

The Internet Marketing Fast Track for Dentists

The "No Guess Work, How to Get New Patients from the Internet' Crash Course!"

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The 4-Step Dental Direct Response Marketing Formula

The 4-Step Dental Marketing Formula begins with an understanding of direct response lead generation marketing. What it is? In a nutshell, direct response lead generation marketing jumps out to a specific prospect and says hey, are you looking for x? If so, it may be right here.

It's grabbing someone that needs what you're offering, even if they don't know it yet, without telling them exactly what the solution is. Your marketing must be direct response because it will lead them to take action, step by step, directly into your practice.

Direct response marketing gets the most qualified prospects because you're not convincing anyone. They are taking the first step and initiating contact putting you in the position as the leader and expert, not as a groveling salesperson trying to convince them they need a Dentist.

Direct response marketing naturally brings them to this conclusion through logic and emotion and gets them to take action faster than all other marketing approaches.

That's direct response lead generation marketing in a nutshell. It's when your ads and marketing pieces motivate the prospect to take a specific action, tells them how to take that action, and promises a direct benefit and reward for taking the action.

To make direct response lead generation marketing happen effectively, the correct sales copy, words, and phraseology must be used, along with an offering of a valuable benefit for the prospect.

All of the above must work together flawlessly and must be balanced with ethical, logical and emotional verbiage, otherwise your marketing will appear too salesy, you may over sell, or worse yet, you'll let the cat out of the bag on what you're offering and destroy the effectiveness of your entire ad.

To avoid this and maximize your direct response marketing efforts, follow the 4 step direct response marketing for Dentists. Let's look at step 1 in the next segment.

Step 1: Attract

The first step in the 4 Step Formula is "Attract". That is to "Attract" the right prospect. Meaning a qualified prospect.

Attraction begins with marketing in the right places with the correct materials. For instance, if you're trying to attract female senior citizens that need dental implants, placing an ad in the sports section directing them to a website may not be the best thing to do.

Female seniors are more apt to call then go to the Internet, and they typically don't read the sports section. However, if you take the same target audience and place a lead generation ad in the local adult communities' newspaper, directing them to call a toll free line in addition to a website, then you'll get good response.

"Attracting" starts with matching your market with your advertising materials and your marketing goals. To do this effectively, you need to develop offline-online marketing systems that lure prospects with free reports, videos and other incentives that entice them to act.

A system means that it is a flow of steps, which work on their own that produce a predictable result each time.

A proven direct response ad, that offers prospects a free video or report, that drives them to a website that automatically delivers the report, then offers a free consultation to the prospect, then follows up, is a perfect lead generation system.

To remember the process it's *the ad, the offer, the delivery of the offer online, and automated follow up*. This system, once it's set up for you, *you're done, just initiate the ads*.

This is precisely what the Instant Dental Marketing System (IDMS) does for you. All the systems and work are done for you. You get pre-done ads, direct mail pieces, postcards, flyer, web banners, that all work together in a structured automated process. You get automated marketing, automated response, and automated delivery and follow up sequences.

You simply execute your marketing by deciding what type of niche you want to go after. Such as Tooth Decay, Cosmetic Repairs or whatever your specialty is.

Then, simply use one of the many avenues for reaching these new patients such as our free Instant Ad Placing Service, Search Engine Marketing Submission Service, and the Instant Dental Video & Audio Creator. All of which target and attract the prospects you are looking for.

The most profitable way to generate leads is to advertise free reports, free audios or videos, or other materials that have high-perceived value. Deliver these items online (which costs you very little or nothing for that matter) and then follow up online with automated Internet and email technology such as the IDMS. Before you can follow up, you must do the next step.

Step 2: Capture

The second step in the formula is “Capture”. The first rule of “Capture” is to *never* give prospects the information they desire, at your website or anywhere else for that matter, unless you first “Capture” their contact information.

This is the essence of direct response lead generation marketing. Without capturing their information, you're wasting your time and money with your advertising or marketing method.

For instance, let's say you're offering a free teeth-whitening report. You are delivering valuable information to the prospect on how they can easily get bright, white, beautiful teeth.

In your marketing, you entice them with your free report or free video offer. They can get it free by either calling a number or going to a special website.

Now, the worse thing you can do is actual deliver, i.e., give them, the free report or free video when they get to your website without first capturing their contact information. If you do that, they will get what they want without you ever knowing they were there, and you lose the opportunity of being able to help them with their needs (and significantly drop your chances of acquiring them as a new patient.)

Instead, to properly “Capture”, your website must first re-describe your free report or video offer (just like it was advertised on the newspaper ad or advertisement) and then give it to them, i.e., deliver it to them, instantly once they complete the web form. The web form of course requires them to give you their contact information.

After they complete the form, their information, i.e., the form contents, should go simultaneously into your database. Once you have effectively captured their info, you successfully touched the prospect when they are the most hot or interested in what you have to offer.

When prospects have to wait three days to read a report sent by regular mail, they lose a few degrees of “heat” by the time the report arrives. So, only give them the free report, free video, or any free offer, “after” you capture their contact information.

Then the free report or free offer will give them the help you promised, but only enough information to stimulate their interest taking them to take the next step, which is where they find the solution- them coming into your office for a free consultation. There you evaluate them find the true source of their concern or problem and make them a patient.

Once you have them engaged with the free report, video, audio, etc., your next goal is to “Capture” yet again. However, this time it’s to capture an appointment request. *At the end of each report should be an online appointment or free consultation offer and web form.*

One out of every 5 people that read your report will request an appointment the first time they view your report. So what about the others? That’s where the next step comes in and it’s called “Follow up”.

If you are wondering how you can make this all happen, the IDMS does all this for you without you doing anything, all automatically. It “Attracts”, “Captures”, and provides the free offer (the free report, audio, video, etc.) and gets the appointment request. And, most important, it does the next step where 95% of all your new patients will be generated.

Step 3: Follow Up:

Step three in the Dental Direct Response Marketing Formula is “Follow up”. Forget the days of licking stamps, remembering to send mail, paying postage, reading spreadsheets, using a contact management system, or shuffling through piles of paper and envelopes.

The “Follow up” that is most effective is done through *automated email follow up*. There are many benefits to email follow up as opposed to “hard copy” or manual follow up.

I’m referring to sending free reports, CD’s or sales letters via regular mail. We’ll cover this more in an upcoming chapter.

Here are the best highlights regarding email follow up: It costs nothing and it does not require any work! Imagine, no more mailings, stamps, paper or anything!

You don’t even have to send email. It is done for you. More about that in a minute. It’s crucial for you to know that email follow up must have two very important characteristics:

It must be consistent and persistent!

First, the content of your follow up must *consistently* say the best thing every time. Professional dental marketing copywriters (like us) must write it, if possible.

It must consistently send follow up emails to your prospects automatically, without you ever having to lift a finger. Especially those prospects that don’t take advantage of your appointment offer right away.

Secondly, it must be *persistent*. It must *never* stop following up. For instance, the IDMS is an automated emailing sending machine that sends all of your follow up emails for you, to an unlimited amount of prospects, automatically.

It has professionally written messages that get prospects to take action and come into your practice. More on that in a minute.

You may be asking yourself, “Won’t people get mad if I email them too much?” My answer is “Yes!”, and they will get angry if you call them too much or go to their house too often! Unless something valuable is “in it for them”.

Remember, you are not going to send plain useless salesy emails. *You’re giving them value in each email.*

Each email must be loaded with valuable beneficial information and motivation that they want and need. Imagine if you called your prospects and offered them free money each time you spoke to them on the phone!

Would they get mad when you call? No. Why not? Because something good is in it for them. It's would be a benefit for them to receive your calls (a real nice benefit in that case).

They will also love the emails you send because the emails are personal and helpful to them and each one will give them what they want. To accomplish this, each email should be relevant to their initial request for dental services, tooth decay, cosmetic repairs, etc...

Follow up also works with “the numbers game” tremendously. The more prospect emails that go into your follow up sequence, the bigger your list will become. The bigger your list becomes, the larger your list grows. As emails are added into your list, the amount of emails being sent out everyday *grows exponentially* as you use the system.

Imagine ending out hundreds of marketing emails out everyday, to qualified prospects, without doing anything! That's what happens when you have an automated email follow up system in place. Remember, follow up is key, but it must be *consistent, persistent, and automated* to be effective.

Step 4: Action

Every ad, marketing piece, brochure, and email that goes out from your business must encourage and actually tell people “how” and “why” to take action.

“Action” is the final step in the 4-Step Dental Direct Response Marketing Formula and without this step, you're sunk. Think about it. Up to this point, you may have generated many leads, gotten prospects to request your reports or free offers, captured their information, and even followed up using email.

But when you think about it, how many patients have you gotten? None. How much revenue did you generate? None. Without “Action”, you've got nothing.

Also, your prospect loses big time. Unless you get them to take action, you will leave your prospect hanging. You're actually doing your prospects a disservice by not getting them to take action.

What does “Action” really mean? Action means and must result in *getting them in front of you*. That's where you make them a patient. When they are sitting in front of you, the Doctor.

Get them in front of you by calling a number, going to a website to make an appointment, emailing you to set up a time to get together, replying to your email with their phone number, mailing you a letter, or even asking them outright to come into your office ASAP.

In any case, be sure you tell your prospect not only “how” to take action, but “why” to take action.

Tell them of all the benefits they'll be rewarded with when they take action. For instance, if your prospect is receiving emails from you about improving their smile, each email should review the benefits such as looking better, feeling better and living without discomfort.

After dangling this carrot in front of them for a while, your email should tell them and explain plainly that *those benefits only happen once action is taken*.

In other words, you're going to tell them, “When you take action and come to see me, this is what you can hope to get.” Be clear and tell them to take action now.

Also, be sure to explain “procrastination” to prospects. Become an expert in procrastination and explaining its pitfalls. You must believe in your heart that procrastination is the reason they will not take action.

If you *believe* your prospects “excuses” such as no time, no money, or anything else they tell you, you won't be able to explain procrastination.

You need to know that mostly every reason they have for not coming to you on a regular basis is an excuse or some variation of procrastination.

Even when they take minimal action, (request the report, free offer, etc.) all reasons from that point forward are typically excuses. One good way to explain it is to tell them that there is never going to be a perfect time, a perfect place, and a perfect doctor, the only way they can get the results they want, is by a full commitment.

Explain that when you expose your treatment and solutions to a committed person, it always works. Nevertheless, even though you know you can help certain people, all of your best solutions are worthless with a person who is still waiting for Dental Utopia, or in other words, in the procrastination phase.

Get real with your prospects. Talk firmly about procrastination and mean what you say. They will appreciate it. Your prospects want you to get them to take action.

Newspaper Ad Secrets: How To Place Ads That Pull

Let's talk about how to place ads that pull qualified prospects that need Dental care, regardless if they know it or not. It all starts with *powerful advertising copy*. Advertising copy is the actual words, personality, and appearance of your ad.

Your copy is how your ad looks, what it says, and what doesn't say and most important, how it grabs a prospect that may glance at it when reviewing the paper or advertising medium. The most important part of your copy is the headline.

The headline is the key. It should jump out and literally grab the type of prospect you're looking for right by the throat. It should be specific and make the reader want to read the next line of your ad.

The headline's main job is to make the reader keep reading and entice them to read the next line.

Secondly, your ad should not have lots of unnecessary graphics in it. If you have a graphic that magnifies or support the ad copy, in that case, it may work well.

For instance, we have a little picture of man literally pulling his hair out of his head. Next to it we have a headline, "Are you pulling your hair out trying to get new patients?" This compliments the copy.

Attention

"Stop Pulling Your Hair Out Trying To Get New Patients..."

"Introducing The First Ever Marketing Strategy That Requires No Work At All!"

(100% Guaranteed To Get You 23-35 New Patients Each Month!)

Ready to say goodbye to all the work associated with building your practice and getting new patients? Click on the link below and get this brand new FREE REPORT that reveals an amazing new Marketing strategy that works completely on it's own:

[Click Here To Get The FREE REPORT Instantly!](#)

This grabs all frustrated Dentists who are exactly the type of Dentist we can help. Overall, plain text ads pull better than ones with graphic ads especially when dealing with direct response lead generation marketing.

Text ads communicate a sense of reality to people and seriousness. When combined with powerful words, font styles, and sub headlines, they really work fantastic, better than anything else does.

Copy sells. Period. In all sales, you must attract, then excite, then eliminate fears and objections. It’s hard to do that with your picture or practice logo. However, a few sentences with the correct words and phrases can do that very successfully.

If you’re wondering how to create your own ads or how to write powerful ad copy, I recommend the book “Ad. Magic” by Brian Keith Voiles. In my opinion it’s the best way to become very good at writing your own sales and ad copy if you have the time to invest.

It may take you a while to learn, even a few years. I’ve been studying copywriting and advertising for over ten years and still learn new stuff everyday. We have actually taken our entire ad placing knowledge base and created proven Dental Ads (that over one thousand Doctors have used). We include all of these powerful ads in the IDMS.

You get hundreds of ads *done for you*, all written perfectly to attract the exact type of prospects you’re looking for. You get top pulling ads for each condition.

You get small ads, classified ads, 2 x 2 ads and 3 x 5 ads. All of them done for you with your contact info already in them, so you don’t have to do anything. Just give them to the ad agent or newspaper and that’s it.

Now, I also mentioned, that you need to know what not to have in your ad. This is key. If you start putting in logos, graphics, even your name or profession in your ad, this can decrease response. Remember, your ads should not let the “cat out of the bag” if possible.

Meaning, you should not reveal what it is you are offering, or how it is you’re offering it. Never tell them exactly how you are going to solve them problem in your ad. If you do, why would they want to read your free report or take further action? *“...ahhh Dentist, I went to one of those before, they only hurt and didn’t help.”*

This is what people may say if you advertise your procedures or if you reveal your solution too soon. That’s called “me” advertising and it decreases response.

Now, if your state board requires you to put your name or profession in there, then do it as small as possible, or use an ad that brings up the objection and brags about it.

For instance, your headline may be “Do you have Tooth Aches? Here are 5 reasons why you should avoid a Dentist” . Then you can go on and explain in the negative who should not use a Dentist.

Someone who’s looking for temporary solutions, someone who wants to get a quick fix, someone who wants to avoid overall dental health...you get the idea.

In any case, the best thing to do is to keep your ads text, use good copy, make sure they are non branded as possible, and make the reader curious enough to take the next step.

Where To Place Your Ads

Next, let’s talk about *where* to place your ads for maximum productivity. Unfortunately most doctors shoot in the dark. They pick an ad, throw it in the paper, and hope for results.

Obviously, this is not recommended. What I am going to show you is how to place ads with as little risk as possible and no guess work. However, you will have to be patient.

Sometimes the excitement of getting a marketing plan that works makes you just want to go out and go crazy! That’s great, but you must match that zeal with knowledge!

First, take a step back and do a little bit of research for your particular area. The marketing tips we’re discussing don’t work everywhere; it only works in towns and cities that have “people”. So if your area doesn’t have people, forget all this. If it does have people, you’re fine.

Why? People are people. And *all people* respond and act pretty much the same way. However, some areas have different ways to find people that need what you offer, so that is what I’m going to show you.

How to find people in your area that need what you offer.

Let’s start with newspapers. They are a great place to start and test the waters. However, keep in mind that only a small percentage of people read the newspaper daily.

This means that if you’re trying to target implant patients, you’re now narrowing it down to daily newspaper readers that need implants. The market is now getting smaller.

What I’m getting at is your newspaper ads should target a larger group of people with a specific need such as teeth whitening or pain free dentistry, because the smaller the niche, the longer it’s going to take to get results. I always recommend that doctors cast a big net in the newspapers.

Meaning, use general dentistry, pain free dentistry, tooth decay, bad breath, or gum disease in the newspapers. These are the best.

Unless of course you have a newspaper that targets specific prospects such as a local business to consumer newspaper or senior citizens paper. Then you can target your niche accordingly to reach those exact people.

So, to find out what will pull best in your area, and in what paper, and to discover what ad to place that will work best, follow these directions. First, go to your local newsstand and buy every local newspaper you can find!

That’s right, *every one*. The Sunday paper is best. Second, read each paper from front to back and ***cut out every Dental ad that you can find.***

Set the ads aside by putting them in folder and date the folder. Wait one week and then repeat it the following week. Buy the same papers and do the same thing. Repeat this on week 3 also.

Now you should have 3- 5 papers and you should have found 3-5 ads in each paper that deal with Dental care each week. On week 4, lay out all of your 30-60 ads.

Now for the big questions:

Were any of those ads in the paper all three weeks?

Where any of the ads larger this week than they were last week?

What section of the paper were they in?

Where are the consistencies of the ads?

Did they advertise the same condition all three times?

Did they switch it up?

Find the consistencies and you have a good starting point on what paper to use, what ad to use and what section to place your ads.

Duplicate other people’s success and use that as a starting point. Put your ads in the same paper in the same spot as they did. Generally, the consistency in the ads is what indicates what works.

An excellent place to start is with a small lead generation text ad. Test it out for a couple of weeks.

Once you get results, simply increase the size and frequency. Once you get even better results, add a second ad and repeat the process.

And don’t be afraid to place your ads right next to your competitors...if you’re an IDMS member, you’ll beat them out every time.

With the IDMS you are delivering the promise instantly. What I mean is the other doctors are probably offering a free report (or whatever their offering) which they “mail” out.

Someone sees their ad and requests their report. They get the request. They mail the report out to the prospect.

3 days later at best, the prospect gets the report. By the time they read it, who knows what frame of mind they’ll be in.

Not so with your ads!

Immediately upon seeing your ad they go to your niche website. They put in all their contact info (into the web form) and then they get the report right online, instantly! No waiting, no cool down period.

Therefore, they will be in your office for an appointment before they even get the report from your competitor.

Don't be afraid of other Dentists that advertise. You'll beat them out every time using these techniques.

So get out there and start doing your investigating. Make it a habit to look at the paper to see what types of ads are working and what niche others are targeting.

Alter and adjust your ads accordingly. Also, as a IDMS member, we give you full access to our Instant Ad Placing Service. This is where we place and manage all of your ads for you!

Just tell us what area you're advertising in and we'll tell you all the available newspapers in your area, and give you discounted rates, and even place and manage your ads for you for free.

Secrets To Collecting Emails And Building A Huge List

One of the most frequent questions I hear, (practically everyday from Dentists,) is, “I don’t have that many emails, how can I start collecting emails?” Or, “Will this work for me, I don’t have any emails?”

Many think that this is a difficult thing to do when it is actually the easiest thing to do. When you know how to do it the right way of course. That’s what we’re going to talk about now.

After all, without collecting emails, you’re still stuck in the dark ages of marketing. If that’s you, and you haven’t been collecting emails, we’re going to bring you up into this century with some easy practical steps.

The first key to collecting emails and building a huge list is knowing *how* to ask for emails. The one thing you don’t want to do is ask people, “Hey can I have your email?”

That’s like asking, “Hey can I add your phone number to a telemarketing list?” Asking “can I have your email” is what we call “a say no question”.

If you ask that question, chances are you are going to hear people say “no”. Or things like, “No, I don’t have an email”. Or, “My email is down right now.” Or, “right now I’m not online” or “Email, no I don’t use email that much, I never check it”. All excuses that you brought on by asking the wrong way.

I am going to show you how to collect 10 out 10 people's email. However, you must follow the instructions I give you exactly. First, start to *make it mandatory* for all new patients to give you their email address.

Get the email before they become a patient, on the questionnaire. Explain that communication via email, allows you to offer the lowest rates possible.

Tell them you communicate via email because your patients like to know they have you at their fingertips anytime they need you. In addition, let them know that as a patient, when they give you their email, their rates will never get raised.

These alone are very effective ways to get emails, and to get existing patients emails too. Another great tactic is to simply put up a sign that says “Avoid the price increase! See Mary at the reception for details.”

You’ll have everyone flocking to her asking what this is all about. Have her explain the new email process and you will get everyone giving their email addresses very quickly.

Always remember that asking for an email in exchange for nothing gets you no email. Asking for an email in exchange for something your patient or prospect wants gets you an email.

For instance, instead of asking, “Can I have your email?” Ask the following questions, with pen and paper in hand. Ask, “Can we send you our free newsletter each month?”

When they say “Yea, sure” look down at the paper, put the pen to the paper and say confidently, “Great, what’s your email address?”

Another question is, “Can we send you regular specials and updates about our practice?” When they say “Sure!” Look down at the paper, put the pen to the paper and say confidently, “Great what’s your email address?”

Another is “Can we notify you when our office hours change?” When they say “Absolutely!” Just look down at the paper, put the pen to the paper and say confidently, “Great what’s your email address?”

Of course, to all of these questions, the answer will be positive. You immediately say, “Great, what’s your email address?” 8 out of 10 times you’ll get the email.

Once in a while, people will say, “Sorry I don’t have an email.” That’s okay. You just reply, “No problem, your work email address will be just fine, how do you spell it out?”

One in a hundred may say, “I don’t have a work email”. You say, “No problem, what’s your husbands email?” Or, “What’s your kids email?” You get the idea?

Worst case scenario you can always get them a free gmail email account! Everyone these days has Internet access and an email address so very rarely will you run into problems when you ask as I just taught you.

The key is to start asking and to train your staff on how to properly and consistently ask for emails. Now go start collecting emails!

Newsletter Secrets

Sending your patients and prospects, a monthly email newsletter will generate thousands of dollars in additional profits when done correctly.

Remember this: When sending a monthly email newsletter, content and articles and good information is important, *but not nearly as important as the lead generation capability of your email newsletter.*

For instance, for your email newsletter to be a revenue generator it must do more than offer good information, it must stimulate instant referrals. One way to get instant referrals is to automate the process. This means give your patients a way to refer friends and family right from the email newsletter.

Another important component is for your email newsletter to “Attract” (there’s that word again) prospects to a website or websites via [hyperlinks](#) within your email newsletter. This in turn, allows prospects to click to a web page, request a report or free offer.

Quick question, do you have a email newsletter that does this? If so, does it offer instant free consultations? Does it contain testimonials? Does it let people know about what’s happening in your practice?

All of the things I just mentioned are necessary if you want your email newsletter to be a big revenue generator and patient retention tool.

Of course, you can spend hundreds of hours to learn how to do a email newsletter: write your own email newsletter, get a list server, manage the software or server, develop the content and send it on your own each month. Or, you can get it all done for you.

The IDMS has a Direct Response Email Newsletter Service for Dentists included free with the package. We create, manage, customize and send a direct response email newsletter to your patients and prospects for you every month.

It is totally personalized. It has your picture and contact information automatically inserted. A email newsletter will increase patient retention, keep your prospects engaged and on top of everything, get you new leads and patients.

We also link your email newsletter to all of the free report websites you get and the “help a friend website” where your patients can go to instantly refer their friends and family with a click.

Now, one email newsletter may be enough. Doctors that publish several email newsletters get the best results.

Now an email newsletter can be a simple text email with some great information and copy. It doesn't have to be a flashy html newsletter. In fact, the text ones work better in some cases.

You should consider writing your own email newsletter. Especially if you are a member of the IDMS where you can create and send as many email newsletters as you want very simply.

For instance, your expertise is in cosmetic services. What's stopping you from sending a simple tidbit or quick article out to your list every month?

Something as simple as a monthly tidbit could get you one or two additional patients every month! It's also best to keep your email newsletters in text format since these have the highest deliverability rate and make it through spam filters very effectively.

You probably have a lot of content already prepared that you can use too. Right now, take a few seconds and jot down a few topics or get together some old articles you wrote and start preparing them into short, 100-300 word articles.

Start sending them out once or twice a month to your list. Think of a cool benefit driven name that works well for your taste and start sending it.

Email Secrets

Email...it's one of my favorite topics! I love it for many reasons. The biggest reason is that it is, in my opinion, *the most powerful direct response marketing weapon available*.

Here are some reasons to support my case that email is one of, if not **the** most powerful direct response marketing weapon available to you too, as a Dentist.

One, it easily overcomes objections and procrastination by eliminating the physical attributes of the sale. It makes invisible the elements that typically cause people to get uncomfortable and decide against making a purchase or commitment to a service.

For instance, typically, when one of your prospects does not become a patient it is because of something you said that tipped the scales in the opposite direction. Or, it's something you *didn't say* to put the cherry on top of their “yes” decision.

Or, it could possibly be due to the way you look physically (maybe you remind them of a mean relative from when they were a kid). Alternatively, it could have been your inability to develop rapport properly or quickly enough before you asked for the order.

It could also be something you might have said with the wrong voice inflection. That can really mess with people's thinking when they are about to spend money.

You see, when all of these factors are eliminated the person can easily make a rational, logical decision without being tainted by any physical attributes of the sale. The physical attributes of a sales presentation are what kills a sales presentation.

When these effects are removed and you use email, you can say the perfect thing in the perfect way every time. Email allows that. It allows you to say the perfect thing, the perfect way with the perfect timing.

You can't please everyone all of time, but you can narrow it down and prepare your emails to appeal to the majority and nail it most of the time. However, there are a few rules you must follow.

If you want to profit from email, number one, you must ***use it!*** Sometimes doctors tell me they never get emails from patients from prospects so how can they possibly use it to get new patients.

That’s like saying no one calls you on the telephone yet you’ve never given anyone your phone number.

My question to them is “are you emailing anyone?”

Do you use email to communicate? If not, start using it for everything! In just a few weeks, you will become an email master who is saving time, money and effort through this easy, instantaneous communication method.

Second, use email etiquette.

This takes some practice. And don’t worry, most email connoisseurs are forgiving. But don’t do things like use caps in your email unless you want the recipient to think your emphasizing or yelling something at them.

And don't worry about being grammatically correct in all your emails.

You’re not writing poetry or writing a college paper. Emails can be informal. Write like you talk.

90% of your email communication should be colloquial and casual in nature, like your conversations. Very rarely do you address your patients “Dear Mary” when speaking to them.

Instead, you say, “Hey Mary...How’s it going?” Email the same as you would speak for best results. You’ll be more real.

Third, when receiving a lead via email, remember, your goal is not to have an email conversation. *It has to get them in front of you, i.e., into your practice.*

Do not ask unnecessary questions or write things that will cause them to think too much or cause objections.

All leads should be answered with a request for their phone number so you can call them and make the appointment. Save all the talking for when they come in.

If they ask a price question, write back, “That is a big question, I’ll go over all that and cover all of your questions when we meet, for now, what is your phone number?”

Get the idea?

Unless they ask for a specific appointment, then keep it focused on getting them in. If they do email you and ask for an appointment right away, give them a choice between two or three times and ask them which one they prefer. Keep it simple.

One question doctors always ask is, "What about spam?"

Spam is defined as sending unsolicited email. The spam police are probably not sitting at your door. For certain, don't send unsolicited email. Be sure you have an affinity with the people you're emailing.

The IDMS is set up so people are always requesting information so you'll never have nor have we ever had any problems with spam complaints or problems with the system.

We have not had any issues with spam and that is doing over 10 years of business and over millions and millions of emails sent each year.

How do spam filters work is another question.

Spam filters work differently all the time. Some stop every email that has a space in it. Some let even the worst of emails through.

Each one is different but generally, your server has a filter. Your server is the thing, i.e., company that hosts your website or that gives you your Internet access.

Every person's email is on a server. Some servers filter spam and some don't. When they see an email that they think is spam, they put it into your spam folder, bulk folder or junk mail.

The funny thing is that almost 100% of people read the email in this folder!

Second, is the recipient's actual computer filter. Some people have strict filters but most are designed just to eliminate viruses and big files coming in, so you don't have to worry about them.

All in all email is the best means of marketing and communication available today and you had better start using it! Start collecting emails, emailing people and checking your email on a regular basis.

The IDMS provides automated emails to your patient and prospects so after using the system for a while, you'll be sending out thousands of

relevant valuable emails on any given day, generating activity and response without doing anything on your end.

The great thing is that the IDMS is designed so the only emails you receive are the hot leads that are ready to come in for an appointment! You simply open the email and set the appointment.

Networking Secrets

Sometimes when Dentists think of being on the Internet, they get it confused with *USING* the Internet and email to *build their practice*. They get using it confused with “Internet business”.

Always keep in mind that you're *not trying to get into the Internet business*, your going to use the Internet as a means of getting business.

The Internet is a response vehicle and a means of instantly communicating and motivating your prospects and patients to come into your practice, i.e. to take action.

With that said, it makes the most sense to look for networking opportunities with other businesses and professionals in your area that use the Internet.

This allows you to generate prospects and patients that live in your area from the Internet. It doesn't make sense to team up with other businesses and professions unless they have customers that live or work in your area.

The best way to do this is covered in this segment.

First you need to do a little research by taking a quick ride down the streets that surround your practice. Jot down every business that you see on a piece of paper that you feel may have a website.

Write their name, what type of business they are, and if they have a website advertised, write that down too.

Once you do that, go to your computer, go to yahoo or google, and search for that businesses website. For those that do have websites, create a file with their website names and email addresses.

After you go through your whole list, contact each business owner, introduce yourself, and let him or her know that you would like to place a web banner on his or her website in exchange for him or her putting one on yours.

Another thing you can do is put flyers in your office advertising their business in exchange for them doing the same. This is a no brainer way to get lots of local traffic to visit your web and opt in to your marketing sequence.

However, there is one thing you must do...*you must speak their language*. Just as your marketing pieces must grab your prospects by the hand and lead them to your offering, you must do the same thing when networking. Talk their language.

Before you go into the store or call or approach them in any way, ask yourself, “What does this business owner or manager want for his business?”

If it's new customers...direct your questions and conversation to revolve around that. If it's leads, talk to them about leads.

For instance, one great promotion is to approach pizza place owners. Offer to take their menus and put them in your office in exchange for them putting your flyers on their take out boxes.

You can also volunteer to have someone staple your flyers on all their bags or boxes on a Friday or Saturday night.

So, to approach them, ask them, “How would you like to get some free advertising?”

They'll say yes of course.

Say, *“I have this great idea, I'll send over one of my people this week, they'll staple our flyer on how to get the perfect smile on every take out box...in exchange, we'll do the same for you by giving out your flyers and menus to all of our patients and we'll even endorse you with everyone on our email list. How's that sound, pretty good?”*

Nine out of ten will gladly do this.

Using the Perfect System with this approach gets tremendous results. (The Perfect Smile System is one of our Premier Systems in the IDMS Package.)

There are many other ideas. With the IDMS you get over 200 plus ads and over 20 Niche Systems to do this. Imagine having just 10 local businesses to work with! The key is to talk about their needs and give them what they want.

So get out there and find networking opportunities. They’re everywhere! Keep a pen and pad in your car and give one to all of your employees.

As you drive to work or drive around, jot down every place you see that has a website. Each one is at least a potential new patient per week.

No Work Direct Mail Secrets

When thinking of direct mail, images of slaving over paper work, tracking ads and letters, doing follow up and licking stamps may come to mind.

You may also think about all the postage involved in sending direct mail and get sick to your stomach. I totally understand what you mean.

Let us face it, direct mail does work well. However, it is a pain to execute it properly and consistently.

With all that said, what if you had a way to send and manage direct mail without follow up? How about without managing it and without doing anything but clicking a few links online a few minutes every couple of days?

That is what you can do at the United States post office website! I often use this website to do direct mail, and another site called quantummail.com.

These sites allow you to upload a direct mail piece and click send. It includes postage and delivery so once you click send; it's all sent and done for you.

And since you're sending an offer which sends people to your niche websites, you don't have to worry about follow up. The site captures their info and follows up with them automatically until they come into your practice.

The USPS website allows you to upload a mailing list but quantummail.com requires no list.

Believe it or not, you can simply choose the streets and addresses to send to! You can even customize it to send to homeowners and other demographics.

The IDMS comes with postcards, mail pieces and flyers that are actually formatted for quantummail.com so this is another step that is all ready to go for you. Incorporate direct mail if your marketing budget allows, and even use it to follow up on patients with email newsletters, notices, and referral campaigns.

Referral Secrets

The art of getting referrals is such a popular subject with doctors. Everyone is talking about how Dentists must focus on referrals.

This should be a no brainer. In fact, your practice should breed referrals naturally.

Just like healthy sheep breed more healthy sheep. Well educated, motivated patients should breed you referrals. Referrals all start with your patient’s education.

Do your patients know the real benefits of your services, or do they think you are just a “Mister or Miss” fix it that they call on when their teeth hurt?

It’s so important to educate your prospects on becoming committed to keeping their mouth healthy and this should be the underlying climate of all of your conversations, all of your advice, and all of your solutions.

Yes you help pain, but all the help in the world will not truly benefit a whimsical, sporadic, patient that doesn’t believe in complete oral health.

You and your employees should be focused on this message. Not only will it give you a foundation to work with, but it will also make your patients walking advertisements for you.

With all that said, you still need to proactively seek and market for referrals. Please know that every one of your patients knows at least 3 to 5 people that need a dental checkup.

So why don’t they come running to you giving you the names and telephone numbers of these referrals?

What if you asked every one of your patients if they knew of anyone in their sphere of influence, who had pain or discomfort or could use Dental care in their life? Chances are everyone would have to say “yes” if they were to be honest.

So again, the big question is: **Why don’t they voluntarily give you the names and numbers of these people and beg you to contact them and help them?**

Simple...they're scared.

They are scared to put their friends on the spot and make them uncomfortable. They don't want to "sick" someone on their friends and make them feel they're getting sold by a used car Salesperson/Dentist.

So how can you avoid all this?

Simple...avoid it all together!

Instead of asking your patients to give you referrals, send your patients to a website that allows them to initiate the process by sending their friends a "Free Dental Information Package" compliments of them!

Did you ever notice how people could be persuaded to do something when they feel it is their idea or they are the one in control?

This works incredible with referrals. Let your patients be the hero, by letting them send referrals to you on their own initiative.

Your job is to consistently market to your patients and let them know this method is available to them.

Each month the IDMS generates hundreds of new referrals for our members through this technique alone. The IDMS gives you the actual "Help a Friend Website" which is completely done for you.

You simply use the marketing pieces and put a link on your website, which in turn draws your patients to the "Help a Friend Website". Once they get there, they can complete a form to send their friend the Free Dental Information Package.

The friend, the referral, instantly receives the email, personalized from their friend, inviting them to come down to your practice for Free, compliments of them. The email then inspires them to call or email you right away for a Free Consultation.

But that s not all. You also get an instant email notification that gives you all the referrals info so you too can call them and set the appointment. Instead of it being a cold call, its now you responding or following up on their interest.

This also allows you to comfortably ask patients "Hey, by the way, do you know of anyone that could use a check up?"

When they say, "Yes! My husband hasn't been to the dentist in years" Simply say, "Great, would you like to send them a free Dental Info Pack, compliments of you?" They'll say "Sure!" You say, "Great, write down their email and we'll send it to them today, compliments of you! This makes it easy so you don't have to call them and put them on the spot!"

Then give them a pen, with the referral sheets you get with the IDMS, and walk away. Let them fill it out then add them into the system. Of course, the system continues to send email follow up messages to the referral for months on end!

Many times, with patients, that you have a good rapport with, they will give you their entire email address book and you can just add that into the system!

The IDMS also comes with a letter you can give patients that explains everything and lets them know, you know how they feel when they have someone they want to refer but are afraid to put their friend "on the spot".

The IDMS also markets to referrals for you. With the hundreds of emails going out automatically, everyone in your system will periodically get referral incentives driving them to the help a friend website to add referrals automatically. Now nothing should be stopping you and your practice from becoming referral-generating machines!

The “Massive Neighborhood Blitz” Secret

The massive neighborhood blitz takes a little work, but it is truly a powerful, literally unknown secret in the world of Dental marketing.

Here's how it works.

First, venture out to a staples or office depot store and buy a map or an atlas of your local area. Then, give the map section of your local area to the guy or gal in the copy department.

Get a five or six mile radius of your local area blown up to poster size or as large as possible. Make sure the area you blow up is the area that your practice serves. While you're there, pick up a bunch of small push pins and some presentation board.

You know one of those foam display boards, they cost about 10 bucks. That one works best.

Once you get these supplies, take them all back to your office and explain to your assistant or receptionist what I am about to explain to you.

Have your assistant or receptionist in their spare time, look up all the physical mailing addresses of each one of your patients. This should be easy as you can export this info out of your patient software.

Then, glue the big map you had made to the foam board. Have them put a little push pin on the map where each patient lives.

The atlas will help because it will quickly find the place on the big map. Believe me, this may seem tedious but it is very easy.

It does not take that much time when you do a little every few days and is well worth it, which you will see why in a second. What we're doing is giving you an entire view of your dominant market.

You'll have a bird's eye view of where you are dominating and where you are not. It can give you so much information on where and how to marketing but more important, it gives you everything you need for the Massive Neighborhood Blitz Marketing Campaign.

Once you have the map and this view of where all your patients live, you can create a simple mail piece or door hanger that says "See what 113 of your neighbors are using to get the perfect smile quickly and easily..." or

use whatever number of patients you have in that area or whatever promo you want.

You can then send them to your free report website. Direct them to the website or a toll free line for the free report.

This not only works great for new patients, but your existing patients love seeing it too. You can also use bandit signs, the little signs that hang on telephone poles, in and around this area too.

The Massive Neighborhood Blitz works fantastic!

Be sure to strategically place your bandit signs and mailings based on where your patients live and where you have no patients according to the map.

Constantly add to your map as you add patients and make the Massive Neighborhood Blitz a regular part of your marketing attack.

As you advertise your seminars, your open house, your free reports, or your direct mail pieces, be sure to tailor all of them to these niche areas. It's always good to have the timing of your signs and mailings coincide with each other when doing the campaigns.

Telephone Conversion Secrets

Anytime you talk about email and the Internet you may get sidetracked and think, “Hey, do we even need the telephone any more? Is everything going to be online, do we even need to see people face to face?”

I say that jokingly, but yes, the Internet and email is taking over the way we communicate. However, the telephone is also needed and will always play a role and be a little sister to Internet and email marketing.

Ninety percent of the time, the telephone and email will work together to get people into your office. Many times solid appointments can be made via email, but to solidify them even stronger, get their phone number and get them on the phone to make the appointment.

With that said, we are not teaching you to be against using the telephone...the telephone is just as important because many of your appointments will be set and confirmed on the phone.

First, be sure to use phone scripts.

Based on over 15 years of telemarketing and appointment setting experience, we’ve created telephone scripts which we give you as an IDMS member.

These scripts are powerful closing tools that keep the conversation going towards the ultimate goal: getting them in front of you, i.e., into your practice.

Answering or asking too many detailed questions when on the phone with a prospect can cause them to *think* too much and make them procrastinate on their decision to come in.

Using the phone scripts eliminates this and guides the conversation in the right direction. With that said, it must become a priority for you to train and rehearse your phone scripts with your staff on a daily basis if not a weekly basis.

Don’t be afraid to call in and pretend to be a prospect and make sure they are saying the right thing at the right time *with the right attitude and right voice inflection*.

Be sure to get email addresses when dealing with phone inquiries. If it’s an inquiry about your services, after going through your phone script,

simply ask, “May we send you some information about our services, our practice, etc...?” Of course use whatever condition/reason they are inquiring about.

When they say yes, just say, “Great what is your email address, we’ll get it right over to you in a few minutes...”.

All in all, without a prepared rehearsed script, your phone presentation will cost your practice money. You will lose potential patients, missed appointments, decrease your show ratio and even anger patients and prospects.

Prospects and patients will get frustrated on the phone when they sense confusion on the other end.

Be sure to practice, drill and rehearse your phone scripts and presentations regularly with your people. If you’re not an IDMS member, find or create phone scripts that close the appointments and deal directly with getting the patient or prospect in front of you.

Search Engine Secrets

Now we will talk about one of the most misunderstood topics in all of Internet marketing: search engines.

Let’s face it, we all at one point, thought, “Hey now that my site is online, let me do a search and see if my site pops right up...”

So we hurry to google, yahoo or one of the other search engines and we type our website address into the search bar, and guess what, it’s no where to be found. What happened?

Let’s also start by saying that search engines are plain, straight out confusing. It’s also important that you don’t get all caught up in the search engine hype because as soon as you think you’ve got it all figured out, everything changes. Search engine protocols and procedures change with the wind.

Search engines, for what you’re trying to accomplish as a Dentist, should be a small part of your plan of attack. We’re not trying to attract people in Anchorage, Alaska to our website, (unless you live there of course.)

You want to get people *from your area* that are looking for a Dentist. You want to attract people from your area that have a problem that you can solve. You’re probably saying, “YES exactly! But how do they find me when they do a search online?”

I am going to tell you how. I’m going to explain how to benefit from search engines as a Dentist and show you how not to waste your time.

Even though search engines are confusing and their protocol changes all the time, some things pretty much stay the same. And the things that will bring you in patients (with the least hassle and confusion) are pretty much set in stone. Let’s talk about how they work.

What do search engines do?

In a nutshell, search engines categorize pages on the Internet and then display these pages based on several factors. One factor is the “keyword” that a web user types in the search bar or field.

If someone searches for Dentist, the search engine finds the most relevant web pages within their entire database of websites on the Internet

(the ones they have categorized) and displays these pages for the searcher.

In order to become one of the sites displayed, you have to meet all types of their ever changing qualifications. First, your site needs to exist in that particular search engine’s directory. Meaning, they need to know your website exists.

This happens by either submitting your site manually to the major engines, and getting “ranked”, or by being detected by the search engine’s “web crawler” when it searches the Internet for new sites and categorizes them accordingly. This happens perpetually all the time.

Once you become noticed by the search engines, they’ll show your site. Having relevant information on your website in relation to the keyword search performed is important and increases your chances of being ranked high.

In fact, when your page title, your meta tags, your content and the keyword searched have consistency flowing through them, you have an even greater chance of being ranked high.

Search engines also look for other websites that are “linked” to your site. If you have a link to a site which gets a lot of traffic, this increases your chances of being brought up with certain key words.

Can you see how gooey and confusing search engines can get? It can literally drive you nuts if you try to keep up with it all.

When all is said and done, you really don’t get that much traffic from them because as a Dentist, your niche and market is narrow and focused on people from your area that need a Dentist.

However, you do need to be ready so when someone does search for you specifically or searches for a Dentist from your area directly, you must “pop up” in front of them on the search engine.

To avoid all hassles and to get ranked properly, you can either learn it all and try to do it yourself, or get someone to do it for you. This may cost you.

The good news is, if you have the IDMS, we do it all for you!

All of your 14-20 websites are configured and submitted for you! As an IDMS member all of your sites are configured properly and all of your websites are registered with over 90 search engines.

We make sure, when someone searches for a Dentist in your area, you come up at the top.

We also provide and suggest you do something called "Pay-Per Click" advertising.

Pay per click ads are the ads at the top and side of the search pages on google and yahoo for instance. For you, Pay-Per Click advertising is very inexpensive because the keywords you use such as "Dentist in your area" are not popular terms from the search engines point of view.

To do Pay-Per Click advertising, make a list of all the keywords that you think people are using to find a Dentist in your area. Then, once you have a list of 20-50 keywords, go to google.com, and click on "Advertising".

Go through the prompts and they'll walk you through setting up your ads, within minutes you'll be on the top of all your keyword searches. It's that easy.

We have a service that manages and places all of the keywords for your site and guarantees you will be at the top.

So, the thing to remember with search engines is that they are a little crazy, but also somewhat important.

You should register your sites, have us do it for you as a member of the IDMS or hire a company to do it. In any case, when someone searches for you or a Dentist in your area, make sure you come on top!

Attitude Secrets

There is a story about a young man who had a friend play a cruel joke on him. One evening while he was sleeping, his friend smeared Limburger cheese all over his upper lip.

Limburger cheese has a reputation for being the most disgusting smelling cheese in the world.

When he awoke, he realized he was late for work. So he jumped out of bed, grabbed his stuff, and left the house. He noticed that the fresh morning air really stunk.

Must be a skunk he thought to himself. After getting to work, the fresh smell of his office air freshener was missing. They need to replace the air freshener he thought to himself.

At lunch he noticed his pizza even smelled horrible. It smelled awful and it ruined the taste. As he went about his day he noticed regardless of what came his way, everything stunk.

Until one caring coworker seemed to notice the stain on his lip. He realized his friend must have played a joke, and immediately washed his face. He finally realized why everything stunk.

Is this you, do you have some smelly marketing cheese on your lip that you are forgetting to wipe off? Is something causing all of your marketing ideas and techniques to stink?

Does even the thought of trying Internet marketing make you sick? Did you ever have a “smelly” marketing experience in the past? If so, don’t you think it’s time to wipe off that cheese and start afresh?

If you haven’t guessed it by now, I’m talking about your attitude. Attitude can determine your success or failure in Dental Internet and email marketing.

Why? Because so many Dentists have what I call the “Limburger Cheese Syndrome”. One day a long time ago, someone smeared the stinkiest marketing cheese in the world on their lip and they have totally forgotten about it.

Over time, it dried up. It now gives off a disgusting odor to everything “marketing” they smell. Instead of considering the possibility that someone

put smelly “marketing cheese” on their lip, they start to believe it must be everything else that stinks.

Many doctors have tried and are still trying every gimmick and marketing quick fix on the market. Unfortunately, only to get more angry and more bitter as their book shelf gets fuller with wasted ideas. They now think everything about marketing stinks.

Is this is you? Have you been burned before? Do you have manuals with the free reports and the letters and the templates on your shelf? What about the “how to” books?

If so, it's time to sell them on eBay and wipe the stinky “marketing” cheese off and get your thinking right again.

Let's face it marketing works.

The big mistake is that we think it works magically or without any manual work. Don't get me wrong, there are techniques that require less work.

For instance the IDMS is virtually no work, but it is not “no movement” marketing. At least when you first start doing it's not.

You have to push a few buttons to get it going. With the IDMS, all the marketing work is done for you, i.e. no letters to write, no thinking or brainstorming on what to say, what to do, no follow up work, and no postage.

Eventually, it's even no movement because after using the system for a few months, your results grow exponentially.

But none of this can happen if excuses are plaguing your mind. You must eliminate the negativity and realize that marketing works.

Automated marketing works great and “no work” automated marketing works even better! Here are some of the main excuses and bad attitudes that I've heard from Dentists over the years...

1. “I'm old fashioned”

I admit, I like to do things the old-fashioned way.” Old-fashioned is great, however, the times are now here where the Internet is taking over, and people are communicating fast and

running old-fashioned techniques off the road. Be old-fashioned...but do not be stubborn to change with the times.

2. “I’m not a techie”

This excuse used to work back in the 90s but now, even a total computer dunce like I used to be can peck at a computer keyboard and use our marketing system. Don’t worry, using the Internet to get patients doesn’t mean you’ll be writing computer code or creating websites. If you can check email and poke some letters on the keyboard you’re technically savvy enough.

Plus, after using the computer a few weeks you’ll be a pro that actual wants to do more!

3. “My patients don’t have computers!” or “People in my area don’t have email or Internet access”

These excuses used to work back when we started our Internet Marketing business in 1997. However, now they are ridiculous!

Check out these stats as of 2006 cyber atlas survey:

- Total Adults that use the Internet: 70%.
- Total adults that send or read e-mail: 91.
- Total adults that Use a search engine to find information: 91%.
- Search for a map or driving direction 84%
- Look for health/medical info: 79%
- Research a product or service before buying it: 78
- As of 2004, 945 million people had Internet access across the globe
- 7 out 10 of your patients and prospects have Internet access

- Every 18 months 10 million more people will get Internet access in the United States!
- 30% of Americans surf at work.
- Almost one-in-five adults go online from a school, library, cyber cafe or other location, and some people are online from two or more places
- Internet users spent an average of 8 hours per week online (51 percent are women.)

4. "Direct mail is more powerful!"

Pound for pound, I can agree with that. If I send one letter via the US post office, it may pull better than one email. However, I can communicate with my patient and prospect with five emails by the time they read and receive one direct mail.

Yes, direct mail is good but it's also next to impossible to stay consistent with, it's expensive, it takes longer to work. Email is free, works immediately and allows you to deliver much more value at no cost!

I can send eBooks, videos, articles, interviews, testimonials, audios all at no cost. How much would it cost to send a DVD or an audio CD, or mail an article to 100 people vs. sending it via email? No comparison.

5. "I'm trying to cut costs!"

I remember struggling when my wife and I were first married. We were living on a tight budget and we had little or no money left over and could barely make our bills.

However, I never came home and told my wife, "Honey, this month we're not going to buy groceries, I'm trying to cut costs."

Like cutting out food when on a tight budget, it doesn't make sense to cut marketing costs when you need to increase profits. Cut something else but never cut marketing costs.

Especially when your marketing doesn't require work on your end.

6. "I'll try-it and see if it works!"

Trying is just a noisy way of not doing something. Just like you tell your prospective patients, *commit to it and it will work.*

Regardless of how great of a Dentist you are, you cannot help anyone unless they make a commitment. “

7. My patients and prospects will get mad if I email them too much!”

That is true, and they will get mad if you call them too much or visit them too much too. We’re not talking about sending them email for no reason.

Your patients will thank you for the great information and motivation you give them when you email them relevant information. All the emails in the IDMS are relevant and many of our doctors tell us how much their patients enjoy reading and staying in contact.

A typical feedback email from one of our member is, “Pat I didn’t even know this email was going out and my patients come in and thank me for caring and contacting them!”

Sending “salesy” emails that mean nothing may make people mad, but not relevant valuable information that they want.

So excuses must be eliminated and your attitude must be right for this to work. To summarize, make sure you forget about past failures or bad experiences with marketing.

Realize results takes time. Commit to marketing. Remember, automated marketing for the long run is what you want, not just the short quick fix.

Finally, remove the “marketing” cheese and smell the flowers again! If you have not already, get the IDMS. You get over 27 automated marketing systems. Start marketing today!

Website Transformation Secrets

Let's imagine for a second that you have an ailing, prospect, full of pain and discomfort that decided to visit your practice one day.

They are very interested. They want pain relief. They want to see if you can help them get rid of their tooth ache.

The day they get to your office, they walk through the front door and to your absolute amazement, your receptionist completely ignores the prospect.

The prospect, feeling lost in space, decides to look around your practice despite being totally ignored. They stroll down your hallway, peek into the offices and they even happen to see you in your treatment room working with a patient.

They walk in, look around, but you are so focused (and dumbfounded that they walked right in) that you do not even make a sound.

It gets even better....when they walk out, they actually go behind your receptionist desk, reach their arm around your receptionist (while she's is on the phone) and they take a brochure. They actual grab your price sheet and finally after another quick glance around, they walk out of your office.

Your receptionist, you and all of your employees did not even acknowledge the prospect in any way, shape or form. The prospect left no evidence either. No name, no phone number, no email address.

Not only did you avoid helping this ailing prospect that had a legitimate reason and need for your services, but you lost business too.

Now you may be saying, "That's crazy Pat, that would never happen in my practice! We greet everyone, have them sign in, get all of their contact info.

I evaluate them, do a complete examination, and get them going on care ASAP. That's nuts! That would never happen with our practice!"

I beg to differ.

What if I told you it was happening everyday with your practice but just not in your actual office but at your practice website...which is worse

because you probably have more non-patients going to your website than you do walking into your office!

Now, I'm not talking about free report websites. I'm talking about your *practice* site.

You know the one that talks all about you, and what you do. And I bet right now, I could go to your practice website, search around click around and you would never even know I was there.

The worst thing is I will make all kinds of prejudgments. You and I both know this is probably the case! How do I know this?

Because 95% of Dental websites are "us" oriented and *give out* information *without first capturing information*. In other words, the average Dental site is not marketing savvy.

Let's take a look at the scenario again with the ailing prospect visiting your office. What really happens when they come in?

They ask questions. They want info. They have pain. What do you do? Have them sign in. *Capture* their info.

You have them see you, the doctor, where you ask questions and evaluate them. Then after you gather their info, you give them the solutions and hopefully commit the prospect to your treatment.

Your website must do the same. More specifically, it must play the role in the most important part of this process, which is *capturing* their info!

Why?

So you can follow up with them and get them into your practice. You the doctor, can then evaluate them, overcome their objections, remove their fears, educate them and explain exactly why you will help them better than anything else.

In order to motivate them to want to come in, you must eliminate all the solution-oriented info at your website. Instead, capture the prospects info by offering them, or for lack of a better term, "baiting" them, with your rock solid solutions.

This qualifies the prospects, allows for follow up and keeps everything in the correct perspective from a sales and marketing viewpoint.

First, your practice website should give the *why's* not the *how's*. It should entice the prospect to come in and it should motivate your existing patients to come back.

Give info such as directions, contact info and bios of you and your staff, that is fine. However, the glitzy expensive graphics and wordy presentations about what you have and provide, does nothing but ease the prospects conscience.

It makes them “think” too much and put off their decision to take action and come in. To avoid all this, eliminate as much information from your site that lets the “cat out of the bag” regarding solutions.

Do not tell them all the specific details about your treatment methods such as Invisalign®. Instead, tell them the benefits of a “new technology”, and bait them to come in to try it. Get them to experience it first hand to learn about it.

Don't tell them every detail about Zoom® whitening . Get them to come in by properly explaining the benefits whiter teeth.

Wait until they come in to tell them all about it.

Make sure your site is ready for the non-patient, i.e., the prospect. Offer free reports on all the conditions you treat and deliver the reports after you capture their information.

As a member of the IDMS, you get 15-20 free report website that easily link to your existing site if you have on. And we give you tons of website advertising materials to put on your existing practice site such as web banners, ads and links that transforms it into a patient capturing machine!

By taking a few seconds and having us, or your webmaster, add these links, you will get dozens of additional new patients from your existing website alone in and of itself, each month.

Catching all those that would typically walk in and walk out without you even knowing they were there. Don't let your website be a useless brochure sitting in the middle of a parking lot somewhere.

And I don't mean going and spending a lot of money to redo or spice up your site. I'd even go as far to say, that I would rather you have a \$5

website with the ability to capture prospects, than have a \$5000 site that does not.

Just do the steps covered in this segment and your website will become a patient producing machine!

Seminar Secrets

In this segment, I’m going to show you some of the basics on how to use seminars to generate new patients.

I’m sure, especially if you’ve been in practice for at least a year or even a shorter period of time, that you’ve probably done or thought of doing seminars.

Many times Doctors tell me they hate doing seminars. I think it’s due to the work and time that goes along with it. I agree, it can be time consuming.

However, so is doing an initial exam! But you have to do them or at least some variation of a presentation with prospects in order to get them into regular care, right?

If you market your seminars properly and think of seminars as a precursor to the exam, and structure it in a way that it is not just a big old information giving session, you’ll pull new patients from your seminars every time.

Here is an overview of how your seminar outline should go. Regardless of your topic or speaking style, follow these directions.

First, you should advertise and market your seminar to both patients and non-patients. Even if the information you are going to cover is geared to get only new patients.

Why? Your patients need to be reminded, re-motivated and excited and seminars are an excellent way to do this.

Second, your patients will bring their friends. This will be your primary “pond” to fish from when doing seminars.

Focus your marketing and advertising on this: patients bringing a friend and being a hero by giving them a free seminar ticket.

Make sure your advertising and marketing materials doesn’t let the cat out of the bag. Don’t reveal the actual seminar information or solutions in your brochure.

For instance, if you’re going to be talking about Invisilign®, don’t invite them to a Invisilign®Seminar.

Instead, invite them to the “Release and Launch of a Brand New Way to Straighten Teeth without Braces.”

Have a few patient testimonials on the piece but do not mention the actual solution, Invisalign®.

Next, make sure you get people registered. Even if it’s free. If it is free, only give out a limited number of spots. This creates excitement and urgency.

Fourth, give away something of value to the registrants. Do not give it out until the end of the seminar as a free gift for all attendees.

Your new patient attraction seminar should be a persuasive presentation that creates interest for participants to get a Free Consultation with you.

The content of your seminar should create fear of neglect and eliminate procrastination. Spend most of the time talking about what happens when you do not have dental care (for the particular condition your topic is).

Talk about what procrastination does, and then discuss the dangers of the alternate ways to solve their problem. Drugs, surgery, home remedies, etc. the solution should not be presented...just the fact that they need to take action to discover the true reason for their ailment, pain or problem.

Obviously your content, topics, and outlines are going to have lots of information. However, the basics of all your seminars should be to target and agitate the problems.

Use fear to motivate them to find the actual problem. Go as far as to tell them that you may not have the solution. Explain however, the biggest mistake they can make is procrastination.

I suggest you research the topic of procrastination and become an expert at it and an expert at explaining it. Your closing percentage will go through the roof when your prospects understand procrastination.

It lies at the root of all their excuses and problems. Make this topic a big part of your talks.

Getting people to take action is the key to eliminating procrastination. Action is the only cure.

Your seminar is giving them the opportunity to take action by having them sign up at the end of the seminar for a Free Consultation. And be sure to commit them with an appointment card and get their full contact information.

Remember I mentioned to offer them a prize or gift at the end? In the beginning of the seminar, before you even start, get all registrants to give you their email to register for the gift.

This is so important. This allows you to offer everyone a free consultation via email that night, a special bonus, and a thank you for attending the seminar.

With the IDMS, we have the Lead Generation System. It is perfect for seminars. Simply add all seminar attendees into the Lead Generation System and you are all set.

It offers them a free consultation and gives offers them free reports. Not to mention it markets to them forever on total autopilot!

It also allows you to always have a growing list of seminar attendees that you can easily market to. It's a great way to get them to come back to future events and seminars.

Put your seminars on autopilot so it is not a big chore each time you want to have one. A good idea is to pick a day and time every month or so and make them fun and exciting each time.

Do not be a lone ranger. Get your staff involved and have them invite friends and family and even consider having them speak in the beginning or middle of your talk.

Internet Audio & Video Secrets

Internet or website audio and video are two of the most, if not the hottest, most powerful, and easiest ways to leverage your knowledge and education as a Dentist.

They are the future of marketing and one of the most effective ways to attract and convert prospects into new patients.

In this segment, I’m going to explain to you how to use Internet (or web) audio and video to get more new patients and prospects.

First a little about it. Anything you can do with web video you can also do with web audio. Personalized web audio and video is when you physically appear in the video talking to the prospect, or your voice speaks to them via an audio file or an audio player.

Web audio and video can attract and convert more prospects into new patients in less time, for less money.

It’s easy to use, cost hardly nothing to implement, but has a very high perceived value. A luring “free video or audio” in your marketing materials as a lead generation incentive attracts qualified prospects with speed.

For instance, imagine a “Free Teeth Whitening Video”, a “Free Oral Health and Wellness Tips” audio series, or a free video called “How to Avoid the Biggest Mistakes People Make When Choosing a Dentist.”

Tools like these pull leads like crazy. These video titles snatch prospects out of their seat flocking to your website.

And it doesn’t have to be more than a few minutes long. Like everything in marketing, your web video should mainly give them the “why’s” of your topic, and not the “how’s”. The “how’s” will get explained when they come in to your practice.

Every video and audio must have a call to action. The call to action must lead them into your office for a consultation.

Personalized web video or audio allows small and large practice owners to leverage their influence, sales knowledge, and closing ability without being in front of the prospect or patient.

Imagine personally thanking every new patient with a one-on-one personal video or audio message from you. Yes, email can do this, but what about being eyeball to eyeball in a video!

That’s what personalized web video and audio can do. Imagine giving every new patient a 5-step introduction to Dental. Imagine personally walking them through the features and benefits of receiving Dental Care on a regular basis!

You can easily do this with personalized web audio and video. Personalized web audio and video easily overcomes objections such as “no time” “no money” and all variations of procrastination *before* the prospect even walks through your office door.

What if every potential patient knew that oral health is a way of life, not just a quick fix... before they came in?

What if every potential new patient knew that they’d save money when they become more healthy...before they come in?

What if every new patient knew that procrastination is their biggest enemy to their dental health and commitment is what it takes to succeed when receiving Dental care?

Personalized web audio and video allows you to do this!

Personalized web audio and video can also educate your prospects, patients and employees while you sleep. Instead of you having to say the same thing over and repeatedly, you can set up web audio or video lessons for them to watch or listen to any time.

Imagine personally spending solid quality time with every employee and teaching him or her every pearl of wisdom you know without skipping a beat. Yep, that is what personalized web audio or video can do.

You can create personalized web audios or videos to train your staff, retain patients, post close, build rapport, get referrals, and so on.

But the best part of it all is your communication is in the exact same way you want it, every time! I could easily go on and on about the power of personalized web and audio video for your Dental practice.

By reviewing the above benefits, it easily becomes a “no-brainer” to get started using it. This is where the brand new Instant Dental Video & Audio Creator comes in!

Before now, it was extremely difficult for Dentists to create personalized web audio or video. They have to find a service, dig through all hype, write scripts, learn how to store and file share, and so on and so on. Not to mention pay big subscription fees to these services.

Many Dentists even spend \$1000-\$2000 per day hiring a video professional to come in and film or record them. Then you have the data conversion and so much more. By the time the video or audio is ready, it is weeks and weeks and thousands of dollars later.

With our all New Instant Dental Video and Audio Creator, it works instantly! And it's very inexpensive! Within minutes you can create, store, send and upload your videos! All for under \$89 per month or as a member of the IDMS, free. That's right, it's all included!

In addition, you can create as many web audios and videos as you want! With the all new Instant Dental Video and Audio Creator, we even give you all the scripts you need to start creating your videos. For every situation, you can think of. And if you need a script, let us know and we'll create one for you!

Again, you can get this service free by becoming a member of The Instant Dental Marketing System & Automated Practice Builder.

Now, everything I just explained is the same with web audio or video. With the new Instant Dental Video and Audio Creator, you can create in seconds, your very own audio or video files and put them anywhere on the Internet or email them to any 1 or 10,000 emails in seconds.

You can use this for:

- Patient testimonials
- Audio messages to prospects
- Seminar recordings
- Teleseminars recordings
- Create audio and video products
- Educating staff
- Patient education courses

- Mini courses
- Web page introductions
- Plus so much more!

You can even take outside audios or videos that you have sitting on your computer and upload them into the Instant Dental Video and Audio Creator. Then, anyone can listen instantly with a click! Imagine no download time, just a click and it plays.

Of course, to do all this you'll need some equipment: a computer, a web cam and a microphone.

The cool thing is, when you become a Platinum Member of the IDMS, we send you a web cam with a microphone totally free!

Never has it been this easy for you to attract and keep new patients, with web audio and video!

Target Marketing Secrets

I have a quick question for you as we start this segment on target marketing.

Does every one of your existing patients know about every one of the services and procedures that are performed or offered at your practice? Meaning, do they know of everything you offer?

Secondly, does all of your existing patients know about every condition you treat at your practice?

If you answered no to either question, then your similar to most Dentists that do not do “cross market” to their patient base on a consistent basis. This is costing you money.

What is Cross Marketing? Cross Marketing is one of the most overlooked, misused and misinformed marketing tactics within Dental today. Yet it is so powerful and can transform a mediocre producing practice into a high producing practice when done consistently.

Cross Marketing is when you continually make your existing patient base aware of everything you do and everything you offer, offering them these services and products on a regular basis.

But you may say, “That’s difficult, how could I do that? Doesn’t that take time, tracking, follow up, and money? Frankly I have little of all of that!”

Don’t worry. What if I told you there was a way to you could Cross Market to your patients everyday, without time, tracking, follow up, writing, money or even thinking about it?

You can! It’s called Automated Cross Marketing and the IDMS does it all for you.

Simply add your patients into one particular system and each of your patients will get new message every week advertising and generating interest for all of your services. They will get free report offers, consultation offers, incentives and even opportunities for referrals.

That is the first form of Cross Marketing you can do. The second is even more fun.

You see, each time you add someone into Cross Marketing System or any of the Lead Generating Systems within the IDMS, you can "tag" or associate that entry with certain demographics (or characteristics).

For instance, let's say you get a new patient who is a female. She's 41 years old, she has two kids, and she has tooth decay as her main problem.

Secondly, she wants whiter teeth. She came into to see you on January 5th and got x-rays with her visit. The IDMS can track all of that for you and allows you to use that information for future marketing.

The IDMS categories each entry so anytime in the future you can market to them. Let's say you've gotten a new treatment device or program you're promoting.

Simply go into the system and select those "tags" that would seem like a nice fit for your offer. Then simply send an email.

For instance, if you wanted to contact all 41-year-old females that have kids, that have had tooth decay, simply select those "tags", write a message and click send. Anyone matching that criteria within your system would get the message.

Again, your message would then instantly go out to everyone that met those criteria. Marketing your new treatments, existing programs or any product becomes so inexpensive and simple!

The system does the same for prospects.

Let's say you have a prospect that came in and you went through a initial exam with them. You offered them your packages but they chose not to take advantage of anything that day.

They told you they had to think about it and said they also had no money. They left without committing.

Typically, you would forget about that person or maybe follow up once or twice. However, three months later, you release a special new package that makes it more affordable for those with cash problems.

Simply go into your "Missed Prospect System", select the tag that says "no money", and type your message.

Anyone that chose not to get treatment due to “no money” gets the email! That’s simple.

Imagine if you did this for the past two years!

Imagine how many people you could target market to right now!

Imagine doing this every month! Think of the contacts and activity this would generate.

Target marketing is great for announcements, promotions, and press releases but even if you have nothing special to promote, constantly think of new reasons to contact each “tag” or “niche” within your lists.

Imagine the additional marketing power you’ll have! Cross Marketing or Target Marketing literally can generate dozens of additional appointments and patients for you each month. Take a few minutes every week and do some Cross Marketing.

Product Marketing Secrets

It seems as though, everyday, there is a new product being offered to Dentists. I notice as I travel to speak, especially at Dental conferences, there are business opportunities everywhere.

There are real estate courses, networking marketing offers, business partnership offers, and of course ancillary products that Dentists can sell to their patients.

Many products are offered not to mention the joint venture and networking opportunities.

Many of these opportunities are very good and have great money making potential. But unfortunately, many doctors get involved and never make anything happen.

Many often live to regret getting involved and blame it on “sporadic” spending that happened in the midst of emotion.

They may have some truth to them but not always. After all, trying to make additional revenue and leverage your business with additional income streams is not a bad idea. So what goes wrong?

Is it because these opportunities are scams or *get rich quick* schemes that Dentists fall prey to? Not necessarily.

So what is it? Here’s the answer in its simplest form...Dentists just do not have the time, effort, or money to correctly market and promote these additional products or business opportunities! Yet again, that “m” word comes into play....marketing the “m” word, is the key!

With that said, you may want to get the dust rag and clean off those old real estate manuals or crack open that brochure with the network marketing opportunity. Before you pull the plug on your existing venture, consider adding proper marketing behind it and watch it take off.

So how do you do this? Create a marketing system for your venture! The IDMS allows you to create as many marketing systems as you want.

Literally, create a marketing system for any additional product, business, or service you sell. It does not even have to do with Dental. Create as many additional marketing systems as you want at no extra fee.

For instance, if you sell a whitening product, you can add a sequence of marketing messages that get sent out to your whitening leads automatically.

You can set up a whitening website, where we host it free and connect your automated marketing system to it so it works automatically!

Of course, once you set it up, it all works on its own. Even by doing that single step, you can take a dusty old product or idea and inject new life into it.

Email in and of itself can become a product. Many doctors are doing email courses, mini courses, and even email consultation as a bonus to their patients.

Some are earning significant extra income doing email consultations. Some insurance companies include email consultations as part of their coverage.

Check into these ideas but do not let poor marketing ruin your chance to earn extra income or sell additional products within your practice.

In conclusion, if you want to explode the potential for a product idea or business opportunity use an automated marketing system.

Pick a product or service you believe in then put it on autopilot with the system.

Yellow Page Marketing Secrets

In this segment, we will discuss yellow page ads. Specifically how you can use them for maximum lead generation power.

Yellow page ads are often overlooked as a powerful way to use direct response marketing. Don't get me wrong, almost all Dentists place yellow page ads, but for some reason, very few use aggressive direct response marketing tactics in their yellow page ads.

Even Dentists that pride themselves as devout direct response marketers sometimes feel compelled to change their method to traditional brand marketing techniques.

In other words, when placing yellow page ads, they revert back to the traditional "look at what we do" advertising. It's not surprising that yellow page ads are expensive and the sales people do a good job on convincing doctors that big colorful, brand "feature based" advertising are the way to go.

Why is yellow page advertising treated differently? Here is my hypothesis and some "maybes".

1. I think it is because of the fact that doctors know that prospective patients are specifically looking for a Dentist when they search through the yellow page section of the phone book.

2. Maybe they get afraid that they are going to miss someone if they leave out the features or information about their practice.

3. Maybe they feel that if they do only condition specific, direct response marketing, and people are actually seeking their specific contact info, they will miss the chance.

4. Maybe they think they will not be able to compete with the other doctors who are doing the traditional advertising with pictures, lists of features, services and big mug shots and group photos.

Again these are my thoughts, but who knows the real reason. Whatever the reason, be sure not to give up direct response marketing with your yellow page advertising.

If you want, run two yellow page ads. One direct response ad that headlines a major condition such as tooth decay, and then have a second

yellow page ad that contains your services and picture, but that also has the element of direct response.

For instance, still offer a free report or free video in the ad without revealing what the report is going to entail:

“Discover How To Avoid The 5 Biggest Mistakes Most People Make When Choosing Their Family Dentist”

That is better than saying, “Dr. Smith’s Dental Centers, repairing your teeth with porcelain veneers.”

As a platinum member of the IDMS, we give you the Instant Yellow Page Ad System.

You get pre-done, powerful lead generation yellow page ads, already done for you. Each with your practice information and contact information already in them.

You get both traditional type ads and yellow page ads that contain an element of direct response.

The Instant Yellow Page Ad System comes with 7-10 personalized pre-done ads of all sizes, shapes, and styles. No more wrangling with a rep, simply give them the ads and tell them to send you the comp.

Do not let yellow page ad reps change your ads around with extra graphics and pictures. Keep them as is and rake in all the yellow page business from your competitors.

Yellow pages ads can be expensive, so work them in your budget. Do not substitute yellow page ads for newspaper ads.

Newspaper ads can be tested small, then grown larger and the profits from them can then be applied to yellow page advertising. In other words, your yellow pages ads should be a part of your budget, but not the first priority.

Patient "Recapture" Secrets

Imagine throwing away an opportunity to get an additional 20-50 new patients every year.

That's what you're doing if you don't have an automated recapture system in place.

What's an automated recapture system? It's a system to get inactive patients, missed prospects or missed sales back into your practice to receive care without you doing anything. It works on autopilot and uses email to contact the patients.

Now if you're just starting out in practice, or you're someone that has never collected emails, don't shy away from this segment on recapturing missed sales or prospects.

The first thing new Dentists tell me, or Dentists that are just starting to collect email addresses, is that they don't know how they'll recapture patients because they don't have a list. They do not have patient emails or they don't have any patients at all to recapture!

This is just fine.

You must remember you have to start somewhere. By avoiding the subject of patient recapture, you are setting yourself up for future frustration and failure.

To get more detailed, automated patient recapture is done in two circumstances. One is when you have a patient that stopped seeing you for treatment.

Maybe for no apparent reason, maybe for a good reason. In any case, they were coming and now they are not.

You may have given them a chance to restart but after about 5 or 6 months they still aren't coming in.

Maybe you mailed these people one or two times but nothing consistently to market to them on a regular basis to get them back in.

These are the perfect candidate for automated recapture.

It is typical for our doctors to get 10-20 new patients right away, meaning the first week they come aboard, from using our recapture system, which we call the Automated Patient Reactivation System.

How’s it work? All you do is simply add your old or inactive patients into the system one time and it markets to them, getting them back into your practice.

If you don’t currently collect emails, this is a huge reason to start. Capture emails, because one day, every patient will stop coming. Be ready for that by having their email on file.

Put them into the system as soon as they fall off the program and get them back in right away. No follow up, no tracking, just a few clicks and you are done.

This is zero work compared to a direct mail campaign. No mailing, follow up, or money to implement. Not to mention no manpower, no time, no effort or frustration.

The second form of automated recapture is for missed opportunities, or in other words, missed sales. Just think for a second.

Think back over the past 24-48 months and remember how many people you spoke to, gave a free consultation to, or did an initial exam with. Now think about how many of those did not become a patient.

Imagine if you were able to market to those people on autopilot ever since the last time you spoke to them!

Imagine if right now, you had been sending them marketing messages every week, every month since they visited you? Imagine how many of them would be patients now.

Imagine if even just 10% of them became patients!

Again, the IDMS does it all for you with the Automated Reactivation System. Anytime you miss a sale just put the prospect’s information one time into the system and let it do all the work. Put them in the day you miss them if possible.

Imagine if they leave your office after telling you no, and they have an email sitting, waiting for them from you, by the time they get home!

Each contact gives them encouragement, motivation and solutions for the reasons they said “no”.

The system does it all. Again, just enter the emails with a few clicks and your autopilot follow up system for missed sales is in effect.

Keep in mind, even if you don't use the IDMS, these systems must be automated. And that's what the IDMS is...it's fully automated with all the follow up systems and content done and in place for you. You simply enter people and let the numbers game do its work!

Toll Free Number Secrets

I’m going to share with you 3 secrets to using toll free numbers to get new patients. Most Dentists are not strangers to toll free numbers but many are to what we are about to reveal in this segment.

Dentists typically use toll free numbers in their newspaper ads. However, many miss out on some of the patient attraction keys to toll free numbers that can take an average toll free number system and turn it into a patient attraction toll free hotline!

The first secret is to make sure your toll free number is accompanied by a website address. The website should offer the free report, or whatever you are offering via the toll free number.

The website should offer instant access to the report being offered! Instant is what people want and “now” is when they want it.

A website has the ability to deliver content instantly. This is what makes the Internet the most powerful patient attraction tool in the world.

If you check the newspaper, you may see some Dental direct response ads that have a toll free number in them.

You will see almost all of the ads have toll free numbers, and some even have a website address. When both the number and website exist, 9 out of 10 people will call the number and visit the website.

Having a website gives them a sneak peak into what the offer is all about, so many will log on even if they call too. It is very typical for Dentists to have both a website and toll free number.

However, what is not typical is the “instant delivery” of the free report or content/incentive being offered.

This is so crucial because of the other dozen or so doctors going after your same prospects. You see, prospects aren’t just requesting your report, they’re requesting all the similar reports that your competition is offering in the newspaper.

To beat the competition you must deliver the report or whatever you are offering “instantly”. The reason why is because your competition is “mailing” it.

By the time your mutual prospect gets your competitions report, they have already read and acted on your info!

Your report was delivered “instantly” online at the website, which was displayed in your ad. Of course, you are immediately capturing their information too. You’ll get all of their contact information before you deliver the report “instantly” at the website.

The second secret is to ask for and collect the email address on the toll free-recorded message.

This is key. Make sure you tell them to leave their email address along with all of their other contact information.

The IDMS not only gives you the Toll Free Patient Attraction Hotline, which includes your very own toll free number and line, a professionally recorded message that captures all of their information along with email, and instant lead notification.

So when someone calls your toll free line, you get their info and email address instantly. Simply enter it into the system and it’s all done.

The third secret of the toll free line is to *call everyone* that calls you!

Many doctors, because they have been so indoctrinated by all the marketing information out there, feel that they can’t make a phone call until someone has read their report or until the prospect has been taken through the sales process, or made an actual appointment or received a free consultation.

This is not true. The person calling that toll free line is a prospect. They would not have called you if that were not so.

Even if they hang up and do not leave a message, you still have their number. Call them and introduce yourself. Tell them you saw that they called and would love to discuss anything regarding their condition.

Yes, be sure to send them the info they requested, but also feel free to call them on the phone and discuss their issues.

Of course, your goal of every phone call is to get them in, so don’t “treat” them over the phone. Entice them to come in by explaining to them

how close they are to finally taking some action and encourage them not to allow procrastination to stop them from getting going.

All in all, make sure your ultimate goal with all of your toll free line and marketing efforts are focused on getting the prospect in front of you.

This must be your mantra and theme for every lead and phone call that comes in. Get them in the office!

Teleseminar Secrets

In this segment were going to talk about the power of teleseminars. Teleseminars are an easy way to connect, educate and convert patients and prospects into lifelong Dental fanatics.

They also effectively build value for your services for very little cost. Teleseminars also give you an arsenal of marketing power because they have high-perceived value.

Let's say you do a teleseminar about how to avoid tooth decay Even in the worst case, if only 2 people sign up, you could benefit. You get on the call, give a great presentation, and at the end offer everyone (all two of them) a free consultation.

Maybe none of the two people act, but now you have an hour recording that you can use forever to market to non-patients and a nice gift for existing patients to give to their friends. You can also deliver these online free!

Typically you'll get much more than 2 participants, but this is just to show you the amazing leverage a teleseminar can give a busy Dentist. You can also create audio presentations that from the prospects or patients perspective are just like a teleseminar.

With the IDMS, you can create unlimited audios so you can actually do a presentation, record it, and then put it online for marketing. No actual teleseminar even needed! Teleseminars can take many people from the phone line and then into your practice when you do them correctly.

First, have your teleseminar at a time when the people you are trying to reach will be available. After dinner, between 6:30-8:30 is a good time.

Second, market your teleseminar just as you would anything else. Consider using a free report or free video.

Advertise it in the paper, with postcards to patients, etc. but make sure you capture their information before you give them the teleseminar information.

Third, present your teleseminar with enthusiasm and confidence and get the people on the line to take action. Offer them something and make them go to a website, email or call to receive it so can start a dialogue with them.

Most important... get the appointment. Teleseminars do not have to be a teaching or lecture; they can be an interview, and live call, a patient question and answer session, or a simple motivational talk on the basics of dental care

In any case, you should be doing them because you are an expert and people do not even need to leave their house to listen. I recommend a service called Instant Teleseminars (www.xiosoft.com) where they do everything for you. They even produce an audio file for upload and it's all very easy to use.

Secrets To Increase Show Ratios

When it all comes down to it, appointments are the name of the game. Appointments, shows, and conversions are all related but it all starts with appointments.

You must do everything possible to keep your book full of qualified appointments. Knowing for certain that a percentage of your appointments will be converted into patients each day.

Here are some keys to increasing show ratios and increasing conversions. First, make sure you book a solid appointment.

What is a solid appointment?

It has these components:

1. A solid appointment is set with a rehearsed, practiced, and role-played phone presentation.

You must train your people to use phone techniques. They will not do it naturally. They will not do it by just giving them a book to study about “smiling” when they’re on the phone. The “let them hear your smile” stuff is good but should not replace real deal phone training.

They will get good at booking solid appointments by you listening to them role-play and by you eavesdropping on their calls. Strictly making sure they follow the script.

They must become masters at the *alternate of choice*.

You: “Are mornings, afternoons or evenings better?”

Prospect: “Evenings.”

You: “I can get you in this evening or is tomorrow evening better?”

Prospect: “Tomorrow.”

You: “I have a 6:30-7:15- or is 8:10 better, which would you like?”

Prospect: “8:10 is fine.”

The alternate of choice in the phone script is key. The phone script is the foundation of your show ratio success.

2. A solid appointment is a “confirmed” appointment.

This has two parts. One, when they are setting the appointment and two, the day before when they call to remind them.

Let’s talk about setting the appointment. As part of the phone presentation, the confirmation is a very important, if not the most important part. This happens after the prospect agrees to a certain time.

After you get the prospect to give you a time, say:

You: “So, to confirm Mary, Dr. Smith will see you at 8:10 tomorrow night. If your going to be early or late, (never if your not going to make it) please give us a call at 777-777- 7777 and if Dr Smith gets backed up on his end, where can we call you to extend you the same courtesy, this number?”

Prospect: “Yes, same number.”

You: “Great we’ll see you at 8:10 sharp, see you then.”

That is a solid first confirmation.

The second confirmation is the day before. Have your receptionist call and confirm the appointment but never say if you can’t make it, call us. Instead, say, “We’ll see you at 8:10 and if your going to be early or late, let us know. Otherwise, we’ll see you 8:10. You know how to get here right?”

As an IDMS member you get a complete phone setting script it comes with reproducible phone scripts that you can use for role playing and training purposes. On top of all that, you get the Automated Appointment Reminder System with the IDMS.

It sends out automatic emails to your patients reminding them of their appointment day and time. It also gives them your contact information and all the info they need to quickly find your location.

The Numbers Game Secret

This is the most important part of this course. It’s critical you understand and internalize everything contained in this segment.

It’s called the Numbers Game Secret.

The phrase “numbers game” is an overused phrase. Every industry uses it.

For instance, in football the coach says, “The more yards you gain, the more games you win, it’s a numbers game!”

Parents tell of training their children, “The more times you tell them, the better they listen, it’s a numbers game!”

Entrepreneurs say, “The more money you make, the more you can invest, it’s a numbers game!” Or, “The more times you fail, the more success you’ll have, it’s a numbers game!”

I typically shy away from overused phrases. However, when discussing your dental practice and how to get new patients, maximize your marketing, and retain patients, *it is a numbers game!*

I really want you to understand the numbers game and how it relates to Internet marketing, your practice and your revenue.

Even if you don’t hear anything else in this entire program, hear and understand the concept of the numbers game.

First lets think of it in its smallest terms...contacting people.

Think of contacting patients and non-patients.

Remember, the more you contact patients and prospects, the more they’ll consider acting; the more they consider taking action, the closer they are to doing it; the closer they come to doing it, the faster they come in; the faster they come in, the more patients you get; the more patients you get, the more referrals you get; the more referrals and patients you get, the less you have to worry about the numbers game!

As you can see, it all starts and ends with the numbers game.

I mention this so adamantly because the IDMS was created strictly with the numbers game in mind.

It’s philosophy is at its very core. Which is why it works so well in building your practice and getting you new patients.

The IDMS allows you, the Dentist, not only win at the numbers game, but to demolish the numbers game to the point that the mathematics get so much in your favor that its actually impossible that it cant work for you.

As you know, the IDMS not only draws new patients into your marketing funnel, but then it automatically contacts patients regularly with offers, incentives, education, and motivation to take action.

You simply have to initiate the process. You pull the trigger and the numbers game takes over. After working with Dentists for several years now, I’ve found that what disappoints me the most is that some doctors are just worried about the “now” game.

Not realizing that is the primary reason they’re having difficulty in the first place. If days, weeks, months, even years ago, they stopped giving up on their marketing efforts just because new patients didn’t line up at their door immediately, all the “so called” quick fixes may have worked for them. Of course they wouldn’t be in their predicament now.

Don’t get me wrong, new patients must be your focus with an urgency. However, you cannot sacrifice smart marketing with get rich quick attitudes and actions. Getting patients takes time.

Getting 23-35 new patients per month with the IDMS will happen but only after 3-6 months of using the system.

We have some doctors that get 30 new patients their first month and some 5 new patients. All get results after 5 or 6 months that use the system regardless of their area, demographics or investment in advertising.

It’s not because of anything other than the numbers game.

Let me explain the numbers I’m talking about with some solid figures. The IDMS has 27 plus automated marketing systems but we’ll just take a couple of them and examine how the numbers game works when you use it minimally.

Let’s first look at the Patient Referral System. It requires no advertising money or “work” to use. Simply add patients into your system and they automatically get sent referral incentives and promotions.

The system gets their friends involved in Dental by offering them a free information package.

If you add 10 people per week into your Patient Referral System (or they get entered in through your website by clicking through) because of the automated marketing that occurs, you will send out *433 free Dental consultation request packages to non patients per month*. All without lifting a finger! Of course this grows and grows exponentially.

If only 20% of them request a free consult that would be *104 additional yearly consults just from that system alone!*

If only half convert to patients, *that’s 52 new patients per year with only using 1 system!* How much new revenue would 52 patients generate for you?

You also get the Basic Prospecting System. This sends out free consultations to leads and can be used with seminars, cold leads, telephone inquiries, mall shows, or any type of lead that is not a referred lead.

By putting only 5 people per week into this system, *you’ll generate 216 offers sent out every month.*

If only 20% come in for a free consultation, that 52 consultations. If only half convert into patients, *that’s 26 new patients per year!*

Again, just one system, spending minutes per week entering in leads.

If you entered, or if 2 people entered themselves into each of your condition specific marketing systems, (only 2 not twenty or 30 per week which is average, just 2 per week into each system) *that would generate about 352 free consultation offers sent out automatically each week.*

This in turn would generate about 497.4 consults or appointments and about 248.7 new patients per year.

By the way, if you would like the detailed spreadsheet that gives these numbers I'm quoting, simply email us and we'll send it to you free of charge. My point is, the numbers game can be won with consistent marketing.

Keep in mind, the numbers I gave you are for the first year only. After two, three, four years of automated marketing, tens of thousands of contacts go out automatically every month.

That is why so many of our members have been with us for over two years. They would not dare pull the plug on the snowballing effect that the automated systems have on leads, appointments, and marketing everyday.

If you are a member of the system and have not been using these systems correctly, stop wasting time, and start using all aspects of the system.

It takes about 10 minutes per week to use it to its full potential. If you're not a member yet, and you've been frustrated pulling your hair out trying to find the quick fix or the magic bullet of marketing, give up, there is none. It all lies in marketing.

Whether you do it manually, and spend the time, effort, and money on education, mistakes, and learning, you pay tens of thousands of dollars for someone to do all this for you, or you pay practically pennies and use the IDMS.

If you don't want to use the IDMS that's fine. However, automated pre-done marketing systems are what you need to be a successful Dental marketer.

The best thing about the IDMS is that everything is done for you. All of the marketing is done for you, all the letters are written, the copy, the graphics, the programming, the set up, everything is done.

Not only are all the marketing systems done, but you get every bell and whistle you need: The Toll Free Patient Attraction Hotline, The Instant Dental Video & Audio Creator, over 15 condition specific websites and free report websites, a main website, the Basic Prospecting System, The Instant Yellow Page Ad System, the Referral System, the Email Newsletter service, the Appointment Reminder System, and so much more.

We actually add new systems every few months, so to see our update list of systems, go to www.GetDentalPatients.com/livedemo1.html

Every system you get sends out hundreds even thousands of automated messages each month. The IDMS masters the numbers game for you so you can sit back and relax and do what you love most rather than constantly worrying about what to do next.

With it, the numbers game is not only in place but it's a guaranteed win for you. Just approach it with the mindset we've been teaching you in this course.

Imagine no more roller coaster rides of success and getting a consistent flow of new patients every month. Please read and re-read these lessons. Have your staff do the same.

Become inoculated with these simple concepts and watch your marketing and new patient attraction explode with new life.

Thank you for listening. Please let us know if you have any questions.

Have a great day and may God bless you and your practice.

/End

Resources:

The "Instant"

Dental Marketing System & Automated Practice Builder

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Next 65 Dentists To Apply!"**

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- I understand that each aspect of the system is **completely pre-done, and all my contact information will be in every system**. I understand that each system sends the personalized email sales letters and messages **automatically for me without me having to do a thing**.
- I understand that I'm under no obligation or contracts. I can use the system for as long as I want or cancel anytime.
- I understand that as soon as I order, if my territory is available, I'll get instant access to the entire system!

And with your Money Back Guarantee..

..if at anytime during the first 12 months I'm not **completely head over heels, jumping up and down with joy, absolutely thrilled** after using (keyword is "using") each aspect of my Instant Dental Marketing System and Automated Practice Builder, I can send it all back and a reimbursement of my purchase price activation fee.

I understand I must use the system. All I have to do is prove to you that I placed or used at least 2 different "Offline-Online" New Patient Generating Ads. **This refund is very straightforward. No teeny tiny print. No notes needed.**

I'm ready to go!!"

Go to www.GetDentalPatients.com/order.html

Again, Here's What You Get Within Minutes Of Placing Your Order For The Instant Dental Marketing System & Automated Practice Builder:

Description:	Minimum Value:	Standard Package	Platinum Package
Your Automated "Offline-Online" Patient Generating Niche Marketing Systems:			
<input checked="" type="checkbox"/> The General Dentistry Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Tooth Decay Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Gum Disease Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Jaw Pain Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Orthodontic Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Root Canal Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Child's First Visit Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Pediatric Dentistry Marketing System & Website	\$1500.00	Included	Included
<input checked="" type="checkbox"/> The Referral Marketing System & Website	\$2500.00	Included	Included
<input checked="" type="checkbox"/> The Cosmetic Mistakes Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Cosmetic Repairs Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Perfect Smile Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Teeth Whitening Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Sedation Dentistry Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Bad Breath Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> The Dental Implant Marketing System & Website	\$2500.00	Not Included	Included
<input checked="" type="checkbox"/> Instant Dental Video Creator: Easily create and manage your own web and email videos. Includes over 50 pre-done scripts templates!	\$4999.00	Not Included	Included
<input checked="" type="checkbox"/> Instant Yellow Page Ad Marketing System: Pre-done, ready to go yellow page ads that capture prospects & attract new patients on autopilot!	\$1299.00	Not Included	Included

5 Automated Practice Building Internet Marketing Systems:

<input checked="" type="checkbox"/>	Patient Contact Automated Marketing System	\$2100.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	The Patient Re-activation Automated Marketing System	\$1900.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	The Missed Prospect Follow Up Automated Marketing System	\$999.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	The Basic Prospecting Automated Marketing System	\$1200.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	The Automated Appointment Reminder System	\$299.00	<i>Included</i>	<i>Included</i>

Additional Practice Building Tools:

<input checked="" type="checkbox"/>	The Quick Start Video	\$69.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	Unlimited 24 Hour Support	\$500.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	Create Unlimited Automated Marketing Systems	\$1000.00	<i>Included</i>	<i>Included</i>
<input checked="" type="checkbox"/>	Simple Personalized Admin Panel! Edit or customize any aspect of the system!	\$500.00	<i>Included</i>	<i>Included</i>

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The Internet Marketing Fast Track for Dentists: The “No Guess Work, How to Get New Patients From the Internet, Crash Course” 2007 Edition

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<input checked="" type="checkbox"/>	All 217 ready to use Dental Marketing Pieces, Sales Letters, and Ads on disc!	\$1699.00	Included	Included
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<input checked="" type="checkbox"/>	Direct Response Marketing Package: Includes The Toll Free Patient Attraction Hotline (Your own toll free number within all of your ads, including professional done message, instant lead notification, zero line charges or extra fees!) A complete Direct Response Web Site & domain name listing all of your conditions, appointment setting form, and links to your whole system!	\$4999.00	Included	Included
<input checked="" type="checkbox"/>	Instant Marketing & Ad Placing Service: Don't want to place and manage your ads? Get all of your ads and campaigns <i>managed</i> for you--free! Plus, reach tens of thousands of prospects in your area at a discount, with our insider service!	\$999.00	Included	Included
Your Cost:				
			Standard	Platinum
Activation Fee:			\$499.00	\$999.00
Monthly Fee: (starts 30 days later)			\$199.00	\$199.00

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Choose Your Package (Next 65 Dentists Only):

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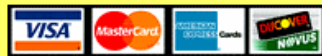
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Below For Instant Access:

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\$199.00 per month*

(*199 monthly starts 30 days after initial
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Order now



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If you prefer to call in your order, please 1-888-719-3892 for ordering instructions.

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Watch the live demo:

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