DENTAL MARKETING

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Edited by Tom Wight
In association with

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As seen in:

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All-Star customer service has definitely become the culture of the office... And IT WORKS! The FIVE-STAR REVIEWS are rolling in and the phones are ringing off the hook!

- Dr. Jennifer Wagner

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“We partnered with All-Star Dental Academy, because they share our commitment to quality and service when providing top-notch training in phone conversion and productive scheduling for dental teams.” – American Academy of Cosmetic Dentistry

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“I am so excited to have All-Star to help me get my team all on the same page, and to make the training and orientation of any new hires easier. All-Star has created a system that helps us provide the highest level of consistency and customer service to our patients. We feel great because better, more consistent communication means more happy patients, better treatment acceptance, and more referrals. I’m not in it alone anymore. I have an all star team to back me up every step of the way. Thank you, All-Star Dental Academy! I only wish you were here 20 years ago so I could’ve had your help from the very beginning of my practice.” – Dr. Sue Keller

“I’ve been a practice management and CE junkie since the start of my career and I’ve never come across such valuable training for phone and communication skills. I just wanted to tell you how much I am enjoying the training. I wish I had this resource 31 years ago when I started practicing and am excited that my son will have this knowledge from the start!” – Dr. Peter March
Contents

Introduction  8

1. Your All-Star Message  10

2. Stop Trying to Market To Everyone  23

3. Stop Selling and Start Educating  30

4. Get a Guarantee  34

A Final Word  37

About the Author  38
Introduction

The biggest threat with respect to dental marketing is “message saturation.”

Every business must market their product or service, and as the consumer “mindspace” becomes more and more crowded, your message gets lost. Traditional advertising methods, like TV and yellow pages, are becoming less and less effective as consumer habits change. And contemporary online strategies such as search engine optimization and social media advertising are getting more and more expensive and popular, making it tougher to stand out. Finally, patients are getting smarter and more selective in their dental choices.

Many of my dental friends and clients just want to throw money at the problem, hoping that it will fix itself. Obviously, that does not work, but when there is pressure, it seems to be the only thing to do.

This eBook will help you stand above the clutter. You will learn:

- Why marketing to more people actually gets you fewer patients
- How to get more patients without selling
- How to get marketing partners to put “skin in the game”

Caveat: This ebook is meant to be an introduction to the concept of marketing. It is not a silver bullet. The reality is that success comes from knowledge, application, and persistence. That said, I am going to give you my best stuff. I am going to give you a foundation upon which you can build.
ALL-STAR MARKETING

All-Star Marketing Principle: *Without internal and external marketing, you don’t have patients, and therefore no business.*
1. Your All-Star Message

One of the most challenging aspects, and perhaps the most important, of dental practice marketing is **understanding what sets you apart from others in your market.**

If you make your practice stand out from the crowd, everything will be easier. Patients will be easier to come by and adoring fans will spread the word because they love you.

On the other hand, if you don’t understand your practice, your patients, and your market, building a list or getting anyone to pay attention to you will be a constant struggle.

**Your message to the marketplace can be the difference between success and failure.**

So how does a dentist go about getting standing out from the pack?

The first step is to identify something about the practice or the dentist that is different!

Marketers call this a “unique selling proposition” (USP), or any one of a dozen other terms. It’s a description of a product or service’s unique qualities that serves to differentiate in a way which makes customers want to do business with them rather than rivals.

But, there is one major hurdle... dentistry is perceived by many patients (even some dentists) as a commodity—something that is the same everywhere—where patient choice boils down to proximity (i.e. who is the most convenient dentist for me) or price.
How do you overcome this perception?

Understand that true uniqueness is a rare thing. A more profitable course of action is to, instead, focus on having a unique emotional selling proposition instead of, or alongside, a USP. We’ll talk some more about this later, but what patients are most interested in is their experience with a dentist... how they feel before, during and after a visit to your office. And the experience you offer truly can be unique, and can be communicated in a message that you share with your patients and prospects.

YOUR ALL-STAR MESSAGE

We teach that you roll up your USP and emotional selling proposition into what we call your “All-Star Message.”

Your All-Star Message incorporates the principles by which you conduct business, the basic qualities of your practice, the philosophy of patient-centered care that drives your standards, and, most importantly, puts the patient experience at the core. It helps you answer the question at the top of your prospective patient’s mind:

*Given all of the other options open to me as a patient, why should I choose you as my dentist?*

Your All-Star Message also addresses a very sneaky aspect of the marketing process: *battling inaction*. So many patients find it easier to ignore their dental health in favor of virtually anything else. Car repair? More important. New couch? More important. The list of things “more important” than a visit to your office goes on.
If your All-Star Message can communicate the emotional benefits of choosing oral health, and your practice, over a weekend getaway, then you’ve overcome that most insidious competitor—the patient’s reluctance.

Your All-Star Message can also act as a beacon, providing a target for standards of practice and patient care you can aim for and promote, all at the same time.

**SOME CAVEATS ABOUT YOUR ALL-STAR MESSAGE**

**First, your All-Star Message must be authentic.** There is value in setting a goal of growth and improvement (i.e. “We’re the best practice around, and we provide premium treatment and amazing patient experience.”). But that value disappears, and even turns negative, if you are not truly committed to those goals. **Patients are savvy**—don’t ever make the mistake of underestimating their ability to sense inconsistency, or worse, deception. So if you promote a certain message, but don’t live up to that promise, patients will run away, and warn their friends.

**Second, don’t change your practice or your message to try to please someone who is not your ideal patient.** Your approach to dentistry and your patients is unique to you. Emphasize that fact, but, again, maintain authenticity and accuracy. You do yourself a disservice by trying to woo patients that don’t fit your practice model, and may hurt your ability to market to and serve your true ideal patient.

**Third, remember that your message needs to resonate with your patients, not you.** It does no good to have an amazing message if it
is only cool to YOU. You aren’t the one in the chair having work done and paying for the service. *Don’t market to yourself—market to your patients!*

**Fourth, pursue clarity.** If the All-Star Message you come up with takes someone minutes or hours to understand, it probably won’t be effective in convincing them to act. Recall the emotional aspect of the message? How quickly does emotion communicate? Instantly!

**Lastly, your All-Star Message is not about competence, or even being the “best.”** Prospective patients assume that your practice adheres to a certain level of standards, and “best” is almost always subjective. More to the point, **your message should be about being beyond the best.** Instead of playing a game where all the contestants are perceived as equal, change the game! The All-Star Message is about creating a market position where you are the only player, so, naturally, you are the logical choice for patients.

**A POWERFUL ALL-STAR MESSAGE HAS THE FOLLOWING CHARACTERISTICS:**

1. Authentic, credible and consistent with the reality of your practice
2. Reflects your uniqueness
3. A promise of benefit(s) to the patient
4. Focus or clarity for ease and speed of communication
5. Emotionally compelling message that moves you beyond the competition
WHERE TO BEGIN

Ok, so how do you actually go about defining your All-Star Message? Well, here’s a few exercises to get you started, and then a look at how what you uncover can be turned into an All-Star Message. Make some notes from your thinking about steps 1 through 5.

1. Know your Patient

Before you can even begin to define what it is about you and your practice that might appeal to a prospective patient, you need to understand who that patient is. Be specific. Don’t try to target everyone, as that is an impossible goal. We talk about this in greater depth in the next chapter, but for working on your All-Star Message, make a list of attributes for your “ideal patient” such as gender, age, location, income level, etc.

2. Understand what you are really selling (your “Reason for Being”)

A typical dentist sells products and services that help people with oral health issues. But an All-Star Dentist needs to go beyond typical. Perhaps your true mission is helping a patient achieve a wonderful smile, resulting in better health and an improved body image and self-concept. What’s more powerful? Marketing a dental appliance to close a gap, or promising your patient an easier time getting a date? Make some notes about what it is about you and your practice that reflects your true goals.

You can also ask yourself the question “Why exactly did I become a dentist?” or “What do I enjoy most about serving my patients?” Note that a four-day workweek and a golf membership is not a compelling factor in building self-awareness or crafting your All-Star Message.
But if there is a special reason you became a dentist, then that could be the basis for, or part of, your message.

You can decide if these “beyond typical” goals or reasons for being are something you’re going to explicitly talk about or keep in the background. Your marketing, though, may be most effective if you can bring any underlying meaning out into the open and share it with your patients.

An understanding what you’re really selling, the deep emotional benefit of your service, is key to setting yourself apart from others in your market, and, more importantly, overcoming the patient’s reluctance to seek treatment. Again, what dental patient wants to hear about the wonders of porcelain? They want to be convinced that dental work will make them happier and healthier.

3. Have insight into what it is about DENTISTS that patients are frustrated with, fear, or hate

This can be a very simple component of your All-Star Message and it’s very powerful. If you understand what people hate about a visit to the dentist, then you can incorporate that into your message in a way that will really resonate with what patients actually want. It doesn’t need to be overt. For instance, you don’t have to talk about every aspect of pain management, but if you have an especially empathetic approach to anxious patients, then tell them about it!

4. Consider Your Focus

There is value to understanding who you truly serve—what patients and issues get the most from you, and what treatments you most enjoy providing. Communicate that passion to your prospects.
5. Incorporate “You”

In dentistry, this is probably the most obvious, and most powerful aspect to your All-Star Message. **It plays a crucial role because it is 99% of what the patient experience is about.** Yes, you have to be aware of and manage the patient’s experience with your practice on your website, when they call for an appointment, and in their interactions with the hygienist, but, ultimately, what will set you apart is their experience with that person suggesting treatment options and wielding the drill. Make that experience wonderful and you will have a patient for life. Bungle it, and most likely you won’t have a second chance. **The dental practice IS the dentist.**

How does a dentist manage this aspect of the All-Star Message? Well, how you promote must reflect your persona (how you appear to the market) which is composed of things like your personality, your attitudes on dentistry, what you love, what you hate, how you express yourself, the kind of language you use, your quirks, your hobbies… **everything that makes up YOU as a unique individual.**

Every dentist has to have a certain level of proficiency, or they won’t ever get patients. But given that all your competitors are decent at what they do, **it is your unique individual qualities that must influence your message** and express themselves in the patient experience you offer. Remember, change the game to one where you are the only competitor and it is easy to win!

**How is your “Youness” incorporated in your message?**

The most important thing is what we mentioned before—authenticity. You can’t let a sense of worldliness influence your message if you’ve
never been out of your hometown. Your message is your authentic and honest point of view. It begins with how you see the world, how you care for and help your patients, and extends to your content, products, and customer interactions. **Your message needs to be infused with all your energy, passion and individuality.**

**WHAT NEXT?**

Let’s give a quick look at how you take the work you have done in examining your patients, your market, your practice, and yourself, and transform it into an All-Star Message worthy of marketing to your patients and prospects.

Below are four exercises to guide you. Note that there are entire libraries devoted to this topic, but we’ve given you some basic approaches to building the awareness required for crafting your All-Star Message.

1. **Know your Competitors**

Write down all the reasons a patient would come to you, then cross out those that your competitors match. This can uncover some unique things that you offer and your competitors don’t. These are your competitive advantages and can play a role in your All-Star Message.

2. **Understand the benefits for your patients**

Do this: list the biggest benefits a patient gets from choosing to work with you that they may not get from another dentist. Try to consider those benefits from the patient’s perspective. These benefits should
explain why your services are important to them and why they should choose you over another. Remember, these are not features or services, but what a patient takes away from the experience. Prioritize the list in importance to the patient.

3. Talk to your Fans

Most likely you have a handful of long-term, repeat patients. Next time you see them, ask them why they chose you over some other dentist. Tell them you are trying to improve your services and want to know what they like or dislike, or how you could do better in the future. Ask them to be frank and honest in their feedback.

Here’s the trick, though. You must LISTEN! Try to set your ego aside for the time you are asking these questions, because you never know what you will hear, and it could be something unpleasant. The important part is to remember that your practice isn't about YOU, it’s about your patients, so listen without prejudice and with the goal of improving your services and informing your All-Star Message.

And the most difficult part of this exercise? Putting what you hear into action. Address any concerns or shortcomings that are brought up. Or, if it is all positive, work what you have learned into the mix of self awareness from which your All-Star Message will be born.

4. Head to Head

Another exercise that can prove enlightening is to put yourself into your competitor’s place. Using what you know of the market and of their practice, write down what you think their USP is. Compare that to the work you have done to this point and see what comes up. If you find that your competitors are in a better position than you
in one area of your practice, consider how you might address that shortcoming. Or use that competitive gap to nudge you to emphasize another aspect or your practice where your competitors fall short.

**OMG! This thing is out of control.**

After all the exploration and work you have put into developing your All-Star Message, you are probably facing a big mess of lists, thoughts and nebulous concepts. The first step in executing on your message (or the last step in defining it, depending on your perspective) is to begin condensing or distilling all that work into something that is specific and simple.

First, bring everything together onto one page. You’ll notice things that seem more important than others, so emphasize those. You’ll likely notice redundancies or repetitions that require resolution.

Keep clarifying the vision, and eventually you will end up with a sentence or two that is the essence of all the work you’ve done to this point. Congratulations! You have a Message that quickly and clearly communicates your unique position in the marketplace, reflects the true nature of you and your practice, and provides a compelling and quick way for patients and prospects to understand the benefits of choosing you.

**WHAT TO DO WITH ALL THIS WORK?**

Finally, if you consider that the goal of marketing is to promote your practice, it becomes obvious that your job is to communicate your All-Star Message clearly and often.
Be bold! Put all that work crafting your All-Star Message to good use. It should influence your advertising. It should be reflected in how you communicate in writing with your patients. It should tell you what images to use on your website.

You have uncovered something powerful in communicating your uniqueness to your ideal patients, so don’t sit on it.

**MAKING USE OF YOUR ALL-STAR MESSAGE - BEYOND MARKETING**

Remember that advertising your All-Star Message can help in bring in new patients, but it won’t change your service. It can reflect your aspirations, but, alone, it will not do anything. **It’s up to you to incorporate your All-Star Message into everything you do.**

Your All-Star Message should influence every decision regarding the practice. It affects choices about branding, design and advertising. Your message is expressed in every patient and prospect touch, with consistency and authenticity. The All-Star Message is not a one time effort. **You have to constantly remind patients and prospects of what you stand for.** Tell them clearly, and often, why your practice is different, and they will remember and value you for it.

**Don’t get discouraged!**

Although your All-Star Message is important to your success, don’t let it overwhelm you. It takes time to uncover all the pieces, and even more time to clearly and effectively craft the expression of your message. This is not an easy exercise, but like everything in becoming an All-Star, diligence and a great attitude will see you through.
Take it one step, one little bite at a time—chewed and swallowed—to finish such a challenging task. Give yourself room, and time, to explore all the aspects, and be sure to not let impatience rush you into an inaccurate or incomplete All-Star Message. **But, eventually, be it a week or a month, you will have something that truly reflects your own unique approach to your patients and marketplace, that clearly communicates the emotional and physical benefits of using your services.**

**To Sum Up…**

A great All-Star Message puts you on your patient’s side, and codifies the concept of a great patient experience. So craft your All-Star Message carefully—it will be an expression of the foundation upon which your practice is based. It will be the core of your competitive strategy, and the basis for your marketing. **Align your All-Star Message and your practice for consistency and authenticity and you will have a fast and compelling way to engage your patients and prospect, and a powerful platform for building success.**
Action Items:

- Define your All-Star Message
  1. Know your Patient
  2. Understand what you are really selling
  3. What it is about DENTISTS that patients fear or hate
  4. Consider Your Focus
  5. Incorporate “You”
- Distill and Clarify your exploration
- Use the exercises to uncover your uniqueness
- Take your time and keep whittling away at it until you are left with something that quickly communicates in a compelling manner
- Use your newfound awareness and All-Star Message to guide your practice in pursuit of excellence
- Promote your message with passion and consistency
2. Stop Trying to Market To Everyone

A copywriter colleague of mine who works for Fortune 500 companies says, “If you try to market to everyone, you get no one.”

A common mistake for dentists (and really, for most businesses) is that they choose marketing tactics that target everyone. Successful dental businesses narrow their marketing focus to attract targeted market segments instead of shooting for mass appeal. Focusing results in streamlined marketing efforts, and increases the return on the marketing investment.

Dental professionals are bombarded by marketing agencies and media asking them to invest money in their programs, but those programs typically are not focused in any way.

Have you heard these types of pitches?

“We have a readership of 200,000 people…”

“Our TV station reaches 1,000,000 viewers…”

“If you use our radio station, we will get you exposure in three counties…”

“You will be the only dentist in our program…”

On the surface, these numbers may sound very impressive. But it’s not 1970. First, your potential patient’s attention is amazingly fractured, split between TV, radio, the web, Facebook, Twitter, etc. But more importantly, in my experience, around 90% of those people you are advertising to are not even interested in dentistry, and certainly not cosmetic dentistry.
Your audience IS NOT listening. Why not?

Think about it. Many people already have a dentist, they could be scared of the dentist, or they are not even thinking about seeing the dentist, or about their dental health at all.

I have experimented with broad-appeal marketing tactics, as I’m sure you have. And they just don’t work. If you market at a mass scale, you will be competing with everyone else, and therefore, you get what everyone else gets… nothing.

Mass Marketing: Wasteful and Ineffective

Graphic 1 illustrates the ineffectiveness of marketing to everyone: if you mass market, you spend tons of money for a small return. Another way of looking at this is what I call “Pay and Pray.” This means that you pay your money on advertising and pray that you get patients. Sound familiar? There is no ability to see what is working. You can’t track results, split test, or adjust your campaign (more about this later). You just have to rely on faith that these strategies (and the marketers that use them) will deliver.

Don’t get me wrong. I’m sure most marketing companies have the best intentions, but it’s not their enthusiasm that is failing you. Rather, its that they are trying to get a needle (great patient) out of a haystack (all potential patients). Granted, if you spend enough money, you will get some return. But, breaking even is not success.
One metric is that to consider a marketing effort as profitable ("successful") you should be getting at least three times (3x) your money back in new revenue.

To be sure, I’m not advocating an alternative to mass-marketing—marketing to no one, but rather, I’m saying market to some ONE.

The Better Way

Graphic 2 show the most powerful way to market. You pay only for marketing to the potential clients that will give you a high return and are interested in what you have to offer. You want to compete for only the most interested patients, not everyone.

Smart marketing only requires that you spend on efforts that reach a targeted audience. So, how do you target interested high-end patients? There are two ways: (1) choose selective marketing channels, and (2) design your marketing messages to speak to those patients.

There is one prerequisite before you begin the upcoming exercises—you must know WHO and WHAT you want in terms of new business. We will discuss this in more detail later.

When considering using these mass-media sources, ask the following questions:

- Television. Can the media buyer provide you channels, times of day, and shows that have the type of patient you are looking
to attract? If you do not make a return on your investment, will they continue to run your ad until you do?

- **Radio.** What is the demographic of listener? Does the station have other dentists advertising that will compete with your message? Are there unconventional alternatives to a traditional ad buy? Can you barter or do dental work on a radio host or perhaps offer some type of promotion to get listeners engaged? Are there programs or times geared to your message?

- **Internet Marketing.** Is your campaign specific to your ideal patient? Do the keywords and ad copy reflect that ideal?

- **Direct Mail.** Do you have zip codes or have you farmed areas that have a wealthier demographic, or are you just sending postcards to everyone? Are there specific phone numbers so you know the person came from your direct mailer?

Even if you get your marketing medium right, your message must appeal to your ideal patient. **My advice to you is to “Think like a fish.”**

“Think like a fish,” you say? What do fish have to do with marketing to dental patients? They have much more in common than you think.

**Story time…**

There was once a man who loved to catch fish and he was very successful at it. He was no ordinary fisherman, but more of a legend among his peers. He started entering competitions, and most often won. He was famous for routinely out-fishing a boatload of competitors all by himself! And he did it with old school tackle. None of the fancy, high-tech stuff that his competitors had.
How did he do it?

His method came to him when he was considering how to catch more fish. **He reasoned that if his desire was to catch fish, then he needed to know everything he could about fish.**

So he set about his task. He researched their feeding habits, how they fed, when they fed, their favorite foods, how different seasons and weather conditions affected their behavior… He researched their migration habits, their relationship to currents, how they behaved in different types of water… He spent a lot of time studying the lakes and rivers where he fished. He learned so much that he began to THINK like a fish.

Meanwhile, his peers were out studying how to become better fishermen. They were investing their time in fishermen-related things. They spent tons of money on acquiring fancy lures or bait, upgrading their rod to the newest model or playing with their sonar fish finders.

Come tournament time, because the famous fisherman had spent so much time learning to think like a fish, he knew exactly what they wanted. All the guesswork was gone. He would size up the weather, the currents and water conditions, and he knew exactly where the fish would be and what they would be eating. So all he did was pick the right location, use the right bait, and he reeled them in.

**Moral: To catch fish, you need to think like a fish NOT like a fisherman.**

**Translation: To promote your practice, you need to think like the patient NOT like a dentist.**
For the dental professional, you must always keep your patient in mind. We often fall into the trap of thinking that what we know is best. But our personal desires come second to the patients. It is very hard to do, but the sooner you start applying this principle, the more effective you will be at reeling in new patients!

**How does thinking like a patient work?**

Consider the following:

- Where does your patient live?
- Where do they work?
- What is the age range of your patient?
- What does your patient wear?
- Where do they shop?
- How much do they earn?
- What type of dentist are they searching for?

Essentially, you need to build a *persona*—a model of your ideal patient. This will lead to a deep understanding of your patients, and how to effectively appeal to them.
All-Star Action Steps:

• Think like a fish!

• Build your patient persona.

• What type of patient are you targeting with your marketing? Define.

• Can you focus on your ideal patient?

• Evaluate your marketing to see if you are attracting the patients you want.
3. Stop Selling and Start Educating

A wise marketer once said “Sell the sizzle, not the steak!”

People don’t buy “steaks”. They buy the juicy, tender, sizzling deliciousness that smells good, and practically melts in your mouth—not the slab of meat.

It’s the experience of eating a steak that sells.

Any dentist can fix teeth. Patients can even travel and have someone fix their teeth for next to nothing. What are people really interested in? Their experience. That’s right. They are really interested in themselves. If you knew how little people cared about you (the stranger behind the mask), you would be offended.

Remember our fish analogy a few pages ago? Your ideal patient (fish) is not interested in you, but rather is interested in what you can do for them—how you can change their smile and their lives.

In order for your ideal patient to want to come to your practice, you must appeal to them—their concerns and interests. You must provide them with hope that you will take the best care of them.

Telling them how good you are, how many years you have been practicing, or all your accolades is not an effective way to appeal to a prospective patient in the beginning of the sales process. These factors are important, and will help land your “fish” later.

Before we even get to the patient acquisition process, think about a pizza. Getting hungry? If a pizza represents the total market of dental patients, typically only a slice, maybe 10%, of the pizza
represents potential patients interested in cosmetic dentistry or are open to the idea. The other 90% are people that think they are not interested, or are definitely not interested.

When you go out to the market and tell people how great YOU are, you end up competing for an even smaller piece of the pie—remember that only 10% of the market is even open to the idea of hearing your message—and with “selling,” you are fighting with all the other marketing messages clamoring for attention (car advertising, dry cleaning, what have you), so your interested audience gets smaller and smaller. BUT, when you start focusing on the patient and their needs, you appeal to a larger part of the pizza. You tap into the other 90%.

But how do you appeal to a patient’s needs and wants, you may ask? One answer is Education-based marketing (“EBM”).

EDUCATION-BASED MARKETING

EBM is a type of marketing that positions you as a trusted expert and advocate. You educate your patient about what they need, rather than selling them what you want (or telling them how good you are).

Many dentists are trying to appeal to new patients by advertising 20% discounts off veneers or implants—the things they want to sell. But 90% of people just want information or some bit of encouragement and hope that they will be okay or that there is treatment out there for them. They want knowledge, choices, and alternatives. They want information.
By educating your current and potential patients about dental procedures and health, you become the invaluable expert and trusted advocate in your patient’s eyes, deliver much more value to them, and let you out-maneuver and out-flank your competitors… while never, ever having to compete on price!

While you educate, you want to “Stack the Wow.” This means you give your patient what they want and need to make a buying decision. *Stacking the wow* means you take all doubt out of their minds that your service is the one they absolutely have to have. *Stacking the wow* means you turn your patients into raving fans. And *Stacking the wow* means your patients are now a rapidly growing sales force who will promote you. For free.
All-Star Action Steps:

• Don’t SELL, educate.
• Become a trusted authority.
• Empower your patients with knowledge, choices, and alternatives
4. Get a Guarantee

I have a very simple way to filter out marketing companies that want to do business with my clients or me: I have just one question…

“Do you offer a guarantee of your services?”

What do you think the answer is from 99% of them? “Uh, no.”

My reply is “Thank you, but I’m not interested.”

Most marketing companies look at me dumbfounded. They tell me that no one offers a guarantee. They provide excuses on how they just can’t do that and it would not be fair to them. But how is that model fair to the dentist?

So, as a dentist, a patient comes in and wants veneers. They pay X and you deliver X. And most successful dentists offer at least a few months to a few years of guarantee that the veneers will hold up. So, why do marketing companies not guarantee their work?

The only answer that I can deduce is that they are not confident in their ability to deliver results.

Think about how absurd these offers are…

Radio: “I’ll put you on radio and you will reach 250,000 people. But I cannot guarantee you will get any calls, or, for that matter, new patients…”

PPC: “I will send visitors to your site and you will pay me several thousand dollars a month. Guaranteed number of new calls? Downloads? New patients? No, we cannot guarantee that stuff.”
Marketing companies need to put some “skin” in the game. They have to show some deliverable, tangible results to justify (in my opinion) the investment.

There are different types of guarantees that marketing companies can and should provide:

- Number of calls
- Number of downloads
- Amount of media appearances
- Ranking on search engines
- And most powerful of all… an ROI guarantee

Caution:

There are a lot of companies out there to get you to the first page of Google. This seems to fit the criteria of a reasonable guarantee, but here’s the problem: Many of these guarantees are based on keyword search term results that have a very low search volume. This means no one is searching for them, so it is easy for the marketer to get you the first page.

But this kind of result does absolutely nothing for you. If no one is searching for the terms you paid for, then no patients will come from the marketing. It is like a patient wanting a beautiful smile and you just add a few bondings when several teeth are missing.
My suggestion in this situation is to have, in a contract, the keywords you are targeting. Check to make sure it is an appropriate set of keywords for you and your market, and that they are popular search terms. See if your top competitors show up in the results. This is where you want to be.

All-Star Action Steps:

• Check your current marketing. See if your marketing partners have “skin” in the game and are sharing some of the risk.

• Ask them to provide you a metric and some sort of guarantee.

• Only partner with companies that provide guarantees.

• Guarantee your own work!
A Final Word

I want to thank you for reading my ebook and I trust that you have gained tremendous value from the marketing strategies provided.

Very few dentists get to the end of a fairly involved ebook like this one. So I know that you are committed to being an All-Star!

Of those that get to this point, only a very small percentage start putting the advice they learned into practice by: crafting an All-Star Message, carefully targeting your marketing, implementing education-based marketing versus selling, and getting a guarantee from marketing partners.

Some dentists may be overwhelmed with the amount of work that needs to be done to properly put these strategies into place. This is perfectly normal. Anything worthwhile seems overwhelming at first. Otherwise, you did not set a high enough goal. You need to push yourself for growth.

Remember, “A journey of a thousand miles begins with a single step.” (Lao Tzu). Be proud that you’ve made that first step by reading this guide. Take the next step and put what you’ve learned into action with the help of the All-Star Dental Academy. Visit www.allstardentalacademy.com right now and unlock everything that is available to help you continue your journey to success.

Thanks for reading!
About the Author

Alex Nottingham is the CEO and Founder of the All-Star Dental Academy. He is a bestselling author with Brian Tracy, shared the stage with Michael Gerber (the author of The E-Myth Revisited), and lectures nationally to prestigious dental organizations. He is a former Tony Robbins top coach and consultant, having worked with companies from $1 to $100 million. His passion is to help others create personal wealth and make a positive impact on the people around them. Alex received his Juris Doctor (JD) and Masters of Business Administration (MBA) from Florida International University.
All-Star customer service has definitely become the culture of the office... And IT WORKS! The FIVE-STAR REVIEWS are rolling in and the phones are ringing off the hook!

-Dr. Jennifer Wager

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How to uncover revenue with just two basic skill sets

The one thing that 97% of dentists are not doing, but know they should be doing…

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