

# What You *Should* Know...

## about *Marketing!*

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### What is Orthodontic Marketing?

Having the patient **aware** that they have a problem...  
...that their problem **can be resolved**...  
...that **you** can resolve it.

It's **not** just about starting them...  
...it's about **acknowledging** their needs and concerns

# What You *Should* Know...

## The **Simple Secret** to Marketing

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It's **ALL** about the Patient...

You only exist to acknowledge the patient.

**ALWAYS** speak and write in the **2nd person**  
(you, your, 1<sup>st</sup> name) and the 1st person plural (we, us)

**Never** used the 1st person singular (I, me, my, etc.)  
People don't want to hear about you, just themselves.

**Never** used the 3rd person (them, they, patients, etc.)  
People don't want to hear about others, just themselves.

# What You *Should* Know...

## about **Internal** Marketing

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Referrals from **within** the practice

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Referrals come from your patients and their families.

It is your “Ultimate New Patient Experience”

It starts with the initial phone call  
and ends with dismissal from retention.

It also comes from your team’s families and friends.

All interacting within the community where  
you, your staff and your patients reside.

# What You *Should* Know... about **External Marketing**

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Referrals from **Outside** your practice

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**Potential patients must be *AWARE YOU EXIST!***

Your **patient's DDS and Staff** must be aware of you.  
Stimulated by personal relationships between you and them.

**Organizations within your community** must be aware of you.  
Schools, churches, businesses, clubs, charities, etc.

**Advertising within your community increases your awareness.**  
**Website, Office Sign, Location, Phonebook, Billboards, Radio, TV, etc.**

Your **"Ultimate Goal Attaining & Reporting"** management kit  
has all of the systems to market your practice and make it grow!