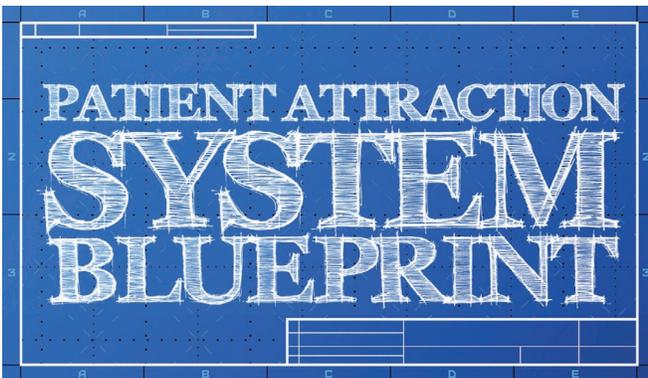


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What Is The Patient Attraction System Blueprint™?

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

Develop a Championship Marketing Strategy

Here in the center of the college basketball world, October is a pretty big deal. With Butler University, Indiana University, the University of Louisville and the University of Kentucky all starting to practice for the upcoming season, basketball is on everyone's lips.

I'll be the first to admit that I am not as big a basketball fan as some here at SmartBox Web Marketing or maybe some of you. One of our staff members even played college basketball.

But growing up here in Indiana (that famous movie is called "Hoosiers," after all) is like growing up around dentistry, which I also did: You just can't help picking up a few things.

So here are 3 similarities between championship basketball teams and successful dental marketing strategies

1. One focal area

Championship basketball teams usually have one dominant trait: pressure defense, post game, motion offense, etc. Your marketing also must have a focus, and it should be your website. Your website is your 7-footer or All-American point guard – the key around which everything else revolves.

2. Diversity

Championship basketball teams do more than just one thing well. So while having a focus is good, a great team can't be one-dimensional. Your marketing can't be one-dimensional either. While your website is the center of your marketing effort, it cannot be ALL you have. You must get your name out on the web, and there are many ways to do so.

3. Differentiation

Championship teams are different from other teams. Whether it is more experienced, more dominant players or an unusual style that other teams can't replicate, something sets championship teams apart. Your marketing must differentiate you from every other dentist.

What makes you stand out? What is your niche? Find your advantage and emphasize it. This idea of differentiating dominates this month's newsletter, so keep reading.

And no matter which team you cheer for, I'm rooting for you.

3 Surprising Ways to Use Video Testimonials

If a picture is worth a thousand words, what's a video worth? Try 1.8 million words per minute, according to Forrester research.

Why is this important? I believe video is the single biggest difference between dentists who get patients and dentists who get the patients they want.

I cannot overstate how important video is when reaching out to potential patients. Patients can hear your voice, see your personality and pick up your enthusiasm through facial expressions and body language.

They can do the same from existing patients, and as we discussed in previous newsletters, people are motivated by recommendations and by wanting to emulate people they see as being like themselves.

Video is not the future; it is the present.

Here are three ways to use patient testimonial videos to their fullest.

The first is the most obvious: as videos. Here are some ways you can use them:

- On your website
- On your Facebook page
- On your YouTube channel
- On a TV in your waiting room
- In commercials
- Attached to emails to potential patients
- Attached to press releases
- As part of video blogs
- During a live presentation
- As part of a DVD sent to potential patients

This list isn't all-inclusive, of course. You can find more ways to use patient testimonial videos in my new book "Attract More Patients in the Next Six Months Than in the Past Six Years," which you can sign up for at www.moreandbetterpatients.com.

Of course, videos have two parts: the images and the sounds.

That means you also could use only the sound, which is the second way you can use video testimonials. Here are some ideas:

- On your website
- In radio commercials
- As your on-hold telephone sound
- In presentations
- As parts of podcasts
- During webinars

Again, this is not an all-inclusive lists. If you are using audio from patient testimonials in innovative ways, please let me know.

The third way to capitalize on video testimonials is with written transcriptions.

So video testimonials are what separate dentists with good web marketing from dentists with great web marketing.

But not every situation is right for video or audio. At those times, transcripts of video testimonials can be beneficial.

Here are some examples:

- On your website
- In print advertisements (newspaper, billboards, magazines, mailer cards)
- On signs
- In brochures
- In text messages
- In emails to prospective patients
- In presentations
- In letters and other template materials

These are the oldies but goodies, traditional uses that are all most dentists are using.

I encourage you to use your video testimonials in all three ways to maximize their benefit, setting yourself apart from your competition and dominating the niches you are after.

Make Friends With a Panda

When you hear the word Panda, most of you think about the black and white bear from China that eats bamboo. Well, a different kind of Panda could significantly boost your business.



"Colin is a genius on all types of marketing and he has several books and DVDs that dentists across the country are using."

Colin basically is a genius on all types of marketing, is the CEO of SmartBox Web

Marketing, and he has various products and dvd's that dentists across the country are using. He has some really great products. His father is a dentist and is one of the three dentists in town I would trust to do my own dentistry. The unique thing about Colin is since his father is a dentist, he has this ideal playground to test new ideas and marketing on before rolling it out to the rest of his clients.

- Dr. Woody Oakes President

The Profitable Dentist & Excellence In Dentistry

Achieving top-of-the-page results in Google searches is the goal of all web marketing. Seventy percent of all searches are done on Google, and 75 percent of people never look past page 1 in a search. So when Google talks about changes to its search algorithms, it matters to people like me.

And it should matter to you.

Google made its Panda change in May. Panda is so important, I wrote a book about it a few years back, and I included a chapter about it in my latest book.

The reason Panda is so important is because when Google introduced it in 2011, it significantly hurt a lot of small, local businesses, including dental offices.

That's because Panda values freshness and updated content, and that favors larger companies with people who do nothing all day but create and rewrite web pages.

The best way to be Panda-friendly? Have high-quality, real content on your pages.

You still need tags and keywords and all that, but the most important quality is value to readers.

The Single Biggest Difference Between You and Multimillionaire Dentists

If you haven't heard of Dr. David Moffet, you didn't read last month's newsletter. He wrote a great guest column, and I think he's a good example that many dentists could follow.

He started a practice making \$120K per year in a low-income suburb of Sydney, Australia, and grew it into a \$3 million annual business. In fact, he sold his practice and now makes his living marketing a practice-enhancement plan.

I think a lot of what he says makes sense. I'm not here to shill for his company nor am I paid to endorse his product, so I'm not going to tell you what he says.

But I am going to tell you a point he makes that

I wholeheartedly agree with: **Dentists must successfully differentiate themselves from their competitors.**

If you're like 99.9 percent of the dentists in this country, prospective patients can decide between you and at least one other practice.

This is what I like about what Dr. Moffet says. Dentists are not experts in business. So they end up seeing what their competitors are doing and DOING THE SAME THING!

The problem is, what most of the competition is doing isn't working either. But dentists focus on what a SELECT FEW extremely successful dentists are doing and wonder why they aren't getting the same results.

Here is where Dr. Moffet's practice-management system intersects with my patient-attraction system.

The reason most dentists aren't as successful as those exceptional few has little or nothing to do with

- training
- expertise
- location
- marketplace
- talent

It has everything to do with **differentiation**.

The most successful dentists in this country have found a way to stand out from their competitors.

That may be that they found a highly profitable niche (the subject of a future article).

Perhaps they are attracting more and better patients.

Or maybe, just to tease Dr. Moffet's system a little, they treat patients differently than other dentists.

But the single-most important trait that separates the most successful dentists from everyone else is differentiation.

3 Ways to Stop Chasing Prospects

The problem with chasing is that someone has to be trying to get away. Is that really what you want to spend your time, energy and money doing: chasing after prospects who are not trying to be caught?

If you are not marketing to a target audience, this is exactly what you are doing. What you want to do is be in position to catch the prospects who want to be caught.

Here are three ways to start attracting the patients YOU want instead of chasing them:

1. Ask yourself what are the two or three key things that make you stand out?

Start with what I wrote about in the previous article: differentiation. Then look at what you can do better or differently than anyone else in your marketplace.

2. Find what you can offer that is valuable to the prospects you want BEFORE they make an appointment with you.

This goes back to the Robert Cialdini idea of reciprocation we talked about earlier this year. When you give someone something of value, they feel indebted to you.

At SmartBox, we encourage our clients to offer reports and books about solutions to people's dental needs. This not only gives prospective patients something of value, but establishes the dentist as an expert (another Cialdini principle, authority).

3. Decide where you want to go. What is your endgame? What kind of practice are you looking for, and what does it take to get there?

This will determine the patients you are trying to attract (the focus of a future article). How can you make a plan to GET the practice you want if you don't first know the kind of practice you want?

As with most things, the devil is in the details. Once

you decide these three points, then you have to implement the best strategies to start attracting the patients YOU want.

Dominating Your Niche

Here is a very specific method for doing so: Many dentists have successfully emphasized a skill, training, piece of equipment or technique so potential patients feel that they clearly are the expert in that area.

Here are three ways to accomplish it:

First, it helps if you really **are** better trained, more accomplished, better accredited, or the first to do a procedure or own a piece of equipment in an area. These are obvious selling points that will attract patients.

Short of those advantages, **being first** to emphasize a niche will you establish your credibility on a procedure or technique. If you are the first dentist in your town to advertise and market a sleep apnea appliance, every competitor that follows is forced into a "me too" position.

Even if you aren't first to market or advertise a procedure, you can still **position** yourself as the expert in a niche.

Here are techniques that we encourage all of our clients to use: write a book, reports or blogs on that niche; be interviewed by local media as a leader in that niche; give free seminars and speak to community groups on that niche.



I know just enough about marketing to be somewhat dangerous.

I really wanted a website where we could get some results and get some people to respond to our web marketing. Obviously we could see all of the value you brought to us.

- Dr. Sean Tarpenning
Eau Claire, WI

In short, if you outwork your competition to link your name with that niche, potential patients will see you as the expert in that niche.

So you put in the work, but what do you get out of it? Here are three benefits of dominating a niche:

1. You can command higher fees than your competitors.
2. You can eliminate competitors, which will further increase your niche domination.
3. You satisfy customers who appreciate you, the expert, being their dentist.

Be prepared, however, for the pushback you may get for dominating your niche.

There was a dentist who spent a lot of time, effort and money getting accredited by the American Academy of Cosmetic Dentistry.

That is no small feat as it takes a lot of time and many who try do not pass the accreditation process.

But this dentist had passed and was advertising himself as the first dentist in his state to do so. His state board of dentistry told him he had to stop

advertising his accreditation because it made it look like he had more training than other dentists.

The thing is, **HE DID HAVE MORE TRAINING THAN OTHER DENTISTS!!!!**

So he refused to stop using the statement and consulted his attorney. His attorney told him the board could not enforce such an unconstitutional (in his state) mandate and would never take him to court.

And it never did.

Of course, this is not a legal blog and this is not legal advice. But some of you live in states with these kinds of outlandish restrictions. So if you are going to try to dominate a niche with your expertise, know what your state regulations are and **know how far you are willing to test them.**

Should you want to go this route, consult your own legal adviser to find out exactly what you can and can't do.

To Come Out Ahead, Give Something Back

By Darold Opp

In the January issue of "Dentaltown" magazine, publisher Dr. Howard Farran in his column called "Getting to the Heart of Mom" queries every dentist: "Who makes the most dental appointments?" The answer is always "Mom." If Mom is making 90 percent of all appointments, shouldn't you focus your practice on her? Dr. Farran further opines that building your relationship with Mom is key these days, and since Mom is your word-of-mouth generator, he asks: What specifically are you doing to build rapport and trust? What about her No. 1 fascination in life, her children? What in your office screams, "We love kids?"

In 2008 I created a free, carnival-like public appreciation event to give back to my community. SmilePalooza was born. (Google SmilePalooza to

see the craziness for yourself!) Never in my wildest dreams did I anticipate what was to follow. In seven years, I have had more than 30,000 people attend this event. Even with dozens of dentists in my immediate area, SmilePalooza has allowed me to develop what Jack Trout in his book "Innovate or Die" calls a USP (unique selling proposition), or a competitive advantage unrivaled by my peers.

When the vast majority of dental offices were struggling to keep their income from dropping, our income continued to soar in 2008 and beyond. I have a single-dentist practice in rural South Dakota. I work 32 hours per week, and I refer out the following major procedures: oral surgery, dentures, orthodontics, implant surgery, TMJ, sleep apnea, molar endo and sedation. Yet from 2011 to 2013,

our annual production exceeded \$3.4 million with 54 percent overhead. Despite the SmilePalooza focus on kids, 70 percent of our office production is adult dentistry! This year I intentionally stopped all external marketing to see if seven years' of "relationship marketing" with SmilePalooza could sustain our new-patient numbers. Not surprising to me, we are still averaging 90+ new patients a month.

Jerry Jones, business anarchist and top dental marketer, calls SmilePalooza the "best non-marketing marketing in dentistry!" I call it the No. 1 children's niche in dentistry today. Why? Between 2010 and 2012, we gained 549 new patients from our event without any follow-up marketing. That was more than \$600,000 in direct revenue, and a conservative lifetime value of these patients exceeds \$1.3 million. If I performed orthodontics, the lifetime value would easily double.

Despite those numbers, I still have dentists ask me if this is a sustainable business model. I hope the following addresses that question: In 2013, we produced \$786,000 in preventative services (exams, cleanings, fluorides and sealants) in the 12-and-under age group alone!

Money aside, SmilePalooza epitomizes what Dr. Robert Cialdini, the foremost social psychologist in the world, has called the "Power of Reciprocity." According to Dr. Cialdini, "If you do a good to another, that person will feel an internal obligation to 'reciprocate' a favor in return." That, my friend, is the secret sauce – creating reciprocity!

Let me share with you how this single event of giving back to the community has impacted my business and personal life over the past seven years, including awards, publicity, networking and other great marketing opportunities:

- Winner of the 2010 ABBY (best community involvement by a business)
- Winner of the 2012 Hometown Hero
- Free coverage in the Aberdeen American News for seven years running, with the headline two years ago that read "South Dakota's Version of Disney World"

- ABC television broadcast the evening news from my event site in 2013. This covered the entire eastern half of my state. The television station also donated \$8,000-worth of ads prior to the SmilePalooza event.
- Radio coverage by the top family station in the community
- Guest speaker at Dentist Office Impossible in 2013, which featured the top marketers in dentistry and corporate America
- Finalist for 2014 GKIC Marketer of the Year. This was an international competition, and SmilePalooza was 100 percent of my presentation.
- Guest faculty at the University of Nebraska College of Dentistry. I teach senior dental students entrepreneurship and marketing.
- Contributor to Dan Kennedy's The Ultimate NO BS Referral Marketing Machine. SmilePalooza had 41 pages of marketing material displayed.
- Interviewed by Dr. Jeff Anzalone of Dental Prosperity, Robert Skrob of Information Marketing Association and Ron Sheetz of Media Magic
- Co-authored the book "Transform" with Brian Tracy
- Co-authored the book "How to Attract New Patients" in Dentistry with Jerry Jones
- Featured in USA TODAY and The Wall Street Journal

SmilePalooza has taught me this life lesson: If you GIVE with the right attitude, recognition and opportunity will seek you out! It is called the "law of attraction."

What have the Kardashians, LeBron James, Tiger Woods and other stars taught our society? Becoming a "celebrity" pays great dividends. To the kids in Aberdeen, I am a "rock star." To the adults I am the SmilePalooza dentist who loves to give back. My marketing mentor Dan Kennedy says, "People buy people," and prior to 2008, I was just another face in the crowd.

Can I promise that if you follow my lead, the same reciprocity will follow? No, but heed what Dr. Farran said at the outset of his column. Focus on Mom and her children, and you will never look back. In 2011,

with the encouragement of Dr. Farran, we created a DVD titled "Heart of Mom – 20 magnetic secrets to attract families to your practice." These secrets, along with SmilePalooza, have put our practice on mega-steroids.

Our current economy demands us to take calculated risks if we want to succeed – and succeed wildly. In a recent USA TODAY interview, I shared this statement: "In business you are either a pioneer or a settler. Pioneers pave the way. Settlers follow in their footsteps. Pioneers take as big of a piece of the pie as they desire. Settlers have to 'settle' for what is left over. I love dessert. That is why I like to supersize my slices!"

My current consultant, Dr. Mike Abernathy, shared these words of wisdom with me recently: "If you don't become remarkable in what you do, eventually you will become invisible!"

If you are going to thrive and not just survive in years to come, find your competitive advantage. Work your niche. Experience a career and a life that are beyond your wildest imaginations.

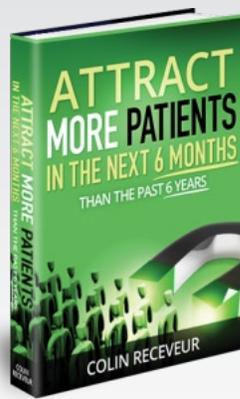
See you at the top!

Six years ago, through no fault of his own, Dr. Darold Opp found himself on the wrong side of the IRS, which wiped out 24 years' worth of work. But now his business is stronger than ever and he replaced and exceeded his lost savings in only four years. He is a SmartBox Web Marketing client.

Dr. Opp attended Northern State University in Aberdeen, where he earned a bachelor's degree. He received his dental degree from the University of Nebraska. Dr. Opp served in the United States Navy for eight years as a dental assistant and dental hygienist before establishing his Aberdeen dental practice 30 years ago.

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.MoreAndBetterPatients.com

