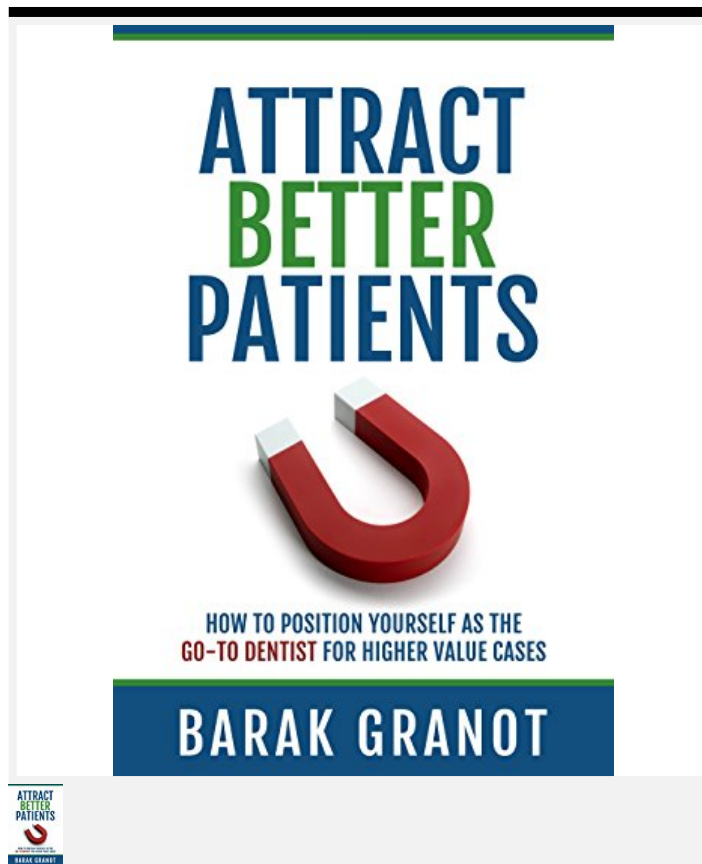

PDF Online Attract Better Patients: How To Position Yourself As The Go-To Dentist For Higher Value Cases - Online



Book detail

- Title : PDF Online Attract Better Patients: How To Position Yourself As The Go-To Dentist For Higher Value Cases - Online
- isbn : B01H2FKV5Y



Book Synopsis

Imagine marketing your practice and NOT getting the results you expected.

After helping dentists with their marketing for years, we have seen it all, from dentists ranking #1 on Google only to have their phone silent to offices that are flooded with unqualified patients.

This book is written for those dentists who are tired of either experience and want BETTER patients; patients that appreciate quality and willing to pay for it, that are following your treatment recommendations because they trust you, and that will be loyal to you.

The key to getting the kind of patients that will allow you to work fewer hours and earn more money is by positioning yourself as the go-to dentist in town. When you establish yourself as the authority in your field of expertise, you get your pick of patients. You'll have patients pleading with you to accept them rather than you begging for new patients.

While becoming the go-to dentist consists of several aspects, this book touches upon the first steps that you can do by yourself or hire professionals to do for you.

In this book you will learn:

- What factor allows brands to be priced as much as three times more as their competitors.
- The changes over the past years that caused existing marketing tactics to be obsolete.
- How to gain an advantage in the way patients view your online listing so that you will get more calls.
- How a business should handle each of the four types of online reputation.
- How to capitalize on social proof to get more and better patients?
- The three types of patients and the action steps needed to prevent and resolve skewed ratios.
- The ten steps you can take now to immediately improve your positioning and attract better patients.

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