only reason to have a website or do any kind of marketing at all. Everything else is just a part of the equation whose sum is conversion.

Of course, copy isn't the only content. There are pictures, maps and, of course, videos.

But almost every page has some copy on it, even it is just a paragraph introducing the rest of the content on the page. There is an open debate about the perfect amount of copy on a page.

On the one hand, some studies show that most people skim articles online. No one wants to see the dreaded "tl;dr" (too long/didn't read) in the comments.

On the other hand, longer articles increase a site's search engine results from Google and some studies suggest that longer copy provides better leads and higher conversion rates.

So what are you to do?

Here are five tips for writing copy that is the perfect length:

1. Don't assume that shorter is better – or that longer is. Depending on the content, either could be the right answer.
2. Ask website visitors. Put a short questions at the bottom of each page: "Did this page answer your questions?" or something like that.
3. Use your analytics. Which pages do people visit most often? Which ones do they stay on the longest? Which pages gets shared most?
4. Ask yourself if the page does its job. Does it say everything that needs to be said? Does it overcome objections? Does it have a call to action? Has it integrated keywords naturally? Does it connect with readers.
5. Finally, tighten up your writing. I asked our lead copy guy about this topic, and he deferred to Strunk and White's Elements of Style:

"Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that he make every word tell."

So, in short, pages need to be as long as it takes for them to convey the required information, and no longer.

Five Tricks to Establishing Authority on Your Website

Your website can show prospects that you are the expert who can solve their problems. First, let me make something clear: Just because you have your degree, have a practice and have a website does NOT make prospective patients think you are an expert.

People want proof – or at least what they perceive as proof – that you are an expert.

How can you give them that proof?

Here are 5 ways you can show that you are an expert on your website.

1. Post evidence from third parties that you are an expert. This could be a citation in a journal; a quote in a newspaper or TV news story; or interview in a specialty publication.
2. Offer your book. It doesn't have to be a long book. You didn't even have to have actually written the book; it just has to have your name on it. Then make sure potential patients can order it through your website.
3. Present in public. This could be a seminar at your office; a recorded webinar; or a speaking engagement at the local Kiwanis Club. Then make sure your website tells the dates and times.
4. Get people talking on social media. People believe other people. If you can integrate a Facebook or Twitter widget into your page, do so.
5. Write blogs. Blogging lets prospects know that you are engaged and gives you an outlet for showing your expertise.

If you are not blogging, you are missing out. I'm going to give you three ways that blogging helps the content of your website.

First, it is great for search engine optimization. I don't mean keyword stuffing, either, where you just drop

a bunch of keywords into sentences without really saying much. If you are writing about authentic topics that affect potential patients, then you will naturally use the terms they are searching for.

Second, blogs are a great way to educate patients before they ever come to see you. Having knowledgeable patients will weed out the window shoppers and tire kickers. Patients will come in with more realistic expectations about pain, time and cost.

Third, blogs are a great way for potential patients to get to know you. Blogs are a social media, as readers can leave comments and begin a dialogue with you and others. They also can share your blog with others via Facebook and Twitter if they find it particularly helpful.

The key with a good blog is to make sure the content is engaging and meets the readers' needs.

How can your dental blog do that?

- Identify prospects' pain points.
- Write about the procedures you want to perform and their benefits.
- Write to the patients you want to attract.

One other thing: try not to "pitch" too overtly. By telling prospects what you can do for them, you are encouraging them to come and see you WITHOUT asking them to come and see you. The occasional reminder that you are there for them or would love to hear from them or have an appointment just waiting for them is fine.



"I've done dental marketing in the past with the big dental website guys, and right now, there's no one better than Colin. The one thing I like about Colin is he comes through with the stuff that he says; he's ready to back it up. He's going to work for you, get you the results that you need."

- Dr. Avi Weisfogel
Old Bridge, N.J.

But using your blog to constantly hit prospects up for appointments will only turn them away.

Market Content Like the Media

The same goes for how good content on your website allows you to advertise your services as though they are part of the conversation. Content marketing – that is, distributing valuable, relevant and consistent information to attract an audience with the goal of driving profitable customer action – is nothing new.

The print, TV, radio and Internet media have been doing this for years. They provide content and leverage users' desire for that content to sell advertisements to be placed with that content. So this is not earth-shattering or startling.

It is a new way of looking at your website. Your website is the content, and your services are the ads.

Deliver content that potential patients need and want. That may be how you can relieve their dental pain. That may be how you can alleviate their embarrassment. That may be how you can provide them the perfect smile. It may simply be your hours and a map to your office.

Regardless, prospects are coming to your website to get information of some kind.

Provide it. Give them informative web pages complete with good copy and videos. Write blogs that are interesting and engaging. Share content on social media that reflects the values and sensibilities of your practice. Build the audience to come to your website.

Then provide reasons that audience should choose you for your dental needs:

- Offer more content like reports and books.
- Showcase the services you offer – written in a way that emphasizes the problems that correct for patients.
- Provide special web-only offers, like discounted exams or free teeth whitening.

This change in emphasis from pitching your services to providing information goes back to putting the

customer first. Do that, and you'll attract more of the patients YOU want.

Four Tips to Improving Your Email Marketing

Infusionsoft, which we use at SmartBox Web Marketing, is a great program that can do a lot for you. But the program is only as good as the emails it sends out.

So here are four ways I have compiled to make your emails more effective.

1. Make sure your message is relevant. Whatever you are writing about needs to matter to the recipient, or you're likely to get sent to the trash or worse, unsubscribed.
2. Give your emails some color. Be sure to include your expert opinion and insights.
3. Test, monitor and revise. Which email series and even individual emails seem to work the best? Change subject lines, body copy and calls to action to see which are most effective. Once you know, revise your emails series and monitor again.



"Since we've been using SmartBox Marketing, we've had great success. Recently, with the expansion into surgical things such as implants and things of that nature, the majority of our larger cases are coming from the web-based stuff that we're doing with SmartBox. So, I've been very happy with the success. Before, I'd have to look back at the numbers, I don't even know how well it was tracked, but it was maybe 10 or 20 a month. And now, we're up to averaging 80-100 phone calls a month. Last month was 160 leads, which is a great response. The amount of traffic, the bigger cases, the implant cases that we're getting, are 90 percent driven from the website."

- Dr. Robert K. Klein
Kansas City, MO

4. Make sure conversion is the goal. Sending potential patients information is a means to an end, not the end itself. The reason for doing email marketing is to convert recipients of the emails into paying patients. So make sure your email campaigns include direct and indirect calls to action. Every email doesn't have to directly say, "Call me today to set up an appointment." But every email SHOULD make the reader think, "Maybe I should set up an appointment to see that guy."

Here is a bonus tip here and it's not about the content of your emails but rather how you use them. Or, more precisely, don't use them.

We can set you up on Infusionsoft, and give you a great tool. But if you never use it, or only use it to send out a monthly newsletter, you're wasting your time.

We believe you have to constantly drip messages to potential patients until they become paying patients. That means regular messages constantly putting your name in front of your prospects.

Five Keys to Having Your Emails Read

You can put a lot of time and effort into email marketing, but if prospects just delete your messages, it's all for naught. Here are five ways you can improve your chances of getting your emails read.

Notice that isn't five ways we can guarantee your messages will get read. That's because there is no way to guarantee that, and anyone who says otherwise is a snake oil salesman only after your money.

So here are ways you can increase your chances of having your emails read:

1. Write a GREAT subject line. This is the first thing people see when they check their email. If you subject line is enticing, creative, intriguing, alluring, whatever you want to say, people are more likely to open it.
2. Along those lines, try a teaser subject line to pique the reader's curiosity. Don't give away everything in the subject line.

3. Another subject line tactic is to emphasize something timely, important or relevant. So if the prospect says he or she wants more information on sleep apnea, go with a subject line like, "Your snoring could be killing you." That's pretty important and timely, don't you think.

The next two tips are less about the subject line than about you, the sender.

4. Make sure the email comes from you. That means the from line should say your name or the name of your practice. Obviously the person getting the email has a relationship with you already, even if it was just going to your website. That gives you a certain amount of credibility on which you can capitalize.

5. Finally, make it worth the prospects' time to read your email. Don't send irrelevant emails. Don't send straight pitches for appointments. Don't send "thinking of you" messages. Prospects need to see that there is value in the emails you send or they will stop reading them.

Spooing Fix May Cause You Problems

A change at AOL and Yahoo may be causing your emails to not be delivered. The change is meant to combat a black hat marketing trick called spoofing, and but the fix to it could cause you some problems.



"I talked about doing the website and you said, 'You need video,' and said you could come here – we wouldn't have to fly out to your place. You could bring a crew in here and set up, give us a day, and just told us what kind of patients were good to bring in that we'd done different procedures on. It was easy and has proved helpful in earning our patients' trust."

- Dr. Thomas L. Phillips Jr.
Fort Worth, Texas

Spoofing is when spammers use real email accounts as the "From" in their email – even though that's not really where the email is from. You may have had this happen to you before: You get an email that says it is from a friend or acquaintance, but when you open it up, it is a link to a site for "male enhancement" or some other nonsense.

Some criminal has gotten hold of your friends' email address (likely through malware or hacking) and is using it to send everyone in his or her contacts list the same spoof email. Well, Yahoo and AOL decided to take action last year against this. So they changed a setting that tells other email providers, "If you see an email that says it came from a Yahoo or AOL account, but it didn't really come from one of our servers, then reject that email."

- How does this affect you?

Your autoresponder series emails may say they are from your Yahoo or AOL account, but those emails really are going out through your autoresponder provider, like Infusionsoft or Constant Contact.

Those emails are going to bounce. That's bad.

These may be autoresponders that you set up a while ago or yesterday. New and old emails will be affected. Everything I have read says that Gmail, Hotmail, Outlook and other webmail providers are likely to follow suit. So if you use a webmail account for your practice because it is free rather than buying accounts through your web domain, it's time to pay the piper.

So how do you get around this if it affects you?

The best thing to do is to start sending emails from an email account linked to your web domain. If you don't have email addresses through your web domain, you need to get some. This may be a bit of a hassle, but ultimately this is what you are going to have to do.

Are You Getting ALL the Email Addresses You Can?

Email marketing has one of the highest returns on investment of any form of marketing. It's super cost-effective, easy to track and doesn't take a lot of setup. It all works "automagically."

So what are you doing to get emails from prospects? Do you have calls on your website? These can be requests for free reports and more information; responses to poll questions; and comments to blogs.

Are you using social media to get email addresses? You could run contests on Facebook; get comments on Facebook and Twitter; and post before and after pictures on Pinterest, Tumblr and Instagram, and then get comments on them.

Those are all great, Internet-savvy, digital ways to get email addresses. But what about some analog options? For instance, do you get email addresses from potential patients who call your office for information?

You should.



"The level of competition we have is astronomical. The odds are against us so I just need you to put everything in my favor. I wanted to cover it all, I wanted to cover all my bases and so that's why I picked the Elite package. I didn't want to leave anything on the table, I wanted to go for it and I had faith from what I'd seen from the other websites, I was confident that I was doing the right thing and was excited about doing it."

- Dr. Raleigh Pioch
Salem, Oregon

What about patients who come in for routine cleanings and exams. Do you get their email addresses? You should have the email address for every person who calls or steps through the door.

They are ALL prospects in one way or another.

Sure, they might call to ask if you do Invisalign, see children or do emergency dentistry. That makes them prime candidates for an email sequence. Existing patients may only want you to check for cavities, but they also may respond to a series on smile improvement.

If you give a speech at your local Rotary Club, make sure the sign-in sheet has everyone's email address and get a copy.

If you have a chance to get someone's email address, get it! Email addresses are like treasure for email marketing. What's more, see if the people you contact know of OTHER people who could benefit from some information.

The more email addresses you can get, the more you can maximize your email marketing potential.

Not Staying Current is Bad Luck for Your Email Marketing

Since February has a Friday the 13th, now is a good time to tell you that hacking and cutting like Jason in the Friday the 13th movies can actually improve your email marketing.

Funny how Friday the 13th is seen as bad luck. Roman philosopher Seneca said, "Luck is what happens when preparation meets opportunity." So bad luck is either being unprepared when opportunity knocks or being prepared for an opportunity that never comes.

This article is going to help you be prepared AND help you create opportunities to reach prospects through email marketing. Previous articles have talked about the content of your emails, reaching

the right people and getting them to open your messages.

This article is about keeping your messages and your lists of emails fresh.

First the messages. Email marketing has been around almost as long as email itself. That means some of you may be using some pretty old campaigns. Here's a tell-tale sign that maybe a campaign needs to be revised or retired: it's not bringing in patients!

Conversions is ALWAYS the ultimate decider.

That may be because fewer people are hitting the trigger than once did. It could be because fewer people are biting on the hook. It may mean that the message has gotten stale and no longer resonates with the readers. But if an email campaign is not converting prospects into paying patients, it's not working and needs to be retired.

That doesn't mean you stop sending an autoresponder sequence on implants or cosmetic dentistry. It means the sequence needs to be revised with a fresh approach or a different hook. It also may mean you're sending to the wrong prospects.

That is why you need to keep your email lists fresh.



"When I bought my practice last year, the previous dentist was averaging 1-2 new patients per month. Two months after having my website built by Colin and his team, I had 19 new patients walk through my door. In the 5-6 months that have followed, I've averaged 15-20 new patients, with last month being my biggest month with 27 new patients. This is all without any other paid advertising efforts on my part."

- Dr. Stafford Conley
Bowie, MD

That may mean changing the trigger to receive the sequence. That may mean adding some new triggers. But that is about getting new emails.

What about your EXISTING email list?

The longer you go without emailing someone, the greater chance they will ignore your next contact and the greater likelihood they are no longer using that email address.

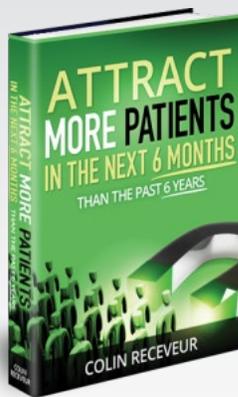
Statistics say the average email address lasts 18 months. That means you occasionally have to cull some names from your various lists. After all, what is the point in sending emails to an address that no longer works?

If you don't have a company managing your email campaigns, that means you need to designate someone in your office to do this. If you are using Infusionsoft or another contact-management solution, this could be as simple as sending an email to everyone in all your lists every 12-18 months with a special offer, reminder or tidbit of information.

That way you can see which addresses bounce back, unsubscribe or are left unopened. Those are the addresses that get the ax (or machete or whatever metaphor you choose).

Colin Receveur's mantra for the last 13 years has been, "The results speak for themselves." Since incorporating in 2001, Colin has established a rock solid track record with his clients and turned SmartBox into a stalwart of proven results for hundreds of dental practices.

To see the results Colin can get for you, contact him at **888-741-1413** or visit our website at **www.SmartBoxwebmarketing.com**.



Attract More Patients in the Next 6 Months Than in the Past 6 Years

The biggest challenge to attracting the patients **YOU** want has far less to do with your marketing expertise and everything to do with the size of your thinking.

My brand new book walks you through the process for making an enormous leap in your thinking about attracting patients online.

In the book, you'll find:

- Why you're absolutely, positively wasting your time with Facebook – if you're using it like everyone else.
- Why trying to attract patients like a "teenage boy in love" is going to torpedo your chances for big cases and premium fees.
- How to resist the siren call of what I call the "hits, clicks and eyeballs brigade." While focusing on hits, clicks and eyeballs might be a way to sound impressive, the only thing that matters is how much money are you feeding into your patient-attraction system and how much is it generating?
- How to create your attraction system so that YOU are the only obvious choice for your prospects. There's one item you need to do this. This trumps specialized training, location and even your competitor's low fees.

This newsletter is your key to getting a free copy. "Attract More Patients in the Next 6 Months Than in the Past Six Years" currently retails on Amazon for \$32.59, but you can obtain your copy by just covering the \$4.97 cost of shipping.

To get your copy, go to **www.SmartBoxWebMarketing.com**

