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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

Waste Your Time on THIS if You Have Too Much Money

Given that we do web marketing, you might expect us to be very high on social media marketing. Many of you are getting plenty of proposals and sales calls from marketing companies about how they can manage your social media presence and bring you more customers.

Let's be clear up front:

- Social media is fun.
- It's a great way to connect with old friends, family and even existing patients.
- It is NOT, in any way, shape or form, a good business investment.

At least, organically posting on Facebook and Twitter all the time are not good investments. The ROI is just too low. Here is one big statistic: A study by Outbrain shows that search is the **#1 driver of traffic** to content sites, beating social media by more than 300%.

Now Gallup has come out with even more information about WHY that is true. Gallup, the polling people, produced a report last year called "The Myth of Social Media."

Here is why so many companies are pitching you to manage your social media, and why so many of you are falling for it. In one day, according to Gallup:

- Facebook users post 4.75 billion items of content
- Twitter users send 400 million tweets
- Instagram users "like" 1.2 billion photos
- YouTube users watch 4 billion videos

Here are a few more stats:

- 72% of U.S. adults use these channels, with the majority saying they use them several times a day.

- According to BIA/Kelsey, U.S. companies spent \$5.1 billion total on social media advertising in 2013.
- By 2018, that number is projected to grow to nearly \$15 billion.

So you can see why dentists and many other business owners want to get their message out on social media. But here is what Gallup says about that:

"But most consumers aren't visiting social media sites to engage with brands – they are there to interact with people they know. According to Gallup research, the vast majority of consumers (94%) who use Facebook, Twitter, and other social networking channels do so to connect with family and friends. They are far less interested in learning about companies and/or their products, which implies that **MANY COMPANIES HAVE SOCIAL MEDIA STRATEGIES IN PLACE THAT MAY BE LARGELY MISDIRECTED.**"

That is a strong statement, and it really has two parts:

1. Your potential clients aren't on social media looking for a dentist.

That would be like hot tub salesmen setting up shop in a restaurant: Sure, you might find a few people who have been looking for a hot tub who happen to be at that restaurant. But that comes down to pure, dumb luck. And is that how you want to spend your marketing dollars – hoping to get lucky?

2. Companies that are spending money on social media trying to get new patients are making a mistake.

In fact, Gallup found out that:

- 94 percent of people use social media to connect with family and friends.
- 29 percent use social media to follow trends or find product reviews and information.
- 20 percent use social media to comment on what's hot or new or write reviews of products.

We've been telling our clients this same information for years.

Your height has more influence on prospects than social media

Your height – something over which you have no control – is more likely to attract patients than social media marketing. Numerous studies show that people have more confidence in taller men. Other studies also show that taller men earn more money, on average, than shorter men.

Gallup asked more than 18,000 people about the influence social media has on their purchasing decisions.

- 62 percent said it has NO INFLUENCE AT ALL.
- Only 5 percent said social media has a great deal of influence.
- 30 percent said it has some influence.

Now you might be asking yourself, but what about these digital natives, people in the mid-30s and below who grew up with the Internet?

Forty-eight percent of those millennials said social media has no influence on their purchasing decisions.

Here are some questions to consider:

- Does it make sense to devote your time, which should be worth at least \$750 or \$1,000 per hour, to devote to posting on Twitter or Facebook trying to get new patients?
- Does it make sense to devote the time of your staff to an endeavor where 94 percent of the people are not listening to you?
- Does it make sense to pay someone to post and Tweet and Like and whatever when 62 percent of people say that whatever you say doesn't affect their spending decision?

Friends and Followers Don't 'Like' to Become Patients

Gallup has told us that most people are on social media to keep up with family and friends and NOT

INFLUENCED AT ALL by social media when it comes to making purchasing decisions.

But what about the prospects with whom you have ALREADY connected on social media? They like you on Facebook or follow you on Twitter.

Gallup says 53 percent of those people say social media has "some" influence on their purchasing behavior. Thirty-four percent said social media has no influence at all.

Only slightly more than half of the people who you have successfully attracted – either through your time, a staff member's time, or a paid company's time – say engaging you on social media MIGHT influence their decision.

That is not good ROI.

Gallup shows that consumers still influenced much more by traditional methods than social media: Traditional methods like: Friends, family members and experts.

Gallup says, "Company-sponsored Facebook pages and Twitter feeds have almost no persuasive power." It goes on, "Consumers are highly adept at tuning out brand-related Facebook and Twitter content. These channels **do not motivate prospective customers** to consider trying a brand or recommending a brand to others."



"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

she signed up for. When a staffer for this blogger called to find out why, Aweber Support told her that email addresses that begin with info@, contact@, support@ and other "generic" prefixes will no longer be accepted.

The Aweber support person went on to say that Aweber not only won't accept those email addresses coming in, but it won't send information to those email addresses either. If you are using an email address like contact@drdentist.com, you won't get what you sign up for if the organization providing the information is using Aweber.

It also means that if Aweber is your marketing automation provider, your message will not GO OUT to anyone who signs up for it with such an address. Finally, the Aweber support person told the blogger's staffer to expect more companies to move in this direction.

We have received no word from Infusionsoft that it plans to follow this example, and would vigorously oppose any decision to do so.

The good thing is, this likely doesn't apply to many of you.

But if you ARE using such an email address, you might consider going to more of a name-based email address. That could be through your own website, so that you have drdentist@drdentist.com, or even a free email address such as drdentist@gmail.com.

From our end, we are not recommending clients make this move just yet. But we'll continue to monitor the situation and inform you if and when the time comes to do so.

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



Next are **Passionate Creators**.

These entrepreneurs are:

- Interested in making the world a better place, even if it just by creating more jobs.
- Creating a great customer experience, and want as much information as possible to better serve their customers and grow their business.
- The most optimistic of all small business owners, and the most likely to say that being an entrepreneur has improved their overall attitude, time availability and financial security.
- The small business owners most likely to have five or more employees.

If you're this type of dentist, you likely put patients first and have a staff others might consider oversized. You're also pretty happy about both of those.

Struggling Survivors are the least optimistic of the four types. They are:

- Most likely to worry about the risks of entrepreneurship, feel like they are less respected than those working in a corporate environment and feel least financially secure.
- Least likely to have improved their situation financially.
- Most likely to have considered shuttering their businesses.
- Most likely to be handling their business responsibilities without help from consultants or employees.

If this is you, it's time to get some help – whether that is help with a practice-management partner or help from someone like us to increase your client base. This must be a terrible feeling, to always think you are on the verge of having to close your practice.

Finally, we have **Legacy Builders**.

These small business owner:

- Want to provide something no one else was offering.
- Want to create a business mostly for the promise of

- financial stability or comfortable retirement.
- Want to be able to hand down their business to their children.
- While extremely ethical and practical, this group is marketing averse.
- Are the least likely group to have a website, least likely to track web analytics, least likely to use top lead-generation practices (including email marketing), and most likely to spend less than \$200 per month on marketing.
- Are least likely to consider information we think is key – such as following up with prospects and understanding your ideal customer – as helpful to their business.
- Are most likely to ask family and friends to help manage their business.

This sounds like a lot of old-school dentists. But the days where you can just put up a sign that says "Dentist" and watch the phones start ringing are long over, at least if you want to dominate your market.

Your Address May Be Costing You Patients

Your email address may be preventing you from getting your message out to potential patients. An interesting blog recently by a non-dentistry marketer discussed what could have a serious influence on any of you who are doing email marketing, or drip marketing as we call it here at SmartBox Web Marketing, with the company Aweber.

SmartBox is a certified partner with Infusionsoft, which allows you to do email marketing and a whole lot more. Aweber is kind of an entry-level email marketing platform that is fairly popular because it is cheap and limited. Another content marketing blogger called comparing Infusionsoft to Aweber "like comparing a Porsche to a tricycle." Infusionsoft is just much more robust.

Anyway, back to the original blog. This blogger said one of her clients wasn't receiving some information

If you want to reach prospective patients through social media, Gallup and we recommend engaging EXISTING patients. Let these existing patients spread the word about your practice via social media.

To quote the report, "If companies want to acquire new customers, their best bet is to engage their existing customers and inspire them to advocate on their behalf."

Prospects Want Social Media to Be Social, Not Sales

What can you do to make social media work for you? Here is what Gallup says:

"Consumers are more likely to engage with companies through social media when they believe those companies' intentions are genuine. They look for real people and real communities. Therefore, companies that want to become part of the conversation must shift their social media initiatives to be more **authentic, responsive, and compelling.**"

People don't want to follow you on Twitter, Facebook, LinkedIn or whatever and hear a sales pitch.

Let's look at the three qualities Gallup identified in a successful social media strategy:

1. **Authentic.** Consumers, "want to interact with a human, not a brand. Companies should back away from the hard sell and focus on creating more of an open dialog with consumers."
2. **Responsive.** "Companies need to actively listen to what their customers are saying and respond accordingly. If mistakes were made, they must own up to them and take responsibility."
3. **Compelling.** "This content should be original to the company and not related to sales or marketing. Consumers need a reason to visit and interact with a company's social media site and to keep coming back to it."

There is nothing wrong with spending your time posting on Facebook. You can post all the cute cat pictures on Instagram that you can find. You can rip off four tweets an hour that display how witty you

are. And some people will LOVE all of that. They'll get a great sense of who you are. They'll have a positive impression of your practice.

But, as Gallup's statistics have shown, THEY STILL WON'T BECOME YOUR PATIENT.

Ask yourself: Do you want to be popular on social media, or do you want more freedom, more patients and more profits?

A 3-step Formula to Get Prospects to Watch All of Your Video

Here is why video is important to you:

- Video is worth 1.8 million words per minute, according to Forrester Research.
- Video allows a prospect to get to know you before ever meeting you.
- Videos allow your patients to tell your story and sing your praises, establishing social proof on your behalf.



"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

So what's the problem?

According to research by Visible Measures, 20% of your viewers will click away from a video in 10 seconds or less. You'll lose about 1/3 of your viewers by 30 seconds, 45% by 1 minute and almost 60% by 2 minutes. And those numbers remain the same no matter how long the video is. While desktop viewers tend to stick with videos for 2 minutes or less, mobile users seem to have a longer attention span, all the way up to iPad users who will stick with a web video for an average of 5 minutes.

How do you get more viewers to follow a video all the way through to the end?

Follow this three-step formula:

1. Don't give away the ending.

You have to get viewers interested by creating some sort of problem. So that might be having a patient talk about how embarrassed she was when her dentures slipped out every time she laughed. Or it might be you talking about the pain people feel when they have gum disease. You must give viewers a reason to keep watching to see how that "problem" is corrected.

2. Don't belabor the problem.

Be succinct about the problem, explain the reasons it is a problem and what is at stake. Again, a patient is embarrassed because her dentures fly out when she laughs. Then she can explain how, over time, she stopped laughing in public and people stopped wanting to hang out with her. But if she goes on and on about it, the viewer turns it off.

3. Solve the problems and give the benefits of coming to see you.

Here is the pay off. Here is where you reach resolution. Here is the happy ending. Here is where that patient says, "I came to see Dr. Smith and he set me up with a new set of implants. Now I can laugh and smile and go back to being my old self." Boom! An ending that was worth waiting for – and worth watching the whole video for.

6 Horrible Mistakes You're Making With Your Dental Marketing

Since you read this newsletter, you are already more savvy than 99 percent of the dentists out there. But no matter how savvy you are, you could still be making a few mistakes in your web marketing.

In fact, you are almost certainly making at least one. You're probably making several, in fact. Some are making all of them.

This newsletter has covered all of them at one time or another. But we can only give you the information – we can't make you implement it.

Here they are:

1. You are not tracking your marketing.

How do you know if you are getting your money's worth if you can't identify which of your marketing channels is bringing in new patients and which are just eating your cash?

You've got to have tracking numbers and use your Google analytics.



"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

2. You assume you know what works.

This piggybacks on number one. You know what proves whether something works or not? Data.

If you're getting new patients, you want to KNOW why, not GUESS why, so you can do more of it and less of what isn't working.

3. You throw out your message and see what sticks.

This is when you send a direct mail piece promoting a \$5,000 cosmetic procedure into the neighborhoods around your practice. If you have unlimited money, you can take this shotgun approach.

But this is not going to generate a good return on investment.

Smart marketing targets the right demographics for the right message.

4. You don't provide quality content.

We've covered this a million times. The best SEO marketing is done when you write real copy that benefits real people. Make sure your copy identifies your prospects' problems and then shows how you are the best option for solving them.

5. You don't stay current.

Plenty of you are doing an adequate job managing your own marketing. But as a person in this industry, it takes no time to fall behind and lose effectiveness.

You MUST, MUST, MUST stay current on changes to Google's search engine algorithms as well as the most updated SEO practices and marketing strategies.

6. You are not marketing to current patients.

Research shows that current customers are far less expensive to market to. You already have an established relationship, and they already trust you. This is a no-brainer.

Which of These 4 Attitudes of Small Business Owners Represents You?

Your attitude says a lot about the type of business you run – and what YOU define as success. One question we ask all of our potential clients is what success means to them. What are they looking for in the next year or five years or 10 years.

If you're talking with a marketing company and they don't ask you that, that means you are about to get a cookie-cutter, one-size-fits-some solution.

Recently, Infusionsoft surveyed 850 American small businesses – half of which are Infusionsoft customers and half are not. Infusionsoft is a marketing-automation company that is specifically designed to help small- and medium-sized businesses. SmartBox Web Marketing is the number one Infusionsoft partner for dentists in the world.

Instead of looking at demographic similarities to explain business behavior in its survey, Infusionsoft found four attitude-based profiles: Freedom Seekers, Passionate Creators, Struggling Survivors and Legacy Builders.

Freedom Seekers are:

- Independent entrepreneurs who want to control their own destiny.
- Want to control their schedule, work environment and future.
- DO NOT want to work for a corporation, and more than half say they never will.
- Business owners who value living the life they want (freedom) over making more money.
- Most likely to have no more than one employee working for them.

If you're this type of dentist, you want a practice that allows you to work fewer hours or fewer days a week. Or you want to perform only certain procedures. Or maybe you don't want to have to deal with insurance companies.