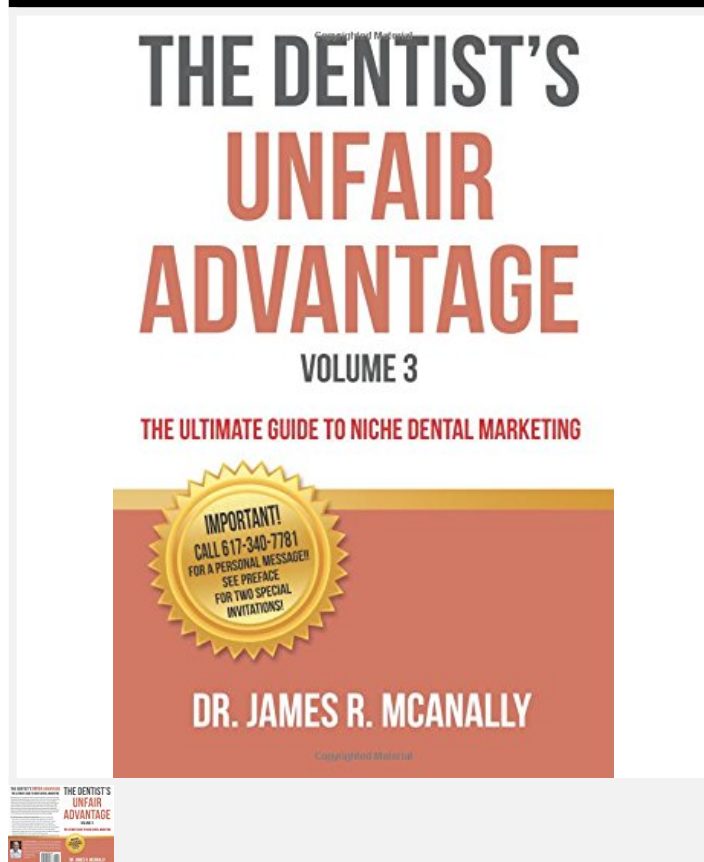

PDF The Dentist's Unfair Advantage: The Ultimate Guide to Niche Dental Marketing: Volume 3 (The Ultimate Guide to Dental Niche Marketing) - eBooks Textbooks



Book detail

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Book Synopsis

Dental practice has changed. The disease & age demographics and insurance & wage trends that drove decades of easy success as a service business are fading. As a result, the traditional practice model has become unpredictable. Common denominators for success in today's environment are a focus on specialized niche services, unique ways of delivering care, understandable and ethical communication in promotion and selling, and a 100% painless treatment and administrative experience for the patient. The 5% of clinicians embracing these changes are thriving, performing the niche services they love, helping more patients, and enjoying a rich professional and personal life. If you want to understand what they know or simply chart your course to join them, then the rules and logical sequences discussed in 'The Ultimate Guide to Niche Dental Marketing' are mandatory reading. The Ultimate Guide to Niche Dental Marketing provides the reader with: Key economic, reimbursement, and disease demographic trends to know How insurance discounting directly affects one's short and long term choices The ultimate truth about your marketing budget as percent of gross How to create "category killer" practice advantages in any niche and location Discussion of best media and specific tactics for successful niche service promotion How to maintain your marketing focus via The McAnally Hierarchy of Niche Marketing Specific Do's and Don'ts for niche service promotion (both online and offline media) Easily avoidable marketing pitfalls for conserving your financial resources Tangible advantages known only to those readers with Volume 3 in the D.U.A. series The Dentist's Unfair Advantage Series is designed to help practice owners understand more fully the unfair forces working against their practice in the post Great Recession economy. Without an ongoing accumulation of advantages clinically, administratively, and via systems for selling and the promotion of professional services, practice growth a
