

How I Doubled My Collections Without “Selling”

By Dr. Ronald Receveur DDS

From the Desk of Dr. Ronald Receveur:

I've been in practice for a **long** time... and when it comes to strategies and tactics to grow your collections—well, I've just about seen it all over the years.

In the coming pages, I'm going to show you the approach I've used to more than double my collections in about five years.

The bottom line is that, if you're going to grow your collections, you need to provide more services to more patients. It's pretty simple when you look at it that way.

But **how** you achieve that goal is really where it gets tricky.

Unlike a lot of dentists, I actually don't mind selling. I'm a "go out and make it happen" kind of person. Plus, I'm proud of what I do and I wake up excited every morning to do it.

But in the big scheme of things, I'm far more interested in treating people **right** than just growing my practice. And I've gotten to where I am by choosing to do what's in the best interest of my patients... PERIOD.

So how do you do that **and** double your collections at the same time? How do you do it without having to flip into "sales mode?"

Well, that's what you're about to discover.

I wish I could take credit for coming up with this, but I can't. What's even more of a challenge is that the person who DID come up with this is someone who I've been used to teaching for the last few decades.

He's actually my son, Colin.

When it comes to patient attraction, most dentists aren't approaching things from a **systems** point of view. This idea alone is enormously powerful.

So powerful that I have reprinted, in the pages that follow, a special report outlining the systems-based approach I learned from Colin and his company, SmartBox.

It's the same approach I used and **still** use to fuel my patient attraction efforts. And believe me, I'm a hard sell! Especially when it comes to taking advice from my son.

But this works. And I urge you to read it and act on it.

The Biggest Secret

What Most Dentists Will Never Know About Attracting New Patients Online

My name is Colin Receveur... and I can be fairly certain that you've never heard of me. I can also be pretty certain, however, that you **have** heard of some of my clients.

Each week, I talk to dentists all over the country who are looking for a way to get more new patients. Specifically, they're looking to turn all of the hype and overblown promises they've heard about the internet into real paying patients.

Sadly, many struggle to find the results they want. Instead, they spend an enormous amount of time and money chasing the latest internet gizmos. These gizmos always come with more promises of bringing new patients in the door.

I hear the stories of the thousands of dollars spent on search engine optimization, all to get on the front page of Google®. But **still** the patients don't appear.

And I hear about the time and money invested in "social media." This, says the experts, is the next greatest thing. Facebook® might be fun, but it's not going to get you patients. And certainly not the patients you want.

And sometimes I hear stories that are so pie-in-the-sky fanciful about some new online marketing technique that's going to bring the patients calling... But the results just never materialize.

In the next few minutes, I'm going to reveal something about **why** these things happen. It is something that very few dentists know about. But it's why so much of their online marketing money is getting flushed down the drain without producing the desired result.

By the end of this report, you will find yourself in an extremely select group of people who truly understand something I call, *The Biggest Secret*.

Before we go farther, I want to make it clear who this Secret is for and who this is NOT for...

Who Is Ready to Know the Secret?

As our relationship develops, you will hear me talk quite often about the two types of dentists that I come in contact with. The first type of dentist is one I call the "Piddler."

These are the dentists that seem to be more interested in understanding how something works than they are in enjoying the results that are created by that thing. Imagine the website for your practice. The *Piddler* is the one who enjoys tinkering with the website, or the phone system, or any of the many systems used in the practice.

The “tinkering” part is key. Unfortunately, *The Biggest Secret* is often worthless to this type of dentist for reasons that will become clear very soon.

The second type of dentist is quite different from the *Piddler*. While this type of dentist can appreciate the qualities of the *Piddler*, he understands that this use of time actually works against him reaching his goals.

Instead of spending time “tinkering,” this dentist is focused on engineering his practice so he can maximize the amount of time invested in treating patients.

Treating patients is his #1 most profitable activity. It **IS** the reason he is there. And it **IS** the seed of his future success.

I call this second type of dentist the *Dental CEO*. Think of any well known CEO from the corporate world. I’m thinking of someone that sits in an ivory tower somewhere, that flies around the world on a private jet, that meets with dignitaries from all walks of life.

What are the chances you would *ever* find this person trying to fix a leaky coffee pot in the break room? It’s not going to happen. Why?

Because that CEO understands that the best and most profitable use of his time requires him to stay far away from any activity that does not leverage his unique gifts.

The *Dental CEO* understands that, while he **is** responsible for all of the parts of his practice, he must be responsible for those things without losing focus on his #1 most profitable activity.

Becoming a “social media expert” is not that activity...

Learning about search engine optimization is not that activity...

Figuring out how to get your paid advertising on Google® is not that activity...

**Treating Patients
IS the Activity**

If you are reading this and know that you qualify as a *Piddler*, then I’m afraid what I have for you in the remaining pages isn’t going to be what you are looking for.

Because the Secret I'm about to reveal will remove the need for you to "tinker" once and for all. In fact, the *Piddler's* love of tinkering could actually screw everything up!

What I have to share is meant for *Dental CEOs* only. Only this mindset is prepared for what I have to reveal.

The "internet wizards" already know that the majority of dentists love to tinker with things. That's why you can't take a step out into internet land without being shown the latest and greatest patient getting gizmo.

For the *Dental CEO*, however, this is a minefield. An unlimited opportunity to waste time and money on things that just don't work. And in the coming minutes, I'm going to explain why all of these "tools" that are out there don't accomplish the one thing they are all supposed to do... and that is to get you new patients via the internet.

Before I reveal *The Biggest Secret*, I want to make sure you understand one of the reasons that so many dentists (even *Dental CEOs*) have such limited success online.

The Problem With Looking At Business From the Outside In

In business, there are generally two perspectives from which things are viewed. There's the perspective of someone on the *outside* looking *in*, and then there's the perspective of someone on the *inside* looking *out*.

Most people see a business from the outside in and *think* they understand the secret that makes it work. "*They have an excellent product,*" some might say. "*They'd never have made it without getting that patent on their proprietary process,*" others will explain. Still others might say... "*Without that marketing machine behind them they'd be nothing.*"

Inside every business, there are actually secrets that make that business work that you **can't** discover until you're actually on the inside.

This happens all the time when it comes to dentists attracting patients online. This is how the process usually unfolds...

Some new "patient getting" strategy, technique, or tool appears on your radar. This thing looks (from the outside) like it has everything you need to get the internet generating new patients for your practice.

The provider of the thing has loads of testimonials promising big results. From the outside looking in, it seems like you've found the secret.

You invest the time to learn about this thing, you invest the money to purchase it, you invest even MORE time learning how it works and setting it up. And then you sit and watch as nothing much happens.

Eventually, the truth makes itself known: **there are no new patients coming**. And at that point, you go forward looking for something else to get you patients online.

Countless dentists get stuck in this routine for years. I know, I spend a lot of time talking to them.

There's a secret to attracting new patients online that you don't discover unless you're on the *inside*. And since the vast majority of any dentist's training is focused on treating patients, not attracting patients, I can confidently say that most dentists never discover this Secret.

But you're about to discover it. And it all begins with an interesting story. It's the story of something I call...

The Puzzle Problem

Imagine opening up a box that contained a 1,500 piece puzzle. 1,500 pieces is a lot, but it's certainly not an impossible problem to solve. Any adult could do it really, given a little bit of time and some patience. You just look at the picture of the finished product and start from there.

Now imagine opening up that same puzzle box with one major difference. Instead of seeing the finished picture of the puzzle that's usually printed on the front of the box, you see nothing. In other words, you open a box of 1,500 puzzle pieces but you aren't shown a picture of the finished product.

I'd guess that would be enough of an obstacle to keep most people from making much progress at all.

Just imagine what that would feel like. Despite your best effort, you wouldn't really know how to go about achieving your goal of getting that puzzle together. You'd have no idea what you were trying to build.

In the end, all you'd have is the decision about whether or not to invest the time required to make your way forward through trial and error.

Talk about frustrating.

If any of this run around is starting to sound familiar, it's because it is a process that many, many dentists suffer through when it comes to attracting new patients online.

**Most Dentists Have *Pieces* of the Patient
Attraction Puzzle, But They Have No Idea What**

to Do With Them or How They Fit Together!

In other words, most dentists **don't** know *The Biggest Secret*.

And what is this *Biggest Secret*?

The Biggest Secret is the fact that, without the picture of the finished patient attraction puzzle, all of the latest and greatest “patient attraction tools” aren't going to get you the result you want.

The Secret is the SYSTEM. But most dentists have absolutely no idea what that system is supposed to look like. Without that clarity, they waste a ton of time and money buying puzzle pieces.

And the worst part is that there are an unlimited number of puzzle pieces that you can buy. Just to be clear...

The tools by themselves will never create the results you seek. The tools as part of a proven patient attraction SYSTEM will create the results you want.

Read that sentence a few times. Not understanding this simple but powerful idea is the difference between the success of the *Dental CEO* and the struggle of the *Piddler*.

So what exactly does this SYSTEM look like? And more importantly, how can you build one for yourself?

How to Attract New Patients Online Without Lifting a Finger

Let's look at this from a high level. As a *Dental CEO* (if you're reading this far, I'm assuming that's the mindset you have), you need to understand the fundamentals of how a system like this delivers patients to your chair.

What you **don't** need, however, is to invest your time (that should be spent treating patients) down on the level of the technician--on the level of the *Piddler*.

In order for a new patient to show up at your office, three very important things need to be true:

First, they need to know you exist. I know this sounds obvious, but it's clear (from spending a few minutes on Google® or any other major search engine) that a lot of dentists don't get this. If you don't show up when they go looking online, you might as well **not** exist.

Second, you must stand out as your potential patient's only logical choice. In other words, you need to stand out among all of their choices (and they have several to many choices these days) as the **only** logical solution for them. That way, they

show up and perceive you as **THE ONE**. This is the key. How you do this is just as much art as it is science. It's a process.

Finally, your potential patient must trust you. Without **trust**, you really have no chance of turning that prospect into a paying patient. When given the opportunity, patients will choose the dentist they **trust** over price, over convenience, over any resume or advanced degree. Make no mistake, you are in the trust and relationship business. If you understand this and execute with this idea in mind, you will be amazed at the results you create.

Before we go further, I'd like to ask you a question. Have you **ever** heard words and ideas like this coming out of the mouths of web designers, or social media "experts," or anyone else who's trying to sell you on their fancy new way to attract patients online?

My hunch is that you haven't had discussions like this. And that's for a very good reason:

**These People Know All About
The "Puzzle Piece" They're Trying
to Sell, But They Have No Idea About
How to Build the Rest of the Puzzle!**

And without the whole puzzle put together, you don't get the results! Instead, you get drips of success. Just enough to keep you going for a little while longer.

In the end, however, you end up frustrated, annoyed, and often times a few thousand dollars lighter in your wallet. Worst of all, you **don't** end up with the only thing you really want: NEW PATIENTS!

This is the real problem with so many of the choices dentists like you have for attracting patients online.

Most of your choices only specialize in achieving **A** result. In other words, those choices will help you achieve a good search engine ranking, or get you a lot of "friends" on Facebook®. **That's** the result they're selling, and that's the result you're buying.

The *implied* promise is that you're going to get more patients from that. But as you probably know, that's not really how things play out.

That's because a result like a great search engine ranking **isn't** going to give you more time off. And it's certainly **not** going to do much to fund your retirement, or your lifestyle, or **any** of the dreams and goals you have for yourself and those you love. ■

You don't want one of the intermediary results, you want **THE RESULT**. And THE result is a new patient in your chair. It should be obvious, that nothing good can

happen for your practice without new patients. And not just any type of new patient, but the actual type of patients that **you** want to attract.

There's a huge difference between being **busy** and being **successful**.

What Does This Look Like In the Real World?

So now it's time to get specific. And to show you some details about what having a SYSTEM like this working for you actually looks like in the real world.

To do that, I'd like to introduce you to a client named Dr. Steve Sutherland. He's a dentist/owner with 6 locations in the Los Angeles area. Now before I share some of his story, I want to be very clear about my intentions for doing this.

As you'll discover over the coming day and months, I don't really "sell" anything to my clients. I'm in the fortunate position of not having to do that. Instead, I simply sift and sort and identify the dentists who are a good fit for the results I produce.

It might come as a surprise, but I turn more away than I accept!

This approach is probably unlike most other people you'll discover who help dentists attract clients. So please understand that I'm sharing Dr. Sutherland's story with you **not** to show you how "great" I am, nor am I doing it to sell you on what I have.

In fact, at this point in the process, the last thing you should do is buy anything. I don't know you, your practice or much about the goals you have for your business.

So to prescribe a solution to your problem would be a little bit like a medical doctor handing out prescriptions without ever talking to his patients. That's called *"Marketing Malpractice."*

As you read Dr. Sutherland's words below, I want to highlight two important things that he understands. First, he understands that success is about the SYSTEM, not about the individual pieces.

Second, Dr. Sutherland reinforces an idea I revealed just a few minutes ago: That if no one knows what you do and the ideal type of person that you do it for, you will pretty much **be invisible**.

Here are the comments of Dr. Sutherland about our work together:

"We've done ads in newspapers, we've done mailers, we've done a website and social media marketing; we've tried several different avenues but we've again never found a system yet that has stayed consistent and kept guiding us in the direction of what we need to do."

I don't have the time and don't have the knowledge or the insights to what's going on out there and what is the best way to attract patients. The less time I'm working on that and the more time I'm doing dentistry for me, right now, is where I would like to be.

The biggest reason for reaching out to Colin and SmartBox was to be able to have more patients around our area know of the procedures that we can do. To know about the options in one visit dentistry, of walking in to an office with a denture and leaving with permanent teeth if that's what they choose, or being able to have fillings done without a shot and without drilling anymore.

I think people in the community don't have access and don't know that dentistry has improved unless we find a way to get it out to this public, to get out the different options that are available in dentistry and let the community know the services that we provide.

-Dr. Steve Sutherland, Dentist/Owner

The SYSTEM is designed to tell the story. To tell your story to the people suffering from the problems that you solve.

It's really a beautiful thing to watch when it's designed with the END RESULT (new patients) in mind.

So what does a successful patient attraction system look like in the real world? Well, it depends on your specific situation. Again, we're not dealing with one-size-fits-all widgets that we pull off the shelf. Your practice requires a unique system designed to attract the patients you want from the internet.

What that ultimately looks like is **more** and **better** new patients walking through your front door. It looks like bigger growth with less effort, risk and expense.

If You Remember Nothing Else, Remember This...

If you remember nothing else from this short report, remember that, without *The Biggest Secret*, you run the risk of wasting an enormous amount of time and money and never accomplishing your goal of attracting new patients online.

The secret is the SYSTEM.

From the outside looking in, the patient attraction systems we build look a little bit like magic. It's **not** magic though. It's simply science, psychology and technology combining to build awareness and trust.

These things lead to new patients.

Read this story from Dr. Tom Phillips, an Implant Dentist in Fort Worth, TX...

“Before they ever walk through the door, if they knew us and trusted us, the bigger cases would be much faster to close.

Well our website that we had before, patients were going to look at it but it just didn't give them enough incentive to call us. We just weren't getting much feedback from it. The analytics we got, patients were going to that site looking at it for a few seconds but then it didn't seem like the phone calls were coming.

Second biggest problem. I guess people that would come in, they didn't know us, if they had a big case, you can't throw a \$10-20,000 case at somebody that just walks in the door, there's no trust factor there.

It frustrated us that we didn't communicate to them the values we have here so we figured if, before they even walk in the door if they have a trust factor and knew what we were like that would help alleviate that. Right off the bat if they knew who we were and what we were like then we would have an easier time explain things to them.

I had talked to a few other companies and just called them up and they wanted you to do a lot more research and some just didn't seem to gel as well. They said we'll do this part of it, we can do your website but we don't do the SEO or you have to do your own Facebook. When you kind of explained that you covered it all that's what I want, that's who I'm looking for.

I talked about doing the website and you said you need video and you 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 that we'd done different procedures on. And then you said you were going to do pay-per-clicks, do Facebook, coordinate everything under one roof so that's what I was looking for. You said I could be as involved as much as I wanted or you could take over it and just run with it.”

-Dr. Tom Phillips, Implant Dentist in Fort Worth

I hope that by this point in the report, it's starting to become clear why so many dentists struggle to attract patients online.

And that if it's your intention not to join the ranks of those frustrated professionals, you must do something different.

You must proceed with a clear understanding of what it takes to attract new patients online.

So that brings me to you, your practice, and the goals you want to achieve.

Frankly, at this point, I have no idea what the best solution is for you. What I **do** know is that I've hopefully saved you from embarking on some expensive (but worthless) wild goose chase through the world of the internet.

If the strategies and ideas you've been reading about for the past few minutes make sense to you, then here's what I'm willing to do...

**I'm Willing to Share With You a More Detailed Look
at What *Your* Specific Online Patient Attraction System
Could Look Like... Provided You Meet a Few Certain Qualifications**

Each week, my *Senior Practice Consultant* makes available six 60 minute slots in the calendar to speak with dentists from all over the country. The purpose is to walk them through what I call the **System Blueprint** and give them a "behind the scenes look" at what it takes to attract patients online.

There are two sessions each Monday, Wednesday & Friday.

During this Session, nothing is held 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. This service is offered to the dental community, without cost.

While there is no cost, there is a catch, which I will explain in just a moment. First, I want to make it clear exactly for whom these Sessions are offered.

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.

This will keep the Session times available for those who are truly serious.

**Here's the Catch, Here's What You Need
to Prepare For the Evaluation**

In order to make maximum progress during your Session, I ask that you prepare, in advance, some key information that will help tailor the Blueprint Session to your needs. When you have your call with my Senior Practice Consultant, this information will help you make more progress, more quickly.

To schedule your Blueprint Session, please visit the website below:

<http://www.smartboxwebmarketing.com/blueprint/>

At the scheduled time of your Session, call my office at 502-509-1413 and tell my assistant that you are calling for your Blueprint Session.

You'll be transferred to my Senior Practice Consultant to begin your 60 minute Session.

While I'm excited by the possibility of helping you with your online patient attraction system, I can't promise that there will be Blueprint Sessions available. As you can imagine, the supply is extremely limited.

If you are truly serious about the future growth of your practice, and you would like to schedule your complimentary Blueprint Session, please visit the website below:

<http://www.smartboxwebmarketing.com/blueprint/>

I wish you the greatest success,

Colin Receveur