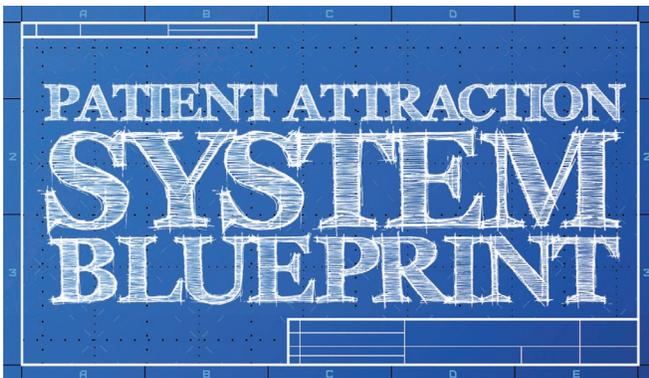


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What Is The Patient Attraction System Blueprint™?

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

Seven Key Ways to Sell Your Ideas

How frustrating is it to give a patient the perfect recommendation to solve their dental problem, only to have the patient hem and haw about whether they want to take your suggestion? **You** are the expert. **You** have the solution to their problem. You are who they came to see, and now they're not sure they want to do what **you** recommend.

Of course there are myriad reasons. The recommendation may be scary to the patient. It may be more than they can afford. They may even question whether it is really necessary.

Or, just maybe, **you** weren't convincing enough in your presentation of the solution.

Sally Hogshead, a former advertising creative director who has worked with Coke, Nike, Target, Godiva, Rolex and MiniCooper, is a hall-of-fame speaker, an international author and a researcher into how to sell your ideas.

Her work supplements the work of Dr. Robert Cialdini, who has been referenced in these articles numerous times.

She calls what she is talking about "fascination." That may be a cheesy term, but she has surveyed more than 160,000 people and found that the brain is hardwired to focus on seven types of messages.

Ms. Hogshead says the 7 triggers that cause people to buy into your ideas are:

- **POWER:** Find one aspect of the idea about which you feel very strongly.
- **PASSION:** Before you present the idea, help your audience warm up to you and your idea.

- **MYSTIQUE:** Give a calm, unruffled analysis of why this idea makes sense.
- **PRESTIGE:** An idea is only as valuable as its ability to solve a problem.
- **ALARM:** Safe, boring ideas rarely get traction in the marketplace.
- **REBELLION:** Make it clear that your idea does not follow the usual path.
- **TRUST:** Help your idea feel less unfamiliar by providing as many familiar reference points as possible.

Why does this matter to you?

Your patients are coming to you with a problem and may not have any ideas, or at least the most current ideas, for a solution. So when someone comes to you wanting a few teeth pulled and what they need is a full mouth reconstruction, you are going to need to get them to buy in to your ideas.

Let's look in more detail at each of the seven factors.

First on the list is power.

Power means finding one aspect of the idea about which you feel very strongly. You don't have to promise it as the best thing since the toothbrush, but you must show that you are fully invested in the idea. After all, how will a patient who only wanted a few teeth pulled ever believe they need dental implants unless **YOU** really believe they need dental implants and say so.

Obviously there will be more than one reason for most of your recommendations. But focusing on one – the best one – will help convince some patients.

Next is **passion**.

Hogshead recommends that if you want someone to buy in to your ideas, don't start a conversation with small talk about the weather. To use the passion trigger, you should be warm and authentic. Be yourself and natural.

Build some sort of rapport so they can make an emotional connection with you. So, for instance, if you had a bad dental experience that caused you to get into the practice, share that with patients who also may be afraid of going to the dentist.

The third trigger is **mystique**.

To hit this trigger, Hogshead's research shows you should give a straightforward explanation of why the suggestion makes sense. Some people are motivated by candor. So don't exaggerate.

If someone has gnarly, discolored teeth, tell them they should get them straightened and whitened because their mouth will be healthier, not because a new smile will change their life. For this type of persuasion, you want just the facts.

Fourth is **prestige**.

To reach people triggered by prestige, you want your patient to see how whatever you are suggesting is going to benefit them. To know that, you obviously need to know what they are after.

If you have a patient who wants to get rid of her dentures, is it because they hurt when she eats or because she's afraid they'll pop out when she laughs? Ultimately, reaching the prestige trigger means helping people see how your suggestion helps them reach their goals and ambitions.

The next of Hogshead's seven triggers to sell your ideas is the **alarm** trigger.

This will sound very similar to Dr. Cialdini's idea of scarcity, in that people are more motivated by a perceived loss than by potential gain. Hogshead has found that people are more likely to select safe, conservative options, and alarm is all about safety.

But safe rarely is good. Boring is actually a risk for you

when you are trying to present a new idea. If you are going to give solutions for a patient who is missing teeth, you should emphasize the negatives of doing nothing as well.

Sixth is the **rebellion** trigger.

That means making it clear from the very beginning that what you have to offer is not the standard. This prepares the person you are trying to convince to open his or her mind to something new. Here's where the tricky part comes in: You have to know if that patient **wants** something new or different.

Let's say a patient comes in with a mouthful of diseased and broken teeth but good bone density. So you might want to suggest Teeth in a Day. But in the course of talking to the patient you find out they absolutely refuse to have any kind of surgery. So what good would it do you to suggest any kind of implant? None.

However, a patient who comes in asking for dentures because his or her previous dentist suggested it may be the kind of patient with whom to begin the conversation, "Let me give you another idea that is outside the box."



"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**

Finally comes trust.

To activate the trust trigger, you have to build credibility for your idea from the start of the conversation. This may mean providing familiar examples to your patients before getting to the new idea. So if you are suggesting a patient use IV sedation, you might ask if they have ever had surgery and liken it to the experience of sleeping through it.

Analogies are another way to hit this trigger. They help people understand the new idea you are presenting. That way people see that what you are suggesting to them really isn't so new or different after all.

If you'll use these seven techniques, you may be able to get more of your patients to agree to your treatment plans.

Three Key Facts About Your Google Ranking

Your placement on Google search results pages are the most important part of your web marketing – and they don't matter one bit.

Google dominates the search engine market, virtually everyone starts their search for information with a search engine, and almost no one goes past the first search engine results page (SERP) to find what they are looking for.

So let's say you have a great SEO program in place. How do you know you are dominating SERPs and what do you do if you are?

Here are three facts about your Google rankings:

1. What you see is probably not what others see.

A potential client once said he had Googled some of our clients and wasn't that impressed with their search engine results. What he didn't understand is that Google tailors its SERPs based on your previous searches, what you've clicked on, **your location** and other factors based on its algorithms.

When he searched a few dental keywords, it was no wonder our clients didn't come up – he was hundreds of miles away from the closest one! Google would have been doing him a disservice to bring up a dentist so far away.

If you search the keywords you really want to dominate, you probably **WON'T** see the same thing a potential patient sees.

To get a more objective view, follow these steps:

- Log out of every account (Google, all social media, WordPress, everything)
- Clear your cache
- Open Google Chrome and use "incognito mode"
- Now open Google and search for your top keywords, especially long-tail keywords like "Memphis all on four dental implants" or "Indianapolis dentists what do I do about missing teeth."



"Very few dental websites actually generate new patients."

You know we see this a lot when we talk to dentists all around the country: they put their dental website together ten or twelve years ago, whatever it was, and then time gets by and you don't update it. They begin to look dated and people notice that when they go to your dental website and look at it. I guess there's good news and bad news in that. If they're still going to your dental website and you haven't done anything to it in a lot of years that's a problem. Very few dental websites actually generate business for the dentist, and that's the kind of thing that Colin and SmartBox are able to accomplish for your dental practice.

- Dr. Michael Abernathy
Founder Summit Practice Solutions

Now where do you come out?

Now that we've covered the basics of how to see where you really rank, what to do with that information?

2. Most people aren't searching using your keywords – if you're using individual words.

Most patients don't just Google "dentist," "crowns" or even "tooth ache." In fact, Google data shows that 54.5 percent of queries use more than three words.

Why is this a problem for you? Because long-tail keywords are hard to optimize.

You don't know if someone is going to search "Charlotte NC dental pain," "Charlotte NC why do my teeth hurt," "do I need to see a dentist," or "who is the closest dentist to me in Charlotte NC who can fix cracked teeth. These queries could all be about the same problem.

At SmartBox, we research our patients' websites to find out which keywords and keyword strings are bringing in the most traffic. Then we add other proven search terms and we optimize for all of them. If your SEO provider isn't doing the same thing, it may be time to make a switch. If you don't have an SEO provider, it's probably time to get one.

3. It doesn't matter how high you rank on SERPS if you are not converting clicks to patients.

Some companies want to sell you on how many "clicks" or "hits" they get you on your website. But if those are not qualified prospects, meaning they have been tricked into clicking on your site or otherwise are not looking to become a patient, what good has it done you?

Do you get paid every time someone visits your website? No, you get paid when those clicks become paying, staying and referring patients.

Six Ways Women Dominate Social Media

Earlier this year, two guys at FinancesOnline.com compiled 2013 social media data from the Pew

Research Center, Burst Media and Nielsen. What they found is that women use social media more than men AND they use those sites in more ways. Women also interact with brands more often and share news more often than men.

Why is this important?

For one, if you're looking for transactional dentistry (drill, fill and bill), moms run households and make dentistry decisions for their families. If you're looking for transformational dentistry (big case, elective, cosmetics and implants), women are fantastic prospects, especially as they get into their 40s, 50s and beyond.

Let's look at the details of the data:

First, more women than men use Facebook, Tumblr, Pinterest, Instagram and Twitter. Only LinkedIn, the professional social media site, has more male users than female users. Here are some amazing stats that could affect your dental marketing:

- 76 percent of women use Facebook compared to 66 percent of men
- 54 percent of women are on Tumblr compared to 46 percent of men
- Only 18 percent of women and 17 percent of men are on Twitter



I'm super pleased to say our website and SEO has worked very well just as you said it would and we look forward to our mobile apps and some other subsequent marketing tools and ideas that you have.

You guys really 'have it together' from getting my website going to all the videos you filmed both in your studio and here in our office. They are very well professionally done!

- Dr. Randy Schmidt
Valparaiso, IN

What does this mean?

You do not find new patients on social media, but dentists can use it to engage existing patients to get them to stay, pay and refer. So these percentages seem to be a pretty good guide on how to spend your resources: **Facebook yes, Twitter no.**

Second set of data: 30 percent of women and 26 percent of men check social media several times a day. My takeaway is don't waste a bunch of time posting multiple Facebook messages, blogs, Tumblr updates or Tweets in a day.

Third: Women are more likely than men to interact with brands on social media.

Now, this probably applies more to big brands like P&G, Nike, etc., but it still gives you an idea of the reach of social media. Here are the stats:

- 54 percent of women show support for brands vs. 44 percent of men. That means you can expect to get Facebook likes, Twitter followers and the like from women, but less likely from men.
- 53 percent of women access offers vs 36 percent of men. That means you can run specials like free consults or whitening specials on your Facebook and Twitter and have a good likelihood women will respond. Even less likely from men.
- 39 percent of women stay current vs 33 percent of men. Now we're getting into diminishing returns. Fewer than 4 in 10 men or women will regularly visit your social media to get up-to-date on what you're doing.
- 28 percent of women comment vs 25 percent. This means you can't use comments to judge whether your Facebook, Twitter, Instagram or blog posts are effective. This shows that just because people aren't commenting doesn't mean they aren't viewing.

The fourth finding is about how often men and women get their news from social media. The results are:

- 58 percent of women and 42 percent of men read news from a social media site
- 58 percent of women on Facebook read news compared to 42 percent of men

- 52 percent of women on Google+ read news compared to 48 percent of men

If you have new study results or see a current event that could affect your patients, posting it on Facebook or Google will reach more than half of the women. If those "news" items convince them to get their kids in for a checkup or that they should replace that missing tooth, then that is a good thing for you.

The fifth finding is that women are leading the trend toward mobile devices.

- 46 percent of women and 43 percent of men used Smartphones most often to access social media
- 32 percent of women and 20 percent of men used tablets to access social media

Those numbers are probably even higher now. As you try to drive potential patients to your website via social media, you want to make sure your website is optimized for mobile devices. Almost half of the women could be coming from one.

Finally, the sixth finding is that women are driving growth on social media. Tumblr, Pinterest and Instagram are the fastest growing social media sites. If you want to really target women, post before-and-after photos of some of your patients on these three sites, or encourage your patients to do so with your hashtag.

If you are going to devote your resources to social media marketing, use these statistics to do so wisely.



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

Grow Your Practice by Focusing on Job 1

Remember why you're in business – to help patients. Keeping that in mind will make you a more profitable dentist and help you reach your goals.

A blog at Entrepreneur.com not long ago offered businesses three ways they could grow by focusing on the customer. There are immediate benefits for dentists. Here are the suggestions and some thoughts on them:

First, "use social media to engage directly with customers." Of course, dentists aren't like retailers in that people don't purchase commodities over and over again. But you could potentially use social media to encourage existing patients to continue seeing you as their regular dentist and to expand

their existing "purchases" by considering cosmetic or elective procedures like whitening, veneers or teeth alignment.

Second, "send handwritten notes to customers." No way. This is not a good use of your time or your staff's time. But the principle is good. You should use automated emails such as we offer through Infusionsoft to stay in touch with prospects and existing patients who could be prospects for additional services.

Finally, "obsess about customers." That means do everything you can to please patients. Make sure they are comfortable, treated politely and want to visit you. They are more likely to stay, pay and refer.

Dr. Maloley has some additional thoughts on this topic in this month's contributed column.

Is Your Practice "Where Everybody Knows Your Name"?

By David Maloley

"Sometimes you want to go where everybody knows your name...

"And they're always glad you came..."

"You wanna be where you can see our troubles are all the same..."

"You wanna be where everybody knows your name."

If you were around in the '80s and early '90s, you'll recognize those lyrics the theme song to the 28 Emmy award-winning NBC sitcom "Cheers."

I apologize in advance if that song is an earworm for the rest of the day, but it's ringing in your patients' heads as well. They don't want to be referred to as the "root canal, buildup and crown on #4 in operator

2." They'd certainly like to be more than your "11 o'clock patient."

They want to be like the semi-unemployed accountant (and beer taster) Norm Peterson when he walks into Cheers pub and everyone proclaims his name: "Nooorrrmm!"

The conversation then would generally go something like this: Bar owner Sam Malone (played by Ted Danson) says, "How's life treating you?"

Norm quickly responds, "It's not, Sammy, but you can!"

Did you know that a major reason patients are leaving your practice is because they believe that you don't care about them personally? Maybe you are so busy that you just want to get her out of pain and get

her on her way. That's not a bad thing, **unless** she perceives you as aloof, insensitive, unfocused, etc.

If she feels like she's "just another patient," she may find another dentist for her family and mention it to the other moms at soccer practice. Worse yet, you may find your lack of compassion mentioned in a Facebook post or a Tweet for the world to see.

But what if you saw your patients as members? Dues-paying, card-holding members?

Assuming that your private club is your practice, your members would expect you to know their name (as well as a few things about their work, family and interests). They'd expect you to be of service to them. They'd want you to run on time AND they'd stop paying your "dues" if they didn't feel special, valued and important.

Why do you think Norm kept coming back to Cheers? Certainly there are thousands of pubs in Boston where he could get a beer.

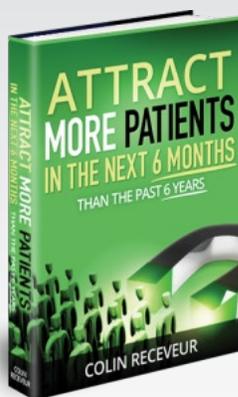
Norm once said, "It's a dog-eat-dog world out there and I'm wearing Milkbone underwear."

Doctor, don't be caught in your Milkbone underwear. Train your team to treat those you serve as private members of your club (or regulars in your pub). If you don't, Dr. Sam Malone's office down the street just might.

Dr. David Maloley is the founder of Vail Valley Dental Care (est. 2009, elevation 7,431 ft) in Avon, CO. He is the host of "The Relentless Dentist" podcast on iTunes, where you can find practice-boosting and life-changing interviews with the greatest minds in dentistry. He also is a SmartBox client.

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

