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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

Watch the Right Numbers

Measuring numbers in your practice isn't enough – you need to watch the right numbers. Lots of dentists spend too much money on numbers that truly don't matter, like Facebook "Likes," Twitter "Followers" and Google Page Rank.

You can focus all day long on these numbers, but they don't mean you're ever going to get a new patient because of them. We help focus your vision on knowing and improving the numbers that matter ... the ones that will actually lead to more and better new patients.

Phone call tracking is the missing link between your marketing and your patients.

Facebook Likes, Twitter followers, PageRank, time-on-site, SEO and AdWords are all tools to get patients to make that phone call. When you start tracking your phone calls, making sure that your marketing is actually generating phone calls, you see what is effective and where you need to "trim the fat."

A recent blog tried to defend social media marketing despite this inability to track ROI. The point of the blog was that lots of factors contribute to someone becoming a business's customer, so you can never really know the ROI on anything.

For instance, people come across your practice in a variety of ways, so you can't really track the value of a contact. Was it your website, follow-up email, or personal recommendation that convinced them to schedule an appointment?

Here are a couple of comments that stood out to me:

"Great social media marketing humanizes your business through social engagement and listening. It might not be seen to drive revenues but just like a friendly, helpful sales associate or a brightly lit window display – it is a very important strategy to make your organization more attractive and likeable."

And "What is the ROI on your essential but non-revenue generating staff? What is the ROI on the cost of keeping your business premises clean and tidy? What is the ROI of public liability insurance or health and safety training?"

If you're buying that, I have some magic beans to sell you. I can't quantify the ROI on those either, but I promise they work!

That first comment about social media humanizing your business is great. Sure you want people to like you. People do business with people they like. But you can do the same things by writing good blog posts, sending out regular emails, and having great videos.

The second comment, about the ROI of staff like receptionists keeping your practice clean and having health and safety training, ignores the fact that it is RETURN on investment, not REVENUE on investment.

You pay for non-revenue-producing staff because their time is cheaper than paying your revenue-producing staff to do the same work. That allows your revenue-producing staff to keep producing revenue.

You pay to keep your practice clean and train on safety procedures so as not to have to pay OUT for liability claims. There is a clear ROI on those things in decreased LOSSES by not doing so.

If you are a multimillionaire who has money to throw at EVERYTHING just to see what sticks, then you don't have to worry about ROI. But if you are a hardworking doctor whose practice does less than \$3 million a year, you need to know that you are spending your money wisely.

The reason these social media honks use this argument is because SOCIAL MEDIA DOESN'T GET RESULTS. If I couldn't prove that what I'm selling works, I would use the same argument.

Shocking Information About Facebook Marketing

If you haven't read the report in Time about what Facebook is doing with its Pages platform, you're going to be shocked.

The article is titled, "The Free-Marketing Gravy Train Is Over on Facebook," if that tells you anything.

Here's the heart of the issue:

Facebook has been dropping the reach of its Pages platform. Pages, with a capital P, are what most businesses have as opposed to a timeline, which is what you have as an individual. So your practice probably has a Facebook Page.

You were likely under the assumption that everyone who follows your page sees every notification you put on your page. Here is the most shocking thing I found in the Time article:

Posting on Facebook only reaches 6 percent of people who follow your Facebook page.

That's of the people who WANT TO FOLLOW YOUR PAGE! Here's the kicker: THAT'S NOT EVEN THE BAD NEWS.

The bad news is that your posts on Facebook used to reach about 12 percent (still an incredibly low number) of followers. Now it has dropped to 6 percent. It's going to drop to 1 percent or 2 percent, according to the Time piece.

The article says that Facebook picks 300 posts to place in a user's News Feed in a day. That's 300 out of the 1,500 that a typical Facebook user would get if they saw all the posts.

Why would Facebook stop posting FREE feeds from businesses to their followers. So it can CHARGE for paid ads of course! The only people making money on Facebook are Facebook employees.

We've been telling our docs for the last 10 years that Facebook is not the way to attract more patients effectively. It's truer today than ever.



One of these guys is a web marketing mastermind and the other is Seth Godin.

Seth Godin Agrees With Me on Selling Value

Seth Godin is a guy that anyone in marketing follows. He's a former VP at Yahoo and a couple of years ago was inducted into the Direct Marketing Hall of Fame.

If you've never heard of him, let me tell you this: Just type in the word "Seth" and he'll appear high up on your search page.

THAT'S how big he is.

A blog of Seth's last year sounded oddly familiar. In it, Seth told readers that "It's too expensive" almost never means "there isn't enough money if I think it's worth it."

He suggested readers should find a community that values the work they do and then increase the perceived value rather than lowering the price.

"When you don't need everyone to buy what you sell, 'It's too expensive' from some is actually a useful reminder that you've priced this appropriately for the rest of your audience."

For you regular readers of this newsletter, does that sound familiar? It should, because an article in the July issue of this newsletter said the same thing. Maybe this is where he got the idea!

What someone is willing to pay has nothing to do with price. It is all about value. If some people don't see the value, then you know two things:

1. Keep working on your presentation technique. If you feel it is valuable to them, you want them to feel that way, too.
2. You're probably doing something right. You need to find the right price points where some say no while enough say yes.

Too many yeses and you're not charging enough.

Too many nos and you're charging too much.

Surprising Statistics Show Smartphone Usage Exceeds TV Time

Last year, a company called Millward Brown looked at multiscreen activity in 30 countries, including the U.S. There are some really interesting statistics.

For instance, U.S. daily Smartphone use now exceeds TV use. That's no surprise to me, as I used my Smartphone voraciously and rarely watch television.

In the U.S., the average person watches 147 minutes of television and spends 151 minutes on his Smartphone. That same person also looks at his laptop 103 minutes per day and his tablet 43 minutes per day.

Here are a couple of other interesting statistics:

Forty-one percent of the TV audience was simultaneously using a mobile device (tablet or Smartphone). Of that 41 percent, 70 percent were looking at unrelated content. The other 30 percent were exploring related content or taking some action tied to the content or advertising on TV.

So here's how behind the time advertising is – even though people spend more times on their mobile devices, including using their mobile device while watching TV:

- 59 percent of U.S. media spending is on TV for only

33 percent of the viewing time.

- 11 percent of U.S. media spending is on mobile ad spending for 44 percent of the viewing time.
- 30 percent goes to laptop spending for 23 percent of the viewing time.
- That may be because 68 percent of people report paying at least some attention to TV ads.
- Between 41 and 46 percent of people pay attention to ads on their laptop or mobile device.

This data indicates a couple of things to me: If you are running television ads, be sure to include your website information. People seeing your commercial may immediately look you up online.

Dental practices MUST, MUST, MUST make sure their sites are dynamic to work on all devices. If you have an older website that has not been redesigned and updated to do so, you are behind the times. Mobile use is only going to increase.

Practices that ignore this fact are going to find themselves on the wrong side of history.



"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

Proof You're Wrong If You Think Patients Aren't Out There

Nearly 35 percent of Americans do not visit a dentist, according to a Gallup poll released last year. In 2013, Gallup asked 178,000 Americans whether they visited the dentist in the previous 12 months as part of the Gallup-Healthways Well-Being Index. This mirrors a 2008 survey by Gallup.

Here's what they found:

In 2013, 64.7 percent of Americans visited the dentist. That is 1 percent less, so statistically the same, as in 2008.

The same holds true for women: 67.2 percent of women saw a dentist in 2013, compared to 67.8 in 2008.

Men, on the other hand, went to the dentist less often and dropped more compared to 2008. For 2013, 62 percent of men saw a dentist compared to 63.5 percent in 2008.

Of course, lots of factors contribute to these numbers.

For our purposes, we will say that the numbers have changed little in the last five years. So we'll call that the status quo: 35 percent of people didn't visit the dentist in the last year.

On the one hand, 65 percent of people are seeing a dentist. You need to figure out how to get more of them to come and see you.

But rather than poaching existing patients, with roughly 250 million adults in the U.S., those 35 percent who DIDN'T see a dentist in the last year are a pretty big group of prospects.

So if you're not getting new patients, it's not because they're not out there.

It's not because you are losing them to competitors.

It's because no one has convinced them to choose seeing a dentist over doing nothing.

Results by Race

According to Gallup's results, there is a noticeable racial and ethnic divide about going to the dentist.

For instance, about 55 percent of both blacks and Hispanics went to the dentist in the last year. That number is up about 1.5 percent for Hispanics and DOWN 3 percent for blacks from 2008.

In 2013, 68.4 percent of whites went to the dentist, virtually unchanged from the 68.7 percent in 2008. Asians reported very similar numbers, with 69.6 going in 2013 and 70.3 percent going in 2008.

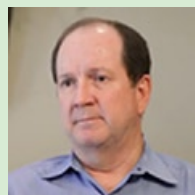
So what does this mean to you?

There is a huge opportunity among the Hispanic community, for one thing. Nearly half of all Latinos do not go to the dentist, but the number who do is trending upward.

There also is an opportunity to reverse the trend among African-Americans, where nearly half of the population did not see a dentist, and that number is declining.

So if you have large segments of either of these populations, you have opportunities to reach out to them.

As for the white and Asian populations, a good percentage are already going to the dentist. But three out of seven still did not see a dentist last year. That presents opportunities to talk about the importance of regular dental visits.



"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

Results by Age

The older you are, the MORE likely you are to go to the dentist...

UNTIL you reach age 65. Then you are less likely than all but the youngest group.

Here's how it breaks down:

- About 62.5 percent of 18- to 29-year-olds went to the dentist in the last year.
- That number increases to about 64 percent of 30- to 44-year-olds.
- It increases further to about 66.7 percent of 45- to 64-year-olds.
- Then dips again to about 63.5 percent of those 65 and older.

There are lots of factors at work here.

Maybe this is based on affluence, with the idea that that older you are, the more money you have to spend on things like dentistry UNTIL you get to retirement age, when you want to conserve your nest egg.

Maybe it is because the older you get, the more dental problems come to the surface and the more you NEED to see the dentist, UNTIL you get to 65, when some people are willing to accept that they may start losing teeth.

There are probably many factors involved.

Even more interesting than the numbers, though, are the differences in just the last five years.

For instance, the number of 18- to 29-year-olds who went to the dentist in the last year is virtually unchanged from 2008 to 2013. But the number drops by 3.5 percent from 2008 to 2013 for 30- to 44-year-olds and 2.3 percent for 45-year-olds. And the number actually INCREASES by 4.3 percent from 2008 to 2013 for those older than 65.

There are any number of reasons for these changes. But no matter what the reasons, they come with opportunity, especially those aged 65 and older.

Results by Income

Money may not buy happiness, but it does buy dental appointments – at least according to results of the Gallup poll. The percentages of people who went to the dentist based on income isn't that surprising.

The higher your household income, the more likely you are to go to the dentist.

For instance, about 43 percent of those with household incomes below \$12,000 went to the dentist in both 2008 and 2013. Conversely, about 82 percent of those with household incomes above \$120,000 went to the dentist at least once in both years.

Gallup broke the incomes down into eight categories by about \$12,000 increments, and the percentage who went to the dentist went up as income went up. I won't bore you with all the details.

But here is where it gets interesting.

Almost all of the eight income categories saw some degree of decrease from 2008-2013, and it bell curves right in the middle

The change between 2008 and 2013 is less than 1 percent for those making less than \$12,000 per year and peaks at the \$36,000-\$48,000 per year household income, decreasing 4.2 percent from 2008 to 2013.

From there the difference becomes less and less between 2008 to 2013 all the way to those with greater than \$120,000 income, which was virtually unchanged at an increase of 0.2 percent from 2008 to 2013.

So do we look at those in the \$36,000-\$48,000 annual household income and say they were hit hardest by the economic downturn? Maybe. Again, there are probably multiple factors to consider.

What we can take away from this is that there are opportunities to attract those people in the middle income brackets back to the dentist. There are different opportunities to attract those at the higher ends of the income spectrum who haven't stopped going to the dentist.

Results by Location

Regionally, about 69 percent of people who live in the East visited the dentist, the highest rate of any region. That was followed by the Midwest, where about 67 percent of people visited the dentist. Third was the West, where 65.5 percent of people visited the dentist in the last year. And coming in last was the South, where only 60 percent of people visited the dentist in the last year.

Only the West showed more than a 1 percent decrease in those rates from a similar poll done in 2008, and the West dropped less than 2 percent.

Most of this can be attributed to household income, but there could be some cultural issues at play here as well.

So think about where you live. Are there opportunities to reach out to those who are not going to the dentist regularly?

Looking at these numbers, there probably are.

Results by Marital Status

We've already seen that, nationally, women are more likely to visit the dentist than men, 67 percent to about 62 percent.

Yet about 71 percent of married people went to the dentist at least once in the last year – far higher than either men or women individually.

Among marital statuses, only married exceeded the national average of about 65 percent. Next closest was single, at about 61 percent, almost 2 percentage points lower than in 2008. Following that was divorced, at about 56 percent, a sizeable 3.5 percent less than in 2008.

Notice we are now about 10 percent below the national average.

After divorced, about 55 percent of domestic partners visited the dentist in the last year, about a percent less than in 2008. Widowed was next to last on the list at about 53.5 percent and unchanged since 2008.

Bringing up the rear was separated at 46.6 – a whopping 6 percent decrease from just five years ago.

If you'll notice, that is fewer than half of all separated people and 25 percentage points below married.

When you look at divorced, widowed and separated, I bet that has a lot to do with loss of dental insurance and reduced household income.

You can see there is real opportunity to market to married couples as people likely to go to the dentist. There also is opportunity among those who are divorced because they are used to going and have decided to stop.

Turning Poll Data Into Patients

Just to recap, Gallup asked 178,000 Americans last year whether they visited the dentist in the previous 12 months as part of the Gallup-Healthways Well-Being Index. This mirrors a 2008 survey by Gallup.

They found:

- 64.7 percent of Americans visited the dentist.
- 67.2 percent of women and 62 percent of men saw a dentist.
- There is a large racial divide between Asians and whites, and blacks and Latinos in going to the dentist.
- The older you are, the more likely you are to see a dentist ... until you hit 65, and then you drop significantly.
- The more money you have, the more likely you are to see a dentist.
- And married people are more likely to see the dentist than any other marital status, especially those who are separated.

So here are four ways you can market to this information:

First, 35 percent of people aren't seeing any dentist. You don't have to convince them you are the RIGHT dentist. You have to convince them to GO to the dentist.

Market two things: dental fear and the overall health risks of not going to the dentist. Fear is the number one reason people don't go to the dentist.

The Gallup poll noted that poor oral care can lead to many potential negative health outcomes. Recent medical research has indicated that poor oral health may be linked to both heart disease and stroke. Maternal periodontal disease, too, has been linked to preterm births, and may increase risks for other diseases such as diabetes.

Second, Hispanics are a growing market. The data shows that on 55 percent of Hispanics regularly see a dentist BUT, and it's a big but, that number increased 1.5 percent over 2008.

It is one of the few areas that saw growth among any of the ways Gallup sliced its data. Disposable income is increasing among the growing Latino population. Be the first in your area to capture this market.

Third, look at the age data. There is huge opportunity among young people. You may not get rich off of All-on-4 dental implants, but you can set up a patient base for the next 30 years or more.

Look at ideas like free Wi-Fi in your waiting room and having a great mobile web presence. You also should have great social media exposure to maintain contact with those who become your patients.

Finally, market to couples. This demographic is the highest for going to the dentist, yet 30 percent did not go in the last year. Offer dual appointments so couples can come to see you at the same time.

On the other end of the spectrum, look to explain filing insurance or not using insurance at all to overcome the objections of separated couples who don't want to hassle with using the estranged spouse's policy.

Colin Receveur's mantra for the last 14 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

