

Practice Profits Today

A Newsletter for Your Dental Practice's Growth, Retention & Prosperity

Issue 3.2 / For more resources visit: ThePracticeMarketers.com

What Your Competition DOESN'T Want You To Know About Baby Boomers...

> by Dan Mount *President of The Practice Marketers Inc.*

Last time, we talked about the number one mistake dentists make when they try to simply "attract" more new dental implant patients with marketing that just "sells."

To bring you up to speed, let's review the facts:

- 1) **If you close more big cases, you can escape the "drill-and-fill" routine** that locks some dentists in for six days a week. (Of course, this is ok – but you may want more.)
- 2) **Attracting (and converting) a steady stream of new high-value restorative cases** from your area can make your dream of "escaping the grind" come true.
- 3) **You are surrounded by baby boomers** – they are a whopping 26% of America's population – and they're at the age now where they need cosmetic and restorative dentistry. Plus, most can afford it!

4) **People don't buy what they don't know** – and so simply "selling" dental implants doesn't cut the mustard. You have to educate prospects by telling them all about what dental implants are if you want them to respond.

Points #1 and #2 may be obvious to you. And, of course, points #3 and #4 make sense separately.

However, what your competition doesn't want you to know is how significantly points #3 and #4 are linked by important facts about baby boomers – a demographic that, when conditioned properly, can boost your profits and reduce your six-day work week down to three.

Right now is the best time for you to market yourself as the "go-to" dentist for restorative procedures in your area.

The opportunities presented by

GUEST ARTICLE I

How the New Facebook Changes Will Affect Your Dental Marketing Strategy

- by Sarah Clarke

- page 3 -

GUEST ARTICLE II

How To Inspire More Patients To Want Life Changing Dentistry

- by Scott Manning

- page 5 -

- BONUS - FAVORITE PATIENT...

...Giveaway Tips!
10 Branded Gift Ideas Your Patients will LOVE

- page 7 -

> This Newsletter is published by Practice Profits Today and Dan Mount, President of The Practice Marketers Inc.

© 2018 The Practice Marketers Inc.

...continued on next page

the thickening population of the baby boomer and senior markets have never been so advantageous.

But, as I keep mentioning, people don't want to sign up for something they don't understand.

So you have to educate your target demographic *before* you "sell" them on dental implants.

When it comes to educating boomers about what dental implants are, and siphoning a steady stream of these prospective patients through the doors of your practice month after month, **here is what your competition doesn't want you to know:**

- Boomers don't think of themselves as "old."

They identify with an age that is up to 20 years younger. As a result, they take amazing care of themselves.

50% of them exercise regularly, and feel like they're in better shape than they were years ago... so this crowd will want to make their mouths "whole again" if they've lost some, or all, of their teeth.

- Boomers have the money for the procedure (they control 70% of the nation's disposable income), and they are primed to WANT dental implants

But (as mentioned in point #3) many don't know what dental implants really are. Nor do they know the enormous benefits of

dental implants.

So (as mentioned in point #4) you have to EDUCATE them in order to inspire them to take action.

Now, here is the MOST IMPORTANT news about boomers, which links points #3 and #4; this information can be considered a secret weapon when it comes to marketing dental implant procedures to boomers:

- Boomers accept advice and information from authority
- They will read lengthy material
- They value books and media
- They read direct mail
- They will listen to / watch presentations
- They love getting information about the things they might be

interested in "buying"

- Boomers have a longer attention span than any other consumer

And THIS is what your competition does NOT want you to know about boomers.

Boomers are not just primed for dental implant procedures because of their age, or their income – they are open to being "pre-conditioned" with an education about dental implants.

Whether it's a consumer's guide to dental implants, or a dental implant education package, your target demographic is poised and ready to learn their hearts out.

Boomers have "heard of" dental implants.

They "kind of" know that dental implants can help them; so if you tell them that they can get their hands on some concrete, valuable information that relates to their interest, they will be hungry to receive it – and read it!

This means that you can "pre-condition" the sale by simply offering some free information about dental implants to the prospective patients in your community.

You don't have to be the "salesman." No one trusts him.

You can simply be the "educator."

When you help prospects "see the light" without asking for

...continued on next page

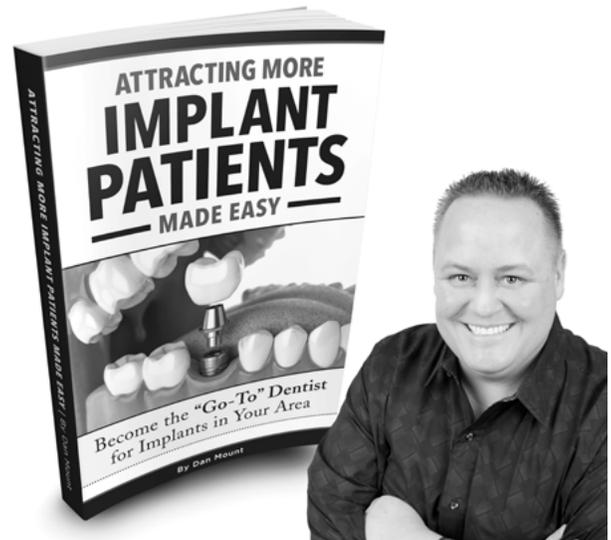
anything in return (except for some contact information) you:

- build your credibility
- position yourself as a familiar authority on the subject
- and you establish trust

The reason your competition doesn't want you to know all of this is very simple...

Once you've become a credible, authoritative and trustworthy source of expert information on dental implants in your community – prospective patients won't want to go anywhere else for their procedures.

After providing boomers with the eye-opening education that they want to receive, **the only dentist they will think about when they hear someone say, "dental implants" is: you.**



Dan Mount is the founder of *The Practice Marketers*: a firm dedicated to helping Dental Practices attract and retain more patients.

Request your free copy of Dan's NEWEST BOOK: *Attracting More Implant Patients Made Easy* now, by visiting:
MoreImplantsBook.com

GUEST ARTICLE I

How the New Facebook Changes Will Affect...

...Your Dental Marketing Strategy

> by Sarah Clarke *Social Media Marketer*

In January 2018, Mark Zuckerberg has announced sweeping changes to the algorithms that control what content users see in personal Facebook newsfeeds. This is the latest blow to businesses and brands that have already been experiencing a decline in the natural and paid reach available to them on Facebook.

How do these changes on Facebook affect the social media marketing strategy for your Dental Practice?

Your content is going to be shown LESS. You have probably already experienced in the past year a decline in your natural reach. If you run

...continued on next page

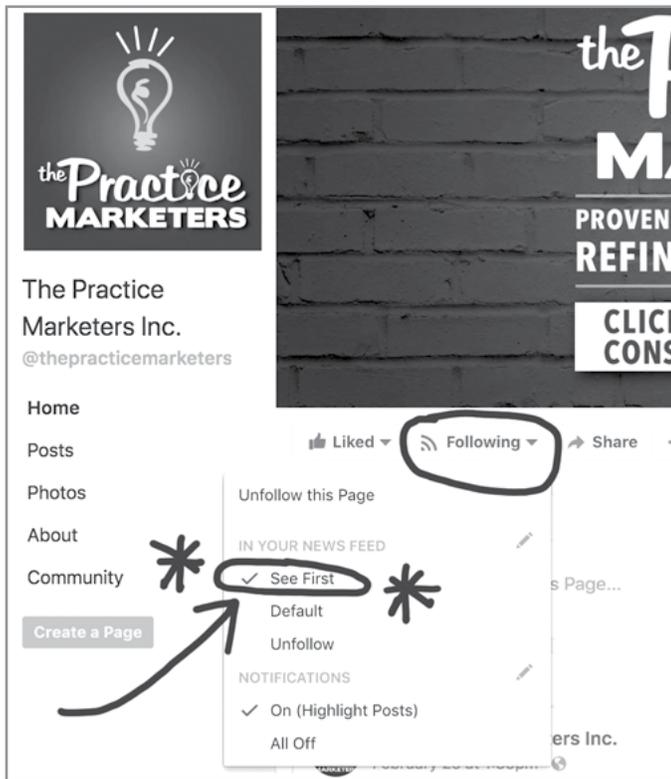
paid ads / boosts you have probably noticed a decline already in how far your ad dollars will go. However IF your practice is already focusing on sharing engaging content that generates lots of buzz and conversation – you are probably OK. If your practice shares content that is not so “social” you may be in trouble. And be prepared to PAY for the views.

Suggestions to survive these changes:

• Do not give up on Facebook.

It is a public page that belongs to your practice and still critical to maintain for trust purposes and as part of your overall online presence.

• Ask your loyal followers to toggle their preferences for your practice by clicking on “Following” and select “SEE FIRST” and Notifications “ON”



• Accept the reality that you will need to PAY advertising dollars as part of your strategy.

Use paid advertising to its ultimate potential by micro targeting your audience. Did you know you can even target by income level now?

Very powerful tools are available on the Paid Advertising side if used correctly.

And paid advertising on Facebook is really not that expensive. Even a small budget of \$50/month will get you results.

• Post smarter!

We believe Facebook wants businesses to focus on posting content that is interesting, engaging, and relevant to its audience.

So be a little more “social” in your social media posts.

Include questions, motivation, helpful articles.

Photos of REAL people.

Photos of your staff, your office, your patients (with permission). Be more interesting.

Ask questions.

Have FUN!

• Interact from your business page with other local businesses and community groups to keep the site social.

• Highly suggest that you no longer run any form of contest or giveaway that is asking for engagement in order to enter.

This is one sweeping change that Facebook is threatening may result in your page getting shut down.

Though this used to be a useful tool for Facebook, we suggest you remove this from your 2018 strategy.

Take this opportunity to accept the changes, and adapt.

Finally, please make sure that you are using ALL social media platforms to their maximum potential and not just relying on ONE platform as the be all and end all of your online presence.

GUEST ARTICLE II

How To Inspire More Patients To Want Life Changing Dentistry

> by Scott J Manning *MBA*

Any time I ask someone what their favorite part of dentistry is, they almost always answer with something similar to ‘seeing the patients when we finish, watching their expressions and listening to their stories of change that we all made possible.’

When you think about it, people wake up everyday and they live with their mouth in the state that it is in –

often not knowing what the long term consequences are of it remaining that way and most importantly never really understanding what their options are to improve it and what will be the real benefits they will experience.

This presents our two biggest challenges in dentistry (above and beyond insurance and money, which are trivial compared to these two issues).

1st – The lack of awareness

about their own realities because they become blind to it. Even though they wake up every day and look in mirrors; or live with constant pain; or experience uncomfortableness as they chew; or any other list of issues and symptoms.

2nd – The very low expectations they have as to if, what, how that reality can be different and why they deserve it to be.

These are really the first secrets to motivating and compelling

...continued on next page

CONTACT

THE PRACTICE MARKETERS TODAY FOR:

MARKETING RESOURCES, WEEKLY BLOGS, PUBLICATIONS, & MORE...

ThePracticeMarketers.com | **800-291-2291**

Past Issues Available at ThePracticeMarketers.com/Newsletters

patients to experience life changing dentistry.

There is always a money problem for something a patient doesn't know, understand or truly want.

The first challenge you must overcome is making the patient a believer in their own problems.

Then you have to get them to want to solve those problems.

This is the battle you face every single day.

This is why rushing to diagnose results in patients who don't understand, are not fully committed and don't even care isn't beneficial.

Over the past several weeks, we have talked about the many ways teams sabotage themselves and suppress their case acceptance.

Each of those items is critically important to securing the treatment and getting the investment.

Still nothing is more important than these two factors because they are going to dictate the amount of treatment that is on the table to be accepted.

Just like anything, if you start with a smaller number, you will end up with a smaller number still.

If you want to start getting more bigger cases and the dentistry that really matters then you want to go to work to master this part of your patient engagement and experience...

Case Building

To be frank, diagnosing is a skill and it must be mastered.

The first challenge you must overcome is making the patient a believer in their own problems.

Anyone who knows how to do it can put the treatment down on a piece of paper – that's not the hard part – it's getting the person who's mouth you just put on paper to actually care about it coming off that paper and becoming treatment.

I see all the time doctors and team members alike getting into the habit of diagnosing just to diagnose.

It's great to see that number go up but you can't deposit diagnosis in the bank – only on what actually gets done.

You want to be deliberate and conscientious about what happens before diagnosing and what happens after diagnosing.

If you don't go to work on your patients' awareness and expectations (developing believability and desire), then your diagnosis will stay right there on that paper, in that computer system, part of the chart but it won't ever turn into money.

You may say your patients make excuses about money or insurance or any number of other things.

Rest assured, it's more about these two much bigger and important aspects that's really driving their decision.



Scott J Manning, MBA has dedicated his career to helping Dentists approach their practice with calculated business systems that allow them to have a Lifestyle Practice. This is done by maximizing the time in the office and ensuring that each day, week, month, and peak earning year of their career is productive, valuable, and driving towards their goals. You can grab a FREE copy of Scott's most popular book at: DentalPracticeShift.com that reveals how to avoid the 7 deadly sins that sabotage your profits, peace of mind, and production growth.

- BONUS -

Favorite Patient Giveaway Tips!

10 Branded Gift Ideas Your Patients will LOVE!

Everyone appreciates a free, useful gift... and branded promotional giveaways are a great way to capture or reward more patients!

When patients get something for nothing, they feel an unconscious, psychological pressure to return the favor through loyalty to your dental practice.

This is actually an age-old human trait that was defined long ago as the “Law of Reciprocity.” Simply put, people are hardwired to return favors (or in your case, loyalty) as a way of expressing thanks.

Also, when patients use items covered in your branding on a daily basis, this makes your practice really hard to forget!

Innovative branded gifts are perfect for:

- New Patient Welcome Gifts
- Referral Gifts
- Thank You / Patient Appreciation Gifts
- Congratulations! Gifts (*i.e. when a lengthy treatment has been completed*)
- Gifts for Mom or Dad While They Wait
- Incentive Programs for Kids (*i.e. rewards for brushing properly*)

Here are 10 ideas for branded gifts and giveaways that you can give to your new / current patients to introduce yourself, show appreciation, generate loyalty and **keep your practice top of mind:**

1. COFFEE & TRAVEL MUGS

A new coffee or travel mug is always a welcome gift – and every time they enjoy a beverage, your patients will think of your practice!

2. REUSABLE BRANDED GROCERY BAGS & TOTES

Goodie bags aren’t just for kids! Reusable bags that contain some “prezzies” for your adult patients are a great way to start off (or stay) on the right foot. You can include discounts for various products (such as an electric toothbrush) and coupons for a service or two (for example, dentists may decide to offer 15% off teeth-whitening).

Also, be sure to include your practice’s logo and details about your practice (i.e. website, phone number, etc) on the bag or tote, because your patients will use it while shopping and do some advertising for you when they carry it around the store!

3. FLOSS CARDS

Dental floss in a credit card thin dispenser (that fits easily in a wallet or purse) has been a popular patient gift since it was invented!

Floss that “goes where you go” is a fantastic way to promote a practice because it’s useful (especially in emergency situations) – and it’s an everyday item that keeps your office top-of-mind.

4. PENS

Everybody loves having a great pen – and on top of that, everyone loves being the hero who has a great pen to offer, when someone needs one!

...continued on next page

Every time a patient uses your practice's pen, or lends it to someone else, they'll be reminded of you; in fact, a branded pen can also serve as a great reminder to schedule a follow-up appointment!

Just make sure you invest in quality pens, so that they last for a long time

5. DENTAL TIMER

As you know, it takes two full minutes of brushing to properly clean teeth. Yet (as you also know) many patients fail to meet this recommended duration. That's why a terrific gift for patients is a dental timer – branded for your practice, of course.

Your patients will become more aware of exactly how long they're brushing, and, they'll think of you every time they brush their teeth (which is hopefully every day)!

6. CUSTOM KEY CHAINS

These are a good choice, because many people need one – or enjoy having several! If it's in your budget, consider a key chain that has a built-in flashlight. This increases the value of the gift for the patient, which means they'll be more likely to use it.

Finally, don't forget to print all of your practice's information on the key chain, because once again, this is free advertising for your office.

7. THERMOSES & THERMAL LUNCH BAGS

Patients RARELY throw out thermoses or thermal lunch bags. They have too much inherent value.

These branded items are great advertisements for your practice when they sit on your patients' desks or workstations all day. They also serve to keep your practice top-of-mind, with positive associated feelings running high, as they keep comfort foods and beverages nice and warm.

8. LIP BALM

An astonishingly successful and economical promotional giveaway is a specially formulated, all-natural and mint-flavored lip balm, with a label that's custom-designed for your dental office. This is a gift that you can be sure patients will keep.

If you're interested in making a great impression on your patients, solidifying their loyalty and promoting your practice, then these are the perfect giveaways.

They keep you top-of-mind, they serve as great conversation starters and they're a perfect gift all year round – plus, they stay fresh for two years, so you can stock up! **Check out: www.LipBalmGiveaways.com**

9. HAND SANITIZER

Branded hand sanitizer bottles and sprays are becoming common gifts in almost every dental office.

Customized with your practice's information on them, these pocket-sized items fit easily in purses or pockets, and come out to advertise your practice frequently throughout the day.

10. GOODIE BAGS WITH TOYS, STICKERS & COLORING BOOKS

Woo your mini patients with goodie bags customized for your practice. Stuffing them with fun items like toys, stickers and coloring books is a great way to make your younger patients (and their parents) feel good about their overall experience at your practice.

Kids will love taking home the branded items they receive, and entire patient families will be encouraged to come back to your office in the future.

As previously mentioned, when patients receive something for free, they feel an unconscious, psychological pressure to return the favor through loyalty to your practice – making patient giveaways pretty powerful marketing tools!

When these customized items start circulating, you'll be surprised at how quickly your practice becomes the talk of the town – and **how fast your practice grows when you stay top-of-mind, each and every day, with the branded gifts you give to patients.**