



# Your Seminar Marketing Roadmap

A Step-by-Step Guidebook to Preparing  
& Presenting Your Seminar



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Congratulations and welcome.

Your road map to a successful seminar.

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Dig into the actual number of new patients and ROI you can expect from this plan.

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A review of all marketing, advertising, public relations, and networking components to execute a successful dental implant seminar.

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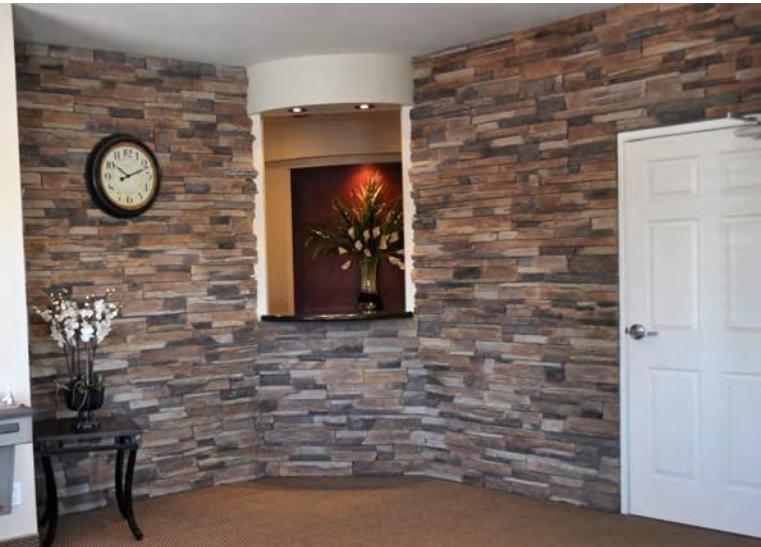
A handy walk-through of things you need to do leading up to the day of your seminar.

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This is a transcript of the actual presentation delivered to patients by one practice.



# Welcome

Welcome to the Seminar Marketing Plan - your road map to a successful seminar

# Goals & Objectives

## What can you achieve with this seminar marketing plan?

Let's get to brass tacks here and dive into some real numbers and concrete results. After all, the proof is in the pudding! What can this dental implant seminar marketing plan do for you?

### Money, money, money

Let's talk about finances for a moment. At practices around Australia and internationally, dentists and specialists are conducting seminars using this seminar marketing plan. They don't need to be held often (every 2-3 months) but the results can be spectacular. The first month that one practice held a seminar, they had 12 people attend. All 12 attendees made appointments with the practice for a free one-on-one consultation and x-rays the following week. The end result was a sight to be seen - it brought in thousands of dollars of new dentistry! Not bad for just one month.

However, not every seminar is a knock your socks off event. Some go great and some don't. With that said, you can pretty much peg that 60% to 80% of attendees will convert into new procedure cases. At some seminars you may get a bunch of time-wasters and only a handful of consultations. The point is - trust the process! These methods work, so just be sure to stick with it, hurdle over the less profitable seminars and stay steadfast in moving on to the next. In the end, you will be rewarded in spades.

### The devils in the ROI

One of the nice aspects of this plan is the low initial investment and stellar ROI. There are one-off costs in creating a nice-looking presentation (this is not the time for amateur land) and purchasing the necessary audio and visual equipment

### Kick your practice up a notch

- Bring home the bacon like nobody's business
- Provide an exceptional marketing ROI
- Locally build yourself and your practice as the expert
- Generate large increases in new procedures
- Improve relationships and trust with patients
- Form a closed-loop system for your practice to continually market to patients

to display the presentation. Other costs include advertising, food and drinks, goodie bags and prizes for attendees. One practice did this including advertising in the local newspaper for six consecutive days leading up to the seminar.

Their initial investment was roughly \$3,000, but for every dollar spent on the seminar, they made 22.3 times that! With one-time expenses out of the way for audio visual equipment purchases and presentation development, subsequent seminars produce an even higher return.

### Be top dog

While marketing and promoting seminars to your local market, the public will naturally start to view you as the go-to practice. Your local advertising campaigns, press releases, direct mail marketing, public outreach efforts and more will build your practice's stature over time. You'll begin to see a slow upswing in overall awareness (due to the continual drumbeat of marketing) with new patients and referrals from current patients. This is a good thing! At first thought, you may be concerned with being pigeon-holed for a specific

dental procedure - that's not the case. Picking a niche is a powerful way to build your business.

### Pile on new patients

By running this seminar marketing plan on a regular basis to promote seminars and market your services, you'll greatly boost the overall case load you handle each year. You get to spread your services far and wide and there is no shame in promoting yourself extensively. Be happy to serve your local community, and with effective marketing strategies, shout from the roof tops for everyone to hear.

### Strengthen patient relationships

This marketing plan helps to brand your practice and reach out to prospective and current patients more regularly and on a more personal, emotional level. You'll notice that the plan has multiple marketing touch points; many of them with personalised messages that speak to people as your patient and not just another body filling a seat. This results in more trust and a stronger

relationship with patients. Don't be afraid to talk to them as friends. Treat them well and they'll return the favour!

## Know where you're at and put marketing on autopilot

All of the marketing materials and planning have been developed to create as much of a closed loop system as possible. You get a battle tested game plan and advertising and marketing options to promote your seminars, while tracking results every step of the way. After all, numbers are what really matter. If you don't know and don't track how many attendees make it to your seminar, how many people signed up for consultations, how much you're spending on advertising, and how many new patients you hauled in with related dollar figures - you're just throwing money into a pit. Do it right and you'll discover great results!

You will also need to keep in mind that each market is different. In some markets, certain advertising media may prove more effective. By tracking results and key indicators at each turn, you will be able to fine tune the plan to your practice and market. That's key to improving seminar results. Eventually, you'll find the sweet spot where you're getting great results on a regular basis. At that point, you can a bit, put more control of the marketing and presentations into the hands of your staff and cruise forward.

## Seminar Marketing Plan

# Your road map to a successful seminar

It's time to get cracking. Here is the master marketing plan in all its glory for you to study, practise and execute in order to promote your seminars to patients and your local market. After reviewing the overall marketing plan, we'll dig deeper into specific components to provide greater marketing insight into how and why things are done.

- a.  [GO1][GO2]
  - i. Local newspapers
  - ii. Community publications
  - iii. Television
  - iv. Radio
- b. Email Marketing
- c. Website and Social Media Marketing
  - i. Marketing on your website and blog
  - ii. Social media marketing
- d. Direct Mail Marketing
  - i. Invite previous patients
  - ii. Market to current patients
  - iii. Marketing to seminar registrants
  - iv. Coop direct mail marketing
- e. Marketing Collateral
  - i. Brochures about you and your practice
  - ii. Sales letter
  - iii. Custom-printed practice folder
  - iv. Community flyers
- f. Public Relations
  - i. Informing local media with press releases
- g. Community Outreach
  - i. Organisations, businesses, groups and networking



## Advertising

Advertise locally to improve attendance

In order to attract seminar attendees, you will need to advertise your upcoming seminar locally. Markets differ in what media is available, and each market has its own nuances as to what mediums are more effective. This plan provides you with an overview on how to make informed decisions about where and how to advertise, but ultimately, you will need to track results and adjust your advertising to suit your market.

Determining where to advertise will take a little bit of research, crunching numbers and common sense. Understanding the demographics of your target market will help you focus your efforts on relevant media.

Unless you've been living under a rock, you're probably already fairly familiar with your local media, such as newspapers, community publications and television and radio stations. With that said, try to think beyond the usual suspects. Take a look into special community publications as well, if it will get your foot in the door.

Start this process by brainstorming and making a list of potential options. Keep in mind that you most likely won't have to go gangbusters with your advertising, especially if you are in a small market where options are fairly limited anyway. Two or three media are good enough. Once you've finalised your list, have a staff member from your practice call and speak to an advertising sales representative to request a media kit. The media kit provides you, the advertising space buyer, with detailed information about their target audience, reader/audience demographics, circulation/audience, advertising pricing, options and more.

While reviewing the media kit, take note of the demographics. Does it hit your sweet spot? The percentage of people in set age ranges should be noted along with details about income levels and other data. You will want to favour any media that reaches more of your core market.

You will also want to focus on circulation numbers for print advertising, and audience numbers for television and radio advertising. You will use these numbers for comparing

advertising pricing, and also to help guide you in where to advertise. A higher overall advertising reach (how many people are exposed to your advertising) is desirable, but not the only factor in your decision making.

Advertising pricing is also one of the ingredients you'll want to take note of. Again, keep in mind that pricing, advertising reach and demographics must be weighed separately, as well as together. Don't simply opt for the highest or lowest cost advertising. Instead, you need to compare costs on a level playing field.

Dust off your calculator and crunch some numbers. The advertising industry uses cost per thousand (CPM) to compare media rates. CPM is exactly what it says it is. CPM is the actual dollar figure it will cost you to reach 1,000 people for that advertising vehicle. To calculate CPM, use the following formula:  $CPM = \text{cost of one advertisement} \times 1,000 / \text{circulation}$ . Calculate CPM for everything on your list and you'll see a clearer picture of advertising costs, more accurately compare different media and make an informed decision on which will give you more bang for your buck.

## Cost per thousand calculation

$$\frac{\text{Cost of one advertisement} \times 1,000}{\text{Advertisement circulation}}$$

How much advertising should you do for your seminars? Good question! Again, most of this will depend on your market and your ability to reach appropriate demographics. A general rule of thumb in advertising is that you'll want people exposed to your advertisement six or seven times, because it usually takes that much exposure before a person decides to take action. One idea is to schedule your advertising to run in the local newspaper for six consecutive days leading up to a seminar. This typically brings in a dozen or so seminar attendees.

Your individual advertising budget will also depend on your market. If your practice is located in a smaller metropolitan area, advertising rates will be lower. Realistically, you may be looking at spending \$400 to \$600 per newspaper, so consider setting aside an advertising budget of around a thousand dollars per seminar. [GO3]

**Dr. Jason W. Lowry  
Changed My Life!**



**Learn More at Our Free Seminar**

**Free Seminar:** January 10th at 5pm

Join us for a free educational seminar and presentation on Friday, January 10, from 5pm to 6pm. Free food and refreshments will be provided and be sure to bring a friend or family member with you! We look forward to seeing you on Friday evening!

**Seating is limited! Register today, call 555-5555**

[www.LowryDentistry.com](http://www.LowryDentistry.com)

[GO4]

Sample newspaper advertisement 1

**Don't Miss Out!**



**We Have the Right Solution for You**

**Learn More at Our Free Seminar:** January 10

Join us for a free educational seminar on Friday, January 10, from 5pm to 6pm at our office. At the free seminar, we'll discuss what options are available to you and help you understand the best course of action for you.

Free food and refreshments will be provided and be sure to bring a friend or family member with you! We look forward to seeing you on Friday evening!

**Seating is limited! Register today, call 555-5555**

[www.LowryDentistry.com](http://www.LowryDentistry.com)

Sample Newspaper Advertisement 2



## Online Advertising

### Using search engine keywords and pay-per-click ads

In the online advertising world, there are a few different options, such as banner advertising on websites and pay-per-click (PPC) advertising in search engines. This road map focuses on PPC advertising as this is a more effective way to generate interest in your seminars.

Search engine pay-per-click advertising is the text advertisements that you see at the top and right side of search engine search results pages. For example, if you go to Google.com and enter a search phrase or term and press enter, you'll notice the first three results at the top of the page are advertisements, followed by the natural or 'organic' search results, and eight advertisements listed vertically on the right side of the organic search results. These text ads are triggered to display based upon the search keywords users type in to find websites and information [G05].

You will want to focus your attention on advertising with Google.com, as Google is the dominant market leader in internet search in Australia. [G05] Bing trails far behind in market share and actually have a search sharing relationship, whereby search results for specific keywords, terms and phrases display the same data on both search engines. [G06]

Now there are some beautiful things to consider when placing PPC advertising using Google's Ads (<https://ads.google.com/start>). First, you decide where and how the advertisements display. When setting up your ads, you can select which geographic and metropolitan area the ads will display in. In this way, you can specifically target and

only pay for advertisements to run in the city or surrounding suburbs where your practice is located. This is important! You do not want to run ads broadly on a national level, or if you are in a large metropolitan area of a few hundred thousand or a million plus people. Really taper things down geographically as much as possible to get the most from your advertising.

In addition, you can specify if your advertisements display only on desktop computers, or if they will also display on mobile devices, such as mobile phones and tablet computers. This is quite helpful in narrowing who sees your advertisements. You will want to talk with your website's webmaster or SEO/SEM marketing firm to see what kind of visitor traffic is coming to your website from mobile devices. If your website does receive a lot of visitors using mobile devices, consider enabling mobile device advertising in Google. However, you'll want to constantly monitor how many seminar registrations come from mobile devices. This can be tracked using Google Ads and website traffic monitoring tools installed on your website, such as a free tool from Google called Google Analytics.

How exactly does PPC advertising work? As discussed previously, the search engine PPC ads are triggered to display when a user enters keywords that the advertiser is targeting. When you create an advertiser account with Google Ads, you will follow a tutorial on how to setup your advertisements. Part of this process involves using the Google Ads' Keyword tool to find relevant keywords that will trigger your advertisements to display alongside organic search results.

For advertising your seminar, use Google's keyword tool to find relevant search keywords and phrases for your services. You may also want to include geographic identifiers as well, such as the name of your city, nearby suburbs and your practice post code in keyword phrases.

The goal is to then craft an advertisement for your seminar that moves the prospective patient along in the buying process. For example, when you target each keyword or phrase, you will write a specific advertisement to display only for that search phrase. Obviously, you'll want to try to persuade people to register for the seminar.

The following are a few PPC advertisement examples. Note that Google imposes character limits for the headline (25 characters), first and second line descriptions and the website address displayed (35 characters for the other fields).

### Sample PPC Ad 1

Your Solution Today!  
Free local seminar discussing dental options. Register Now!  
[www.PracticeWebsite.com.au/Register](http://www.PracticeWebsite.com.au/Register)

### Sample PPC Ad 2

Register Today!  
Attend free local seminar to learn about dental options for you.  
[www.PracticeWebsite.com.au/Register](http://www.PracticeWebsite.com.au/Register)

### Sample PPC Ad 3

FREE Dental Seminar!  
Join me for a free discussion about dental options this Friday!  
[www.PracticeWebsite.com.au/Register](http://www.PracticeWebsite.com.au/Register)

You will need to talk with your web developer or webmaster about creating a landing page on your website that is specifically used for promoting your seminars. Include an overview on the upcoming seminar and what attendees will learn about, along with date of the seminar, time, location and registration contact information. Ideally, you should ask your web developer to create a simple online registration form for seminar attendees to complete. At the most basic level, you could include an HTML form with first name, last name, phone number, address, email address and where they found out about your seminar that sends the registration details via email to your office manager or whoever is tasked with executing this plan.

Make sure you direct all of your PPC advertisements to the new seminar landing page on your website. This will improve

conversion rates of interested people who clicked on your advertisement into seminar registrations. You don't want to simply dump people onto the homepage of your website and make them hunt through your website to find relevant information pertaining to your upcoming seminar. If you don't have a custom landing page built for the seminar event, but you have a blog setup on your website, simply write a new blog post about the seminar and link your advertisements to that page.

Another beautiful thing about PPC advertising with Google is that you can set a firm budget for your advertising. Your ads will display continuously to people in your region using the keywords you specify and you are only billed when a user clicks on your advertisement. If you set a daily budget of \$30, [GO7] your advertisements will no longer display once your budget is reached. They will resume the next day.

Price per click is set individually for each keyword you are targeting and varies based upon market competition and volume of monthly searches for that keyword. More popular keywords that have a high volume of searches in Google demand a higher price. Market competition impacts prices because you are actually bidding against other advertisers for the same advertising space. You set a per click price you are willing to pay for each of your keywords. If the price you are willing to pay is less than another local dentist, your ad will display lower in the paid advertisements listed alongside search results. Google provides options to somewhat automate this part of the process and make advertising easier for you. If you want to take more of a hands-off approach to the pricing per click, just make sure you set your daily budget fairly low in the beginning and monitor your advertising closely for the first week, so that your overall online advertising budget doesn't run away from you unsupervised.

Again, each market is different, so you will have some tweaking to do for your own search engine PPC advertising. With that said, set aside \$100 to \$150 [GO8] as an online advertising budget for each seminar. Set your advertisements to run each day for a week leading up to your seminar.

If you develop a firmer calendar for holding seminars on a regular basis, consider decreasing your daily budget, but run your online advertising continuously from month to month along with any other monthly online advertising you do for your dental practice.

# Email Marketing

## Email is a great low-cost marketing tool

If you don't currently collect email addresses as part of your new patient intake process, you need to get started now! Email marketing is an excellent low-cost tool for keeping your practice fresh in the minds of your patients and for promoting your seminars. Although actual direct mail marketing makes up the majority of this plan, if you are aggressive about building an email list for your practice, you can cut expenses significantly and shift towards email marketing instead. That cuts out printing and postage expenses.

The goal for promoting your seminars using email marketing is to create a handful of preformatted email messages that are automatically triggered and sent to prospective seminar attendees and registrants at different stages of the overall marketing process.

The ideal way to set this up is by working with your web developer or webmaster to integrate automated email marketing with an online seminar registration form on your website and with the use of an email distribution service, such as Constant Contact (<http://www.constantcontact.com>), Mail Chimp (<http://www.mailchimp.com>), or one of the other popular services. You can of course have your office manager send emails manually every step of the way, but it is certainly easier when things are automated! You'll also want to keep in mind that if you send many emails manually, your Internet Service Provider (ISP) may view this as spam and block the sending of your email. Email distribution services, such as Constant Contact, monitor your email database and work around delivery problems.

If using an email distribution service, you will want to create two contact groups in your database. The reason you're creating two separate contact groups is because each group will be marketed to differently with automated emails.

The first contact group will be for current patients who are ideal candidates. In order to keep your seminars smaller and more intimate, don't include every single candidate and certainly don't lump your entire patient contact list into this group. Start with 15 or 30 patients and keep the others for future seminar invitations. If you market to all patients who

are candidates continuously month after month, you're going to burn out your patients and turn them away from you. So, go slow. As you notch up more and more seminars, you'll start to identify what the conversion rates are, so you'll know with some clarity that if you want 10 current patients to attend, you'll need to market to X number each month.

The second contact group you need to create is for seminar registrants. These are the people who said "yes" and have notified you that they will attend your seminar. If you have built a seminar registration form on your website, have your webmaster or web developer link this to your registrant contact group in your email distribution service. In this way, when a person registers for the seminar on your website, an email is sent to your office staff with the person's contact information, but more importantly, the person's contact information is automatically forwarded and logged in your email distribution service's database for automated follow up.

If you have decided to send emails by hand instead of through a distribution service, you'll need to manually mimic the contact groups in a Microsoft Excel file, track emails received from registrants and send emails to the appropriate people at various stages of marketing.

Okay, so what's the plan? Well, once you have your contact groups set up in your email distribution service and a registration form on your website linked to it, or you have contact lists set up in Excel or some other system if doing things manually, you need to prepare individual emails to be sent at preselected 'trigger' moments leading up to and after your seminar. The goal is to move people along to encourage them to register for your seminar, and ultimately generate sales.

### Current patient emails

For current patients who are ideal candidates, you're going to want to set up and send an initial email announcing the upcoming seminar. The objective is to inform patients about the seminar, why they should attend and how to register.



You'll want to include a link to the seminar registration form on your website.

When writing emails, make sure the subject lines are attractive enough for the recipient to open your message, and the actual message should be fairly direct. Emails should be similar to, but more concise than, standard direct mail marketing. Also, be sure to use an appropriate email address. Avoid generic Gmail, Hotmail, Yahoo! and other service providers as they appear less professional and trustworthy. Ideally you should be using an email address that is custom-branded for your practice and your website domain, such as DentistName@YourWebsiteDomain.com, even if the email is simply forwarded to your office manager for review and processing.

One more thing! If any of your patients request you to remove them from your email marketing - do it promptly. Some people are very passionate about not receiving email communications and they are quick to show a forked tongue when they feel their trust and privacy have been breached. Simply apologise and remove them from your contact groups. Luckily, this process is automated when using an email distribution service. The email will automatically include an unsubscribe link when sent and the service handles the rest for you.

Keep in mind that it is always best to customise your marketing directly to your audience. If you can, try to group your initial patient contact list into sub-groups based on their current medical situation and then customise the sample email as necessary.

After the initial seminar invitation email, you will want to follow up with patients who have not registered for your seminar. About seven days after the first email invitation was sent, send another email to all patients in your patient contact group who have not registered. The objective is to reinforce your message and remind people of the upcoming seminar.

When using an email distribution service, organising the sending of emails can be set by calendar or specific triggers in your marketing plan (for example a new seminar registrant). This makes it easy to upload all emails ahead of time, set up dates and triggers, and then sit back and let the email marketing run on its own.

Now again, if you have set up a seminar registration page on your website and are using an email distribution service, any patients who have registered for the seminar should automatically be moved from the patient contact group to the registrant group. This will keep the two contact groups separate for future follow up with other email marketing. If you're doing this by hand, be sure to manually cross out patients from the contact group and move them to the registered group.

**Subject:** Join Us [Seminar Date] for Free Food, Fun, Info

[Patient First Name],

Living a normal life can be really difficult in your situation. I wanted to let you know that there are options available to you!

Please join me on [Seminar Date] at [Seminar Time] at [Seminar Location] for a free, informal presentation. During the presentation, I'll discuss what kinds of dental options are available to patients in your situation.

The gathering will be a small casual get together and I will provide free food, refreshments and prizes!

I'm personally inviting you because I feel I can change your life for the better! I'm excited and looking forward to seeing you at [Seminar Time] on [Seminar Date]!

Seating is limited. To reserve your seat, please register online here [Website Registration Form URL] or call my practice at [Office Phone] today!

Sincerely,

Dentist Name  
Office Contact Information

Sample email: Seminar invitation

**Subject:** A Friendly Reminder, Don't Miss Out!

[Patient First Name],

I wanted to follow up with you since you haven't responded to my invitation from last week. On [Seminar Date] I will be giving a free presentation about dental options available for people in your situation.

Come and join me on [Seminar Date] at [Seminar Time] at [Seminar Location]. During the presentation, I'll discuss various options available to you.

It will be a small, casual get together with free food, drinks and prizes! I really hope you can make it!

Space is limited! Register by [A Few Days Before Seminar Date] online here [Website Registration Form URL] or call my practice [Office Phone] to reserve your spot!

Thank you!

Sincerely,

Dentist Name  
Office Contact Information

Sample email: Invitation follow up

## Registrant emails

The email marketing sent to those who have registered for your seminar is geared towards welcoming and thanking new registrants, reminding registrants of the seminar and following up after the seminar.

First things first! You'll want to thank new registrants for agreeing and signing up to attend your seminar. Your new registrant contact group will contain a mix of current patients and prospective new patients. Some of the registrants will have come into the fold thanks to your advertising and other promotional methods. For some people, this will be the first contact they have had with your practice, so make it a positive one! Also keep this in mind and let your office staff know to really 'put on a good face' when registering people by phone.

The following is a sample email that should be sent to all new seminar registrants. The email should be set up to be sent immediately upon seminar registration. If responding manually to registrations, have your staff follow up same day, or preferably within a few hours. Timeliness makes a great first impression.

**Subject:** You're signed up!

[Registrant First Name],

Thank you for registering to attend my dental presentation! I'm really happy you'll be able to make it and I'm looking forward to meeting with you!

I just wanted to follow up and confirm that I have you pencilled into attend my dental seminar to discuss options available to you on [Seminar Date] at [Seminar Time] at [Seminar Location].

Please let me know at any time if either my staff or I can be of assistance. We can be reached at [Office Phone].

Thanks again and I'll see you on [Seminar Date]!

Sincerely,

Dentist Name  
Office Contact Information

**Sample email: Registration confirmation**

After the initial registration confirmation and thank you email, you'll want to set up an email reminder of the seminar. People are busy and sometimes things just crop up that will make them forget about your upcoming seminar. A few days before the seminar, be sure to send out a reminder email that includes directions to your office or the location where the seminar is being held so that everyone is on the same page and is reminded of the details of your upcoming seminar.

**Subject:** [Seminar Date] Friendly Reminder!

[Registrant First Name],

We're fast approaching my dental seminar on [Seminar Date] at [Seminar Time] at [Seminar Location]!

I wanted to send you a reminder so you don't forget. Along with a friendly, informal presentation about dental options for those in your situation, I will be providing free food, refreshments and everyone's favourite – some great prizes!

The following is a quick rundown on how to get to [Seminar Location]. Please call my practice at [Office Phone] if you need additional directions.

[Directions to Seminar Location]

Thank you and see you soon!

Sincerely,

Dentist Name  
Office Contact Information

**Sample email: Seminar reminder**

Continuing your marketing to seminar attendees, registrants and patients after the event has passed is just as important as promoting the seminar beforehand. Think of your seminar as simply starting the conversation with patients. Some of your current patients and registrants may have declined to attend, but that doesn't mean they aren't interested. And seminar attendees who did not go on to sign up for a free one-on-one consultation with you also need to be followed up. Besides continuing to market your services to warm leads, you also want to try and identify why people decided against pursuing your services.

## After seminar emails

The easiest way to identify why people opted not to move forward with your services is to simply ask them! Send an email questionnaire to seminar attendees who decided against your services. The goal is to find out if there were problems with how you delivered the presentation and how you executed the seminar, or if the issues are specific to the prospective patient, e.g. your services are too expensive. You will find that most people will ignore your questionnaire because they are too busy or they don't want to provide negative feedback – people naturally try to avoid public criticism. So, to sweeten the deal, you'll want to explain that even negative feedback

is extremely valuable to you and give them an incentive, such as a \$10 gift card to the local coffee shop, or the option to respond anonymously.

The responses you do receive are invaluable in fine-tuning your presentation and helping prospective patients and current patients who declined decide on other treatment options.

**Subject:** Sorry we missed you!

[Registrant First Name],

I was really looking forward to meeting with you at my seminar last week. I'm sorry you weren't able to make it!

I have some time reserved this week for personal consultations with patients, so please do call and make an appointment with me if you'd like to discuss options that are available to you.

If you're still interested, we also have another free seminar coming up on [Seminar Date] at [Seminar Time]. I'd love to see you there!

Thank you and continued best wishes.

Sincerely,

Dentist Name  
Office Contact Information

Dentist Name  
Office Contact Information

**Subject:** We need your help!

[Registrant First Name],

I could really use your help! I realise my services aren't always the best match for everyone. In an effort to improve my relationships with patients, I'd greatly appreciate if you could take a moment to provide some feedback to the questions below.

As a thank you for your time and help, I'd like to send you a \$10 gift card to the (ABC) coffee shop. Simply reply to this email with your answers and I'll mail out your free gift right away!

If you would prefer to remain anonymous, feel free to reply without your contact information, or mail your response to me.

Survey questions

- 1) What did you enjoy most about the seminar?
- 2) What would you like to see improved about the seminar?
- 3) Was the presentation clearly presented? If not, what problems did you have hearing and seeing it?
- 4) What questions do you have that were not answered?
- 5) If you have decided against these treatment options, what are the top three reasons why you have decided against them?

Again, thank you for your time and help! I really appreciate and value your input.

Sincerely,

Dentist Name  
Office Contact Information

#### Sample email: Questionnaire

Handwritten thank you notes are becoming a lost art in the business world. They are a powerful and very personal statement of your appreciation and carry a lot of weight with people. Unfortunately in the digital age, it's becoming much more difficult to connect with people in a meaningful way. Although this section is about email marketing, be sure to send a personal thank you to all patient cases. Your note doesn't have to be overly complicated. Not only will this help you to build stronger relationships with your patients, but it also creates goodwill between you that can lead to referrals from the patient's family and friends.

THANK you [PATIENT First NAME]. It HAS been my PLEASURE serving your needs. I'm extremely PLEASED with your results. Continued best wishes!

Sample email: Attended seminar but didn't schedule consultation

Sample: Handwritten thank you note after dental implant procedure



## Website and Social Media Marketing

### Update your website and social media accounts

At the very least, you will want to update your website's homepage with details about your upcoming seminar. Be sure to include the basics regarding the seminar date, time and location. Also include an overview about the seminar and make sure your office phone number is prominently displayed for people to call and register for the seminar.

Ideally, you should build a separate, permanent web page that can be updated with new dates, times and locations for future seminars as well as an overview on what attendees will learn and why they should attend. This will streamline future marketing as the web page URL will remain constant for future events.

As mentioned, it is strongly suggested that you work with your web developer or webmaster to include a simple registration form on your website. The online form emails the name and contact information to your office manager or lead for this seminar marketing plan. This will streamline the registration process and make it easier for your staff to manage and market to seminar registrants.

If you have a blog as part of your website where you post practice announcements, patient testimonials, case studies and other content, be sure to create a new category for your seminars. You'll then want to post notices (you can use the

sample email messages as a guide for creating blog posts) leading up to the seminar.

If you are using the WordPress Content Management System (CMS) as your blogging platform, you can upload all of the blog posts about the seminar at once and schedule their publication on your website. This will save you time and enable you to publish blog posts on a set schedule leading up to the seminar. The goal is to continuously drip-feed updates about the seminar to increase your marketing exposure and generate interest.

Take the same approach with social media marketing. Start a couple of weeks out from your seminar date and post notices to your practice's Facebook Fan Page (<http://www.facebook.com>), Twitter feed (<http://www.twitter.com>), Google+ and Google+ business pages (<http://plus.google.com>), LinkedIn business page (<http://www.linkedin.com>), Tumblr (<http://www.tumblr.com>), and any other social media accounts you own. Stagger your updates every second day or every few days so that you don't overwhelm your social media followers.

Whenever possible, be sure to include links to your most popular social media accounts (Facebook, Google+ and Twitter [GO9] are the big three) in your email marketing to cross promote the seminar and your social media activities.

# Direct Mail Marketing

## Direct mail is the heart of your overall marketing

Unless you've cultivated a rock-solid list of email addresses from your patients, you're going to need to lean heavily on direct mail marketing. To keep this process easier to execute, we'll present the plan as either or. Either focus on using email, or focus on using direct mail marketing. For those of you who have a patchy or a non-existent email database, direct mail will form the meat of your marketing and be your primary means to reach out to patients and seminar registrants. As previously laid out in the email marketing section, you're going to use a similar marketing process with similar components to send different messages to patients and registrants. In addition, you're also going to need to reach out to patients you have helped previously, to enlist them in singing your praises during your seminar.

### Patient testimonials

Let's start with patients you have worked with. You'll want to reach out to them roughly three to four weeks before your seminar date and invite them to attend and provide a personal, in the flesh, testimonial about how you and your services have positively changed their lives. You will also want them to share with your audience what their experience with you was like and their perception of the procedure.

A live testimonial and chance for prospective patients to openly chat with someone who has had the procedure done is a powerful sales tool. Ideally, you will want to enlist two patients to attend each seminar and to give an overview on their experiences. If you have email addresses, and you have a decent relationship with some of your patients already, feel free to email an invitation to them instead of a letter. However, an actual letter is more formal and will carry more weight than an email.

After your seminar, you will want to be sure to thank your patients who attended and provided testimonials about their experiences. These patients are a powerful asset, so don't neglect to show your appreciation. An excellent way to say thanks is to surprise them with a gift card enclosed in a thank you card or letter. You should increase the value of the gift card to reflect your appreciation.

A handwritten thank you note is wonderful and very personal. If you send a letter, be sure to sign your name in ink and make an attempt to personalise the letter so that it doesn't come off as a boilerplate message. In many cases, patients are more than happy to speak at your other seminars. So be sure you switch up your invitation and thank you notes. Sending out

Dear [Patient First Name],

I could really use your help! On [Seminar Date] I will be holding a casual seminar at [Seminar Location] to provide an overview on the benefits of the procedure you recently had done to a small gathering of other ideal candidates. These people face the same challenges you faced.

I would love it if you could join us at [Seminar Time] on [Seminar Date] at [Seminar Location] to share your experience with the group and to tell them first-hand about your situation and the results you've achieved. The group would greatly benefit from your perspective.

Don't worry; it's a strictly an informal affair! You don't need to prepare anything ahead of time. Just bring yourself and your spouse if you like, and say a few words and answer a few questions from the group. That's it!

I'll have free food and refreshments for you and the other guests as well. I'll follow up with you in a few days to see if you can attend.

Thank you!

Sincerely,

Dentist Name  
Office Contact Information

P.S. – I would love it if you could share your experience with a small gathering of people facing the same options you did on [Seminar Date].

### Sample direct mail piece: Patient testimonial invitation

Dear [Patient First Name],

Thank you! You were fantastic! I greatly appreciate you stopping by and telling your story at my seminar the other day. You made a huge impact on the other patients and you were extremely helpful.

Please accept the enclosed gift as gratitude for your help.

Sincerely,

Dentist Name  
Office Contact Information

P.S. – I would love to have you join us and speak at another upcoming seminar! I'll reach out to you again!

### Sample direct mail piece: Patient testimonial thank you

the same stock messages on multiple occasions is hollow and conveys a message that your appreciation is meaningless.

## Marketing strategy

Okay, now that we've got the patient testimonials out of the way, let's talk about the overall marketing plan of action for direct mail. As mentioned previously in the email marketing section, you're going to need to track your marketing and develop separate direct mail components for: 1) current patients of yours who are ideal candidates, and 2) people who have called, emailed or otherwise registered to attend your seminar. An easy way to track your marketing is to create two separate spreadsheets in a Microsoft Excel file with the contact information listed for each person.

For current patients, the goal is to get them to attend your seminar. For seminar registrants, the goal is to keep them interested and committed to attending your seminar, and to present a professional and caring first impression of your practice. Keep in mind registrants will also include new people for whom this may be the first interaction with you and your staff - as registrants will also include prospective new patients who were brought into the fold from your local print, radio, TV, online advertising and other local marketing efforts. After the seminar has occurred, you will also want to continue to market to those who failed to attend the seminar, and to those who attended but did not schedule a one-on-one consultation with you, and to those who did not follow through with your services.

Personalised letters convert better and generate more seminar interest compared to less formal marketing pieces, such as postcards. You'll also want to make sure letters are hand signed (even if it is your office manager signing on your behalf), are affixed with a live postage stamp and the envelope is hand addressed to your patients. All of these help to personalise your marketing and patient relationship, but from a purely marketing standpoint, these efforts increase the open and response rates of your marketing pieces.

When it comes to actually writing and customising the sample letters, you'll want to keep a few things in mind to improve your marketing message and increase your response rates.

### Tips for writing an effective letter:

1. Write as if you are talking directly to the patient. That means be personable, use their first name, and don't worry so much about formalities and grammar. You aren't writing a college thesis.
2. Always include a post script that is short and sums up the key selling points of the letter. It is quite common in direct mail marketing that the recipient will read the

post script first and then decide whether to read the entire letter. So, your PS needs to be hard hitting!

3. Write in short sentences and short paragraphs. People are put off by long walls of text. With that said, don't be afraid to write a long letter. The general rule is to write as much as you need to in order to sell, but nothing more.
4. Appeal to people's emotions. Selling is not about being rational. After all, you aren't selling a tangible; you're selling renewed self-esteem, personal confidence, a new social life, a sexy smile and other emotions!
5. Lead the reader like you would a bull by a nose ring. Especially with the first sentence of the letter, you want to make a statement that entices the recipient to read the second sentence. You do not want to force a yes or no answer in their mind, because if the reader does not relate or disagrees with your statement, that's it, they won't continue reading.
6. Use time and space restrictions to create an artificial sense of urgency. By saying the recipient "must register by such and such a date" and that "space is extremely limited," you're implying the reader must take immediate action.

## Current patient marketing

The majority of your marketing to current patients will take the form of two letters. The first is an invitation to attend your seminar. This letter should be mailed to your current patients who are ideal candidates three to four weeks before the date of your seminar. You don't need to go gangbusters with the invitations. Narrow your list of patients down to 25 or 30 as your core contact group.

As you host more seminars, you'll get a clear picture on how many patients you need to initially invite to end up with the desired number of attendees at your seminar. This will vary by practice and also depends on the desired attendance level of your seminars. Most practices like to keep their seminars small, intimate affairs. Do not invite every potential candidate for dental implants from the get go. The goal is to keep attendance tight and slowly work through your patient base over the long term.

Your second letter to patients urging them to register for your seminar should be sent one week after your first invitation. This letter needs to be mailed to the initial patient list, but remove any patients who have registered, and place their contact information in the registrant group list. In short, the second letter goes to those who haven't responded to the initial invitation.

Dear [Patient First Name],

Please join me and my staff for a free, informational presentation on [Seminar Date] at [Seminar Time] at [Seminar Location].

During the presentation, I'll explain what dental options are available to patients like you and the pros and cons of each method.

The gathering will be a small, casual affair and we will provide free food, refreshments and hopefully a few laughs, too! I've also got some great prizes to give away!

No matter what your situation is, come and join us! Not all dental treatments are equal, and I'll help you better understand your options.

I'm inviting you because I feel I can change your life for the better. I'm excited and look forward to seeing you at [Seminar Time] on [Seminar Date]!

This will be a small event and seating is limited. To reserve your seat, please register online here [Website Registration Form URL] or call my practice today at [Office Phone].

Thank you!

Sincerely,

Dentist Name  
Office Contact Information

P.S. – Please RSVP before [One Week Before Seminar Date] as seating is limited! This is a free informational presentation to discuss dental options available to you! A happy, healthy smile starts with you!

**Sample direct mail piece: Seminar invitation letter**

## Seminar registrant marketing

Unlike the email marketing, there isn't a whole lot you need to do with direct mail in reaching out to those who have registered for your seminar. Many dentists have their staff call and confirm with each registrant one or two days before your seminar. Make sure your staff member doing the calling is in a good mood and can provide a warm conversation to registrants. Offer to provide directions to the seminar location and answer any questions.

If you do opt to send a reminder notice by mail, be sure to send it one week before the seminar so that your letter will arrive a few days before the event. [GO11]

As mentioned before, it is very important that you continue to market to patients, registrants and seminar attendees after the event has passed. Just because someone failed to attend, doesn't mean they are disinterested in your seminar. Follow up with additional direct mail marketing to try and schedule one-on-one consultations, entice patients to attend your next

Dear [Patient First Name],

I noticed you haven't responded to my invitation from last week. I wanted to follow up with you and get you registered to this 'can't miss' presentation!

On [Seminar Date] I will be giving a free presentation about dental options available to people in your situation. I'm inviting you because I think you're a perfect candidate!

Come join me [Seminar Time] on [Seminar Date] at [Seminar Location]. During the presentation, I'll discuss various options available to you and the pros and cons of each.

It will be a small, casual get together with free food, drinks and prizes! I really hope you can make it!

Because space is extremely limited, please let me know that you'll attend before [A Few Days Before Seminar Date] by registering online here [Website Registration Form URL] or call my practice [Office Phone] to reserve your spot!

Thank you!

Sincerely,

Dentist Name  
Office Contact Information

P.S. – Don't miss this opportunity! This is a free, no-hassle, informational presentation discussing dental options for those in your situation!

**Sample direct mail piece: Seminar invitation follow up letter**

Dear [Patient First Name],

We're fast approaching my dental seminar on [Seminar Date] at [Seminar Time] at [Seminar Location]!

I wanted to send you a reminder so you don't forget. Along with a friendly, informal presentation about dental options available to you, I will be providing free food, refreshments and everyone's favourite – some great prizes!

The following is a quick rundown on how to get to [Seminar Location]. Please call my practice at [Office Phone] if you need additional directions.

[Directions to Seminar Location]

Thank you and see you soon!

Sincerely,

Dentist Name  
Office Contact Information

P.S. – Don't miss my free presentation on [Seminar Date] at [Seminar Time] at [Seminar Location]! Be there or be square!

**Sample direct mail piece: Seminar reminder letter**

seminar, and ultimately, make the sale!

In addition, you also want to gather as much feedback as possible from those who did attend and those who have decided against your services so that you can fine-tune the execution of the presentation and gain greater insight into what is working and what isn't. The questionnaire that's included is extremely valuable in identifying problem areas and patient concerns.

### After seminar direct mail marketing

The following letter should be sent to those who registered for your seminar, but didn't attend. Mail this letter within a day or two after your seminar.

Dear [Patient First Name],

I was really looking forward to meeting with you at my seminar last week. I'm sorry you weren't able to make it!

Here are some of the things you missed:

- What procedure or service you featured
- Some talking points
- Features and benefits
- What problems are solved
- Examples of successful outcomes
- Open discussion with me about treatment options
- Free food, beverages and great some prizes

Just because you missed the free seminar doesn't mean you have to wait!

I have reserved time this week for free personal consultations with patients. I would be happy to pencil you in! Please call my office to reserve a time.

I have another free seminar coming up on [Seminar Date] at [Seminar Time]. I'd love to see you there!

Sincerely,

Dentist Name  
Office Contact Information

P.S. – I'm sorry I missed you last week! I have time reserved this week for free, one-on-one consultations to discuss your options. Call my practice and reserve your time today at [Office Phone]!

Sample direct mail piece: Registrant no-show follow-up letter

Dear [Patient First Name],

It was great seeing you at my seminar last week! Thank you for coming. I would love an opportunity to meet with you personally to talk about your options, answer your questions, and to find a solution that works for you.

I have some time reserved this week for free, personal consultations with patients. Please call and make an appointment with me if you'd like to discuss your options. I hope to see you this week.

I look forward to hearing from you! Thank you and continued best wishes.

Sincerely,

Dentist Name  
Dental Office Name  
Office Contact Information

P.S. – Thanks for coming out to my seminar last week! I have reserved time this week for free, personal consultations with patients to discuss their options. Call my practice and reserve your time today at [Office Phone]!

Sample direct mail piece: Attended seminar but no personal consultation

The following is a questionnaire you should mail to all seminar attendees. Send this questionnaire one week after the seminar and have your staff follow up by phone. Also, be sure to send out the gift card quickly after receiving responses.

Dear [Patient First Name],

Thank you so much for attending my presentation last week! It was great seeing you!

I must confess, I could really use your help. My services aren't always the perfect match for everyone. But, in an effort to improve the quality of my patient relationships, I'd greatly appreciate if you could take a moment to provide some feedback to the questions below.

It will take only five minutes and as a thank you, I'd like to send you a \$10 gift card for the (ABC) coffee shop. Simply write your responses under the questions and send them back to me in the enclosed, stamped envelope. I'll mail out your gift card right away!

Survey questions

- 1) What did you enjoy most about the seminar?
- 2) What would you like to see improved about the seminar?
- 3) Was the presentation clearly presented? If not, what problems did you have hearing and seeing it?
- 4) What questions do you have that were not answered?
- 5) If you have decided not to proceed with treatment, what are the top three reasons why you have decided not to?

Again, thank you for your time and help! I really appreciate and value your input.

Sincerely,

Dentist Name  
Office Contact Information

P.S.—I'd like your input on how we did the other day with my presentation! Please take a moment to answer five questions and I'll send you a (ABC coffee shop) gift card for your trouble!

Sample direct mail piece: Questionnaire

Always thank your patients! As mentioned earlier in the email marketing section, be sure to thank your patients after they had a procedure done by you.

A personal, handwritten thank you note is a powerful, and sadly, neglected marketing tactic in today's digital world. The personal attention you give to your patients will help you to build better relationships and create goodwill that can lead to referrals.

The following is a basic thank you card. Mail it upon case completion.

THANK you [PATIENT First NAME]. It HAS been A PLEASURE helping you. I'm HAPPY for you AND wish you ALL the best in the future. THANK you!

Sample direct mail piece: Handwritten thank you note after procedure

Lastly, you will need to consider the other direct mail marketing options available to you. As you put into practice this seminar marketing plan and you start to develop a schedule for your seminars, you may want to consider local coop direct mail marketing to continually notify your community about upcoming seminars.

A great way to do this is to setup a permanent web page on your website that is updated monthly with each upcoming seminar. Be sure to include a simple registration form on your website for people to sign up. Then use coop mailing services such as MoneyMailer or ValPak to advertise your seminars.

You can purchase multiple months of advertising for a discounted rate, but the ad must stay the same for each month. That's where your website comes in! The sole purpose of coop advertising is to generate interest and direct people to your website to find out specifics as to when the next seminar is being held and to register online.

Coop mailing prices vary by market, but this is an inexpensive way to reach a large audience and continuously market your business. Costs are usually around \$200 to \$300 per month for 10,000 mailings, and bulk purchases are discounted. [GO12]



# Marketing Collateral

## Supporting printed materials

As part of your branding and new patient intake, you'll want to produce a new patient welcome kit geared towards your services. This kit will include general information about you, your practice and services, as well as routine new patient forms. Have everything professionally printed and prepare a custom folder with your logo and contact information printed on the exterior. Most practices produce separate content and brochures, such as the following:

### Sales letter

Print this letter on your practice's letterhead and include a general welcome message and thank the patient for their interest.

### About your practice brochure

Include basic information about your practice, such as your mission statement, key staff member biographies and photos, important equipment and a general history of your practice.

### About the dentist brochure

Provide a detailed dentist biography and photos, a review of your education, and details about your personal life that will help people connect with you on a personal level.

### Services and testimonials brochure

In this brochure, you'll want to highlight some of the benefits of your procedures, talk about what patients can expect from the procedure, and

provide testimonials from your current patients or case studies.

### Patient forms

Include your standard new patient forms, such as patient registration, medical history, financial policy and any medical consent forms.

Prepare these new patient kits ahead of time and hand them out to seminar attendees. You can repurpose the kits for other uses by replacing the sales letter and removing some materials and replacing with other content that is relevant to your needs in other situations.

Beyond preparing a new patient welcome kit, you should also prepare and print flyers announcing your upcoming seminar and include details on what is discussed during your presentation. These flyers are a great way to inexpensively promote your seminar and are extremely versatile.

Use the enclosed seminar flyer as an example [G013] to model yours after and be sure to place them in your waiting room, at your front desk and locally around the community. Perfect places to post them are in coffee shops, on supermarket bulletin boards, community recreation centres, aged care centres, seniors associations, Men's Sheds and more.



LOWRY FAMILY  
DENTISTRY



# Are Treatment Options Right For You?

*Free Seminar* : January 10th at 5pm

Join us for a free educational seminar on Friday, January 10, from 5pm to 6pm at our office. At the free seminar, we'll discuss what options are available to you and help you understand the best course of action for you.

Free food and refreshments will be provided and be sure to bring a friend or family member with you! We look forward to seeing you on Friday!

**Seating is limited! Register today, call 555-5555**

[www.LowryDentistry.com](http://www.LowryDentistry.com)

# Public Relations

## Inform the public about your seminars

If you aren't spreading the good word about your practice and your services, then no one is! An easy, low cost way to generate buzz, get publicity and build goodwill in your community is to distribute press releases to local media, interested parties and organisations. A press release is a simple notice or announcement that often appears with minimal editing in newspapers, trade journals and other publications. If an editor of a publication finds particular interest in your press release, they may contact you for more information so that they can write an actual story.

First, make a list of local publications and organisations that would take an interest in your seminars. You should reference the list of media you gathered while identifying potential places to advertise in as a starting point. For organisations, take a look at local churches, gyms, bakeries, hair and nail salons and more.

You'll then need to identify appropriate editors and contacts to distribute your press releases to. Don't blindly send your press release to the publication, as that is a sure-fire way to be ignored. Newspapers are fairly easy. Look in a copy of your local paper, on their website for a list of editors, or call them. You'll want to find the editor who works in the most relevant section of the paper to your services - so for example, take a look at the health section for the editor's name. For other media such as radio and television, pinpoint specific programs, such as the morning local news program, and identify the producer. Lastly, for other organisations, look on their website or call to see if there is a community liaison manager, or simply go with the manager or director of the organisation.

Now that you have compiled a list of contacts, it's time to start writing! So how do you write a press release? It's pretty simple. First, you'll want to keep in mind that a press release is meant to be an unbiased source of news and information; it is not a sales piece. So, tone your writing down and just state the facts and details. Don't embellish or play up your business and services. At the core, all you are doing is announcing that you have a seminar coming up, you'll want to mention what will be presented and why it will be of interest, provide details on where, what and when, and lastly, provide a short background about you and your practice.

Included is sample press release you can modify and use to promote your seminars to the local community. Your press release should follow the same format and be double-spaced. If you include a photo of your office or of yourself, also include a notice to the editor after the hash signs [GO14] and write a brief image caption. Also, be sure to include the hash signs at the

end of your press release. Use of them is standard practice to indicate the end of your content and that there isn't a page missing by accident.

Now, with regards to distributing your press releases to editors, the old standard way has always been to print two hard copies and enclose them in a 9"x12" envelope addressed to the editor. Any image files should be burned to a CD-ROM disc and enclosed with a digital version of the press release in Microsoft Word format along with the printed copies. However, the news industry is changing. Review media websites to see if the publications accept press releases via email or through a form on their website. Follow whatever submission guidelines you can find, and if you can't find any, follow the above standard procedure for distribution through the mail.

### FOR IMMEDIATE RELEASE

#### **News About:**

Your Dental Practice Name

Dental Practice Address

Contact: Office Manager's Name and Practice Phone Number

#### **Dental Practice Name to Hold Free Dental Seminar on [Seminar Date]**

(City, ST – Announcement Date) Your Practice Name is proud to announce an educational seminar to discuss dental options available to [describe patient situation nad related problems]. The seminar is free and open to the public, and will be held on [Seminar Date] at [Seminar Time] at [Seminar Location]. Free food, refreshments and prizes will be provided.

Include a paragraph of background information about yourself and your practice.

Dentist's Name has been a member of the local community for the past (20) years. Dr. Last Name graduated from the University of Sydney Dental School in 1998 and moved with spouse and children to City Name shortly thereafter and founded Dental Practice Name.

For more information about the free seminar on [Seminar Date] call Office Manager's Name at [Office Phone Number] with questions and to register for the seminar. Visit Dental Practice Name online at [www.YourPracticeWebsite.com](http://www.YourPracticeWebsite.com).

# # #



## Community Outreach

### Build a network in your community

As part of your ongoing efforts to educate and inform the local community about your seminars and your services, you'll want to take a more active and visible role in your community. Initiate conversations with organisations, businesses and communities that are potential sources of new patients in your town or suburb.

In addition, keep your eyes peeled for networking and co-promotional

opportunities. Become involved with your local chamber of commerce and keep them abreast of your seminars. In turn, they'll reach out to their networks and help promote your seminars and practice in general. Also, look for opportunities to co-promote special events. Does your town or suburb hold charity golfing tournaments? Consider sponsoring a hole or advertising on the score card at the golf tournament. Are there any special annual food festivals

you could help sponsor? Compile a list of potential options, revise the list based upon how well you would reach your target demographic and get started!

# Response Tracking

## Follow every aspect of marketing closely

You will never know where you're heading if you're blindfolded! A key component to the success of this seminar marketing plan is in tracking the little details. You want to make sure that you know exactly where attendees are coming from. How did they hear about your seminar?

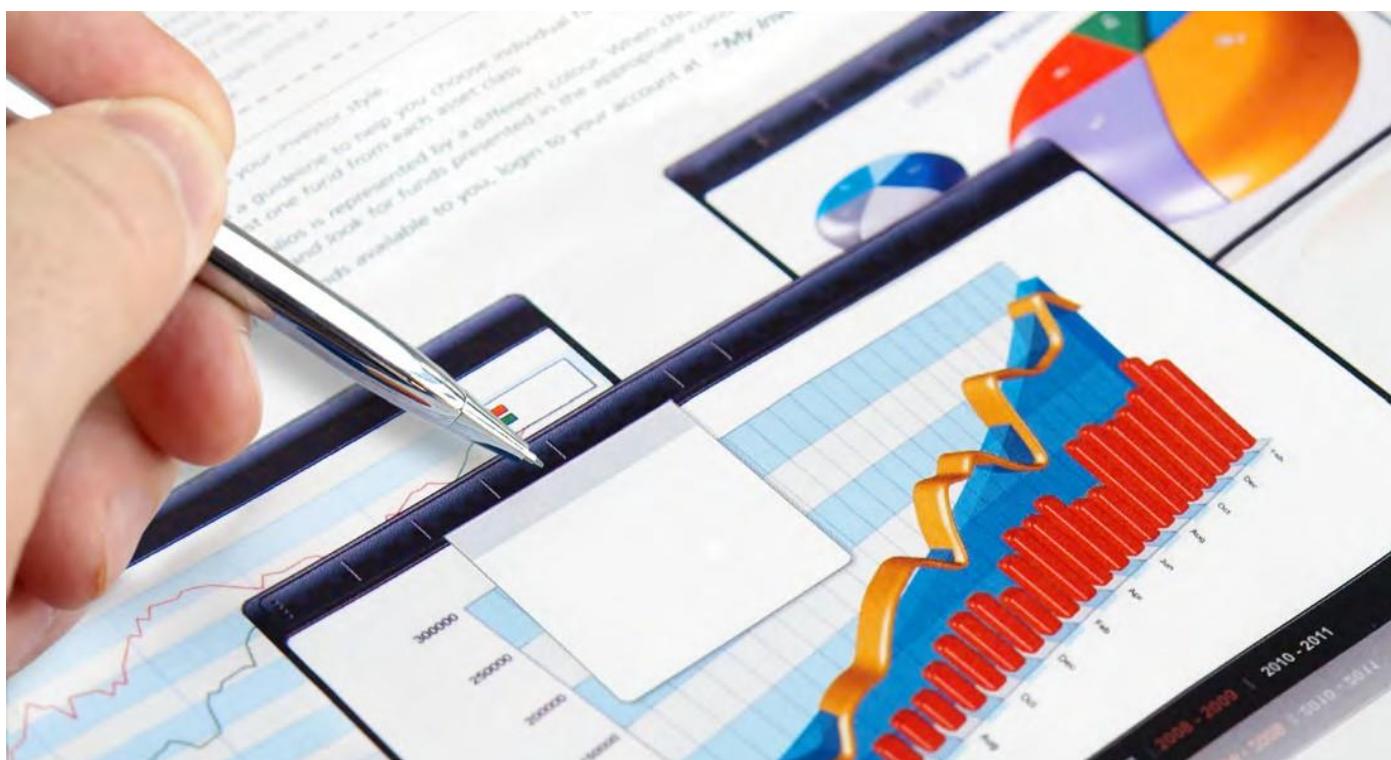
Train your staff to ask where a registrant heard about your upcoming seminar and include a field on your website registration form that asks where the registrant found out about the seminar. Was it from the local newspaper? Which one was it, if you advertise in more than one? Was it a word of mouth referral from a current patient? This data is vitally important in determining what advertising and marketing components are working well and what pieces need improvement. The goal is to continually fine-tune your marketing message to generate better results seminar after seminar and lower your overall per seminar marketing expenses.

You'll also want to pay attention to numbers at each step of the process. How many current patients did you initially

invite to the seminar? How many of those patients attended? How many converted into sales? As you hold more and more seminars, this data can be compared to give you an accurate picture to determine how much marketing and how many patients you need to reach out to in order to generate a desired outcome.

The same goes for the financial aspects. Track what you're spending on advertising for each seminar. Pay attention to how many attendees come from that advertising and calculate how many dollars of advertising results in a new patient. Revise your advertising and advertising budget if you find certain media works better than others.

When you put all of these pieces of the puzzle together (and they'll be different for each market and practice) you can flip everything on its head and say, "This is how much I want to increase my business this year and this is how many seminars I will need to hold each month to reach that goal." At that point, you're cooking with gas!





## Seminar Activity Checklist

A calendar of activities to complete, leading to your seminar

Time to kick things off by getting your office and staff prepared to host a dynamite seminar!

The following is a detailed step-by-step activity checklist for you and your staff to complete, leading up to your first seminar. Simply follow along and check off completed tasks as you go.

The checklist starts four weeks out from the date of your seminar and includes weekly, one-time, day of, and post-seminar activities and analysis. Get your staff pumped up and excited to be involved! Now is the time to put all of the marketing you've learned in the previous sections into action.

# Three to Four Weeks Before Seminar

Complete the following tasks up to a month before your seminar

## Schedule your seminar

Roughly a month beforehand, you'll want to schedule a day and time for your seminar. Be sure to consider your patient demographics as well as your staff when scheduling. Keep in mind that working folks usually prefer 5:30 or 6pm so they can stop in after work, while seniors and retirees favour early afternoons. Most practices find that Mondays, Tuesdays and Thursdays typically see better attendance.

## Decide on seminar location

Your office is most likely an ideal place to hold your seminar and presentation. It's nice to be able to take guests on a tour of your practice. However, restaurants and hotel conference rooms are all viable locations. Plan ahead and book space if necessary.

## Choose a presenter

Ideally, you'll want one of your staff to become very familiar with the dental implant presentation so that they can present for you. So, keep in mind that you'll want someone who is comfortable speaking in public, can speak clearly, and genuinely has an interest in helping your patients and practice. For your first few presentations, you'll want to make sure your chosen presenter has plenty of time to practice and rehearse giving the presentation.

## Plan your advertising

Although you won't actually place your ads in local media until the week leading up to the seminar, you need to begin researching your local market and make decisions on where you will advertise. Plan ahead! Reach out to a local advertising agency, marketing firm or graphic designer to prepare your advertisements. Most newspapers, publications, radio and TV provide ad development services, but you may want to farm that out to an agency or firm.

## Prepare and update your website

Work with your webmaster or web developer to create an online registration form for your seminars. You'll also want to update your website's homepage with a notice about the upcoming seminar; create a landing page for the seminar so that you can direct your online PPC advertising to that webpage; update your blog, if you have one; and begin posting notices to your social media accounts about the upcoming seminar.

## Design, print and place seminar flyers

Work with a graphic designer, marketing firm, your local printing company, or use a capable staff member to develop flyers promoting the seminar. You can use the previously enclosed example as a starting point. Print a hundred copies for placement in your office waiting room, your front desk, and locally in senior centres, supermarkets, recreation centres and other local hotspots.

## Prepare a current patient list to contact

Start working through your patient database and compile a list of patients who you think would be a perfect match for your services. Once you have a master list of all potential patients, take the first 15 to 25 to be invited to your first seminar. Keep in mind that you will want to invite current patients over the long term. You do not want to invite all prospective patients to every seminar.

## Invite current patients to your seminar

Put in motion the email or direct mail marketing plan detailed in this kit, using the provided sample marketing pieces. Roughly three weeks before your seminar, send your first invitation to patients, followed by the reminder notices and other marketing pieces as scheduled in the email and direct mail marketing sections.

# Three to Four Weeks Before Seminar

## Continued...

### **Invite patient testimonials**

Prepare a list of patients who have successfully completed procedures with you. You'll want to identify two patients who you would feel comfortable inviting to your seminar to provide their first-hand experience to prospective new patients. Use the sample email and letter as a guide and send an invitation roughly three weeks before your seminar. Then follow up as needed with a phone call and confirmation as previously detailed.

### **Promote your seminar to all patients**

During the course of your day, speak to regularly schedule patients about your upcoming seminar. Even if the patient is not a candidate, tell them about the seminar and ask your patients if they have family and friends whom may be a candidate.

### **Include a notice on your answering machine and prepare staff**

Update your office answering system and 'on hold' message with the details about your upcoming seminar. Also, be sure your staff members are aware of your seminar and are prepared to take seminar registrations over the phone and provide details about the seminar to prospects and patients who inquire.

### **Plan how many staff you'll need at the seminar**

Talk to your staff and make sure they will be able to attend your seminar. Ideally, you'll want one to two staff members available to greet seminar attendees and record contact information for all in attendance. You'll also want an additional one or two staff members to serve refreshments, provide office tours and schedule one-on-one consultations after the presentation. You'll also want to make yourself personally available and visible at all times to answer questions.

### **Prepare your appointment schedule**

Set aside time for six to seven consultations in the two to three weeks after the seminar. Don't make those who are interested wait to seek treatment! You'll want to be prepared ahead of time to be able to make one-on-one consultations on the fly with patients and prospects.

### **Plan your 'goodie bags'**

Think about and prepare goodie bags that will be handed to seminar attendees. The typical items include toothpaste, brushes, floss and mouth rinse. Try to think outside the box and come up with some unique items that will set you apart from other dentists. Is your hometown known for special food items or trinkets that you could include? Your goodie bags work psychologically to promote good will and a feeling of reciprocity with people. People like to receive gifts and free items!

### **Prepare a new patient kit to accompany your presentation**

Start working with a graphic designer or marketing firm to design and print the new patient marketing materials detailed in the marketing collateral materials section of this seminar marketing plan.

### **Purchase or rent audio/visual equipment**

Purchase or rent the necessary audio/visual equipment for use with a laptop computer, such as a projector, projector screen, laser pointer, microphone and speakers. Recommended equipment includes:

- Epson SVGA Projector (estimated \$495)
- Projector Screen (estimated \$119)
- Microphone, speakers, laser pointer (various retail prices) [GO15]

If you will be holding your seminar offsite, ensure the facility can provide appropriate equipment.

# Two Weeks Before Seminar

## Complete the following tasks two weeks before your seminar

### Prepare your new patient sales kits

Have your staff fill your custom-printed folders with the new marketing collateral material you've developed. Include brochures, an information sheet about your practice, business cards, frequently asked questions, new patient intake forms and more. Be sure to prepare extra kits so that you will be prepared should there be more seminar attendees than those who registered.

### Test the presentation on your computer and equipment

Don't wait until the last minute or day of the seminar to test the presentation on your computer and audio/visual equipment! You'll want to make sure that your computer has an appropriate amount of memory, is current with all software updates and has the correct software installed to run the presentation. Conduct a trial run beforehand! You'll also want to ensure that your projector is correctly focused and that you have all required audio/visual cables available. If your team will access the internet at any point during the seminar, double-check to make sure you have an appropriate LAN cable, or that a wireless network is set up on the presentation computer.

### Practise, practise, practise

Ensure that whoever will be giving the presentation has practised multiple times so that they are familiar with all individual slides and can naturally add comments, patient stories and more during the live seminar.

### Follow up with seminar registrants, invited patients and patient testimonials

Follow the previously detailed email or direct mail marketing plan schedule and follow up with each contact group using the sample marketing pieces supplied in this plan.

### Coordinate your needs with your offsite representative

If you will be presenting your seminar at an offsite location, ask the facility manager if they have the appropriate audio/visual equipment. Make sure the facility manager is ready and prepared for your event.

### Plan the layout of your seminar room

Decide where the screen will be located, as well as your laptop computer and projector, refreshments table and guest seating. If you need chairs, contact an equipment/party rental place and make reservations and arrange a delivery time.

### Plan your food and beverage menu

Keep things simple and easy to eat! Decide what foods and drinks you will provide to guests. Finger foods such as cheese, fruit and vegetable trays are perfect. Sliced sandwiches, dessert trays, and cookies are great options, too. Bottled water, soft drinks, juices and iced tea are great options. Be sure to order more than you think you will need. If you need to place an order with a local deli or bakery, call and schedule your menu and pickup or delivery time with them. Make sure you have napkins, toothpicks, disposable forks, knives, spoons, milk, sugar, cups, napkins and stirrers on hand. A tablecloth and small candles add a nice touch and provide for a more relaxed, comfortable environment.

### Purchase door prizes

Everyone loves surprise gifts! Select two items as smaller door prizes and one larger gift as the main prize. These items will be gifted via grab bag at the end of your seminar. Gift cards from coffee shops, restaurants and local businesses are perfect for the smaller prizes. Fancy tea pots, [GO16]crock pots and other kitchen items are popular as larger gifts. Be sure to wrap these gifts so that the recipient feels even more special.

# One Week Before Seminar

Getting close! Take care of the following the week before

## Run your advertising campaigns

Make sure all of your advertising in the local newspaper, radio, television and your online PPC search engine advertising is given the green light to run! As per the previous advertising section, you'll want your advertising to run consecutively each day for the week leading up to your seminar.

## Continue marketing to registrants, patients and patient testimonials

Per the email and direct mail marketing plan, be sure to follow up with each contact group using the sample marketing materials provided.

## Confirm offsite facility, catering and equipment rental reservations

If you will be holding the seminar offsite, call and confirm your reservations with the offsite facility and ensure they have all audio/visual equipment available. If you are catering the event or purchasing food from a deli or bakery, ensure your order has been placed. If you are renting equipment, tables, chairs or anything else, call your provider and ensure your rented pieces will be ready for pickup or on-time if being delivered for you.

## Prepare models

Models are an excellent tool for educating patients. Gather and prepare models to be passed around during your presentation. If necessary, add labels to identify key pieces.

## Prepare goodie bags, door prizes and dental implant new patient kits

Gather all of the free items you will be giving away to patients in your goodie bags and prepare those. Make sure you have extras available in case additional attendees come to your seminar. Time to wrap your door prize gifts! Also find a

nice box or good looking bag that guests can put their door prize slips into for the door prize raffle. Lastly, double check that your new patient folders containing your marketing collateral materials have been filled and are ready to go! Again, you'll want to make sure you have some extras on hand should there be more seminar attendees than have registered.

## Send press releases

Roughly one and a half to one week before your seminar, prepare and distribute to local media a press release announcing your upcoming seminar.

# One to Two Days Before Seminar

You're in the homestretch! Complete the following days before

**Call seminar registrants**

Have your staff provide a friendly reminder call to registrants of the upcoming seminar. Reconfirm with registrants their attendance, review location and start time and provide directions to the seminar location. Tell registrants that you're excited they are coming and let them know the event will be educational and that you will provide food, beverages and prizes!

your staff so that they can point those items out to patients and prospects during office tours.

**Call patients providing testimonials**

Call your patients who have agreed to attend and provide first-hand testimonials. Thank them for agreeing to come and reconfirm they will be there! Provide directions and other information as needed.

**Prepare for scheduling patient visits**

Don't wait until the day or days after the seminar to schedule appointments! If you will be conducting the seminar offsite, plan ahead for a way to book appointments with patients at the conclusion of your seminar.

**Test your presentation equipment**

If you will be holding the seminar at your office, set up and test your laptop computer, projector and audio equipment to ensure everything is on hand and in proper working condition. You want to make sure that your laptop has all patches and software updates and that everything is working together properly. You do not want to be caught off guard with equipment malfunction the day of your seminar!

**Gather all equipment, marketing materials, prizes and goodie bags**

If you will be conducting the seminar offsite, ensure your audio/visual equipment is packed up and ready to go! Also box up your new patient kits, door prizes and goodie bags.

**Prepare your staff**

Hold a team meeting with seminar staff to ensure they understand their roles in the presentation, meeting guests and making appointments. If you will be providing tours of your office, walk through key technology and equipment with

# Day of and Time of Seminar

It's showtime! Prep your office and let's go

## Room setup

Prepare your room by setting up the presentation audio/visual equipment and laptop. Arrange chairs so that everyone has a clear view of the presentation and set up your food and refreshment tables. Typically, 50% to 70% of registrants will attend. You will want to set up roughly enough chairs for 60% attendance. The goal is to keep empty seats to a minimum. You can always add more if needed!

## Clean up your office

Make sure your waiting room, front desk and treatment rooms are neat and tidy! Be sure to temporarily hide anything that can give a negative impression, such as biohazard needle containers.

## Time of seminar:

### Start your presentation late

People inevitably show up late! In order to avoid interruptions, give attendees about a five-minute grace period. Face your audience, be upbeat and friendly. Be sure to scan your audience and engage attendees with casual eye contact. Dumb things down and don't use overly complex dental terminology.

### Introduce your testimonial patients

Warmly thank and welcome your two testimonial patients for coming and introduce them to your audience. It is always helpful to hear first-hand patient experiences; they are a powerful asset to your seminar!

### Field questions

Ask seminar attendees if they have any questions and answer them as thoroughly as possible. Be frank, honest and open with people. Try to avoid overly technical jargon, but at the same time, be complete in your answers.

## Announce a special offer

You want to keep the momentum pushing forward! A great way to do this is to thank your audience for coming and announce a free one-on-one consultation with the dentist. This helps prospects move along in the sales process. You can then push further and provide a discount on a comprehensive dental physical as a 'thank you for coming out tonight.'

## Conduct your door prize raffle

Draw names for the winners of the large door prize, followed by the two smaller prizes. Make it fun and exciting for attendees!

## Be gracious

Thank everyone for attending and make yourself available to mingle after the presentation and talk with attendees. Invite them to the snack and beverage table for more food and personally shake hands and thank attendees again as they leave.

# Post Seminar Actions

Evaluate all aspects of your seminar and presentation

## Congratulations!

You and your team deserve a solid pat on the back for an A+ effort!

## Conduct a team meeting

Review with your staff how the seminar went. In particular, dive into the numbers! How many people did you reach out to, how many registered for the event, how many attended and how many appointments did you successfully schedule as a result?

## What did you do right?

Poll your staff to see what went well and what they found effective. You'll need to increase these activities in your next seminar!

## What could you improve?

Be objective and really pick apart your performance. Try to identify all problem areas that can be improved for your next seminar. The goal is to constantly re-evaluate your process and continually improve each time.

## Follow up with registrants who didn't attend, attendees and testimonial patients

Continue marketing to registrants, attendees who didn't schedule a one-on-one consultation and patients who provided testimonials. Use the sample marketing pieces from the email and direct mail marketing sections as a guide for reaching out to each group of contacts.

## Potential problems

The following are a few potential problem areas you may have faced with your seminar and remedies:



### No registrants

If no one registers for your seminar, you are most likely not reaching your target market. Reassess your advertising, where you're placing flyers and also look at your registration process. Is it easy for people to register? Are you following up on patient invitations? Are people being discouraged from registering due to a staff issue?



### People register, but no one attends your seminar

This can certainly be a kick in the teeth, but at least you can confirm your advertising and outreach worked to generate registrants. Try to identify why no one showed. Was there a problem with location, time or other issues? Call registrants and ask them why they didn't attend. Keep in mind that this isn't a total flop! No one else but your staff will know that no one showed up. Take the time together to rehearse the presentation and discuss what you can do to improve next time.



### Poor attendance

Change your approach on the fly and explain to your attendees you really wanted a more intimate setting for a more personalised experience. Don't sweat it! It's all how you present yourself to your audience.

# Frequently Asked Questions

You've got questions, we've got answers

## Q What is this seminar marketing plan?

This plan is a marketing and promotional system to executing a successful seminar and presentation. The objective is to build your practice, increase profits and expand the volume of procedures your practice sees. The marketing plan, sample marketing components and presentation have been honed over the years to improve results and make implementation easy for you and your staff. Simply follow each step of this seminar marketing plan and you will promote your practice as the authority on dental implants in your community and generate new patients who are excited, educated and ready.

## Q How involved is the process?

Unfortunately, everything worth its salt takes time and effort for a successful outcome. You will need to plan ahead and ensure you and your team learn the steps, practise the presentation, and market and prepare for a great seminar. Once you've had a few under your belt, you'll find the process becomes much easier. You'll also notice that once you have your own advertisements, flyers and other marketing materials prepared, there is less effort for subsequent seminars. Our advice is to spend a couple of weeks before you even start planning your first seminar to review all of the materials in this plan closely. Involve your entire staff in the learning and planning process. You and your staff will want to be familiar with each component of marketing, get up to speed with advertising to your local market, and adjust things where necessary to suit your individual needs.

## Q How much time is required?

There really isn't a set timeframe as each practice is different in their staff availability and workload. Most practices squeeze in learning about this plan when staff has downtime throughout the work week. Once the plan is learned and the marketing components have

been customised for your practice, you are looking at only a few extra hours per week for a staff member to run the marketing leading up to your seminar. Again, as you become more familiar with the plan, that time will decrease. One of the larger aspects is learning and practising the presentation. Actual time required will depend on the abilities of the presenter, but they will need to spend a few hours getting up to speed with the presentation and a few more hours rehearsing the presentation. It is also very helpful to set up a couple of dry runs in front of you and your staff before your first presentation so that delivery can be optimised and positive, constructive feedback can be given.

## Q Do I need to hire an outside consultant?

The answer to this is 'maybe' and depends on how much of your marketing, graphic design and web maintenance is handled in-house by your staff. If you have competent staff members who can update your website, create catchy advertisements and flyers in standard graphic design software, then you wouldn't need outside help. Most newspapers, radio and TV stations are more than happy to develop advertisements for you when purchasing advertising space.

## Q Where can I source other materials?

All audio/visual equipment can be readily sourced from big box electronic and office supply stores. Materials included in goodie bags can be ordered through promotional items companies and your usual suppliers. Gifts and door prizes can be sourced through national chain businesses and local businesses for gift cards and other items.

# Presentation Transcript

The following is a transcript of a presentation given by one dental practice

## Slide 1

Good afternoon and thank you for joining us. Today you're going to learn about an exciting option for creating a beautiful, healthy smile with dental implants. (Introduce office staff)

## Slide 2

In addition to discussing how dental implants will change your life, we'll also cover the other options available to replace missing teeth. Throughout this slideshow, there will be some content that we may not necessarily cover in detail, but we will have time to answer questions after the seminar.

## Slide 3

Why are we doing this seminar? There is so much information out there; we want to help clear the air so to speak and to provide you with the resources and answers you need so that you can make an informed decision about your smile and health.

## Slide 4

Missing teeth affect us physically by dictating what we can eat safely and can make you appear up to 10 years older than your peers due to poor nutrition and facial changes. Missing teeth affect us emotionally by making us more self-conscious and less confident in social situations. Missing teeth also affect our health, by altering our ability to chew and grind food, which can result in poor nutrition and decreased overall health.

## Slide 5

So, what happens when we lose teeth? Multiple problems can occur to your mouth and face, such as: bones shrink, teeth shift, it creates a gap in your smile, your facial profile changes, along with some other problems that we will talk about shortly. Let's discuss each problem individually.

## Slide 6

This is a panoramic x-ray, on the lower right hand-side; this patient is experiencing bone loss, which is both progressive and irreversible. In just six months, you can see 40-50% loss in your ridge bone. This causes irreversible facial changes, drooping of sinuses, nerve pain, jaw fracture and wrinkles around your mouth.

## Slide 7

In addition to bone loss, we see evidence of teeth shifting. As you continue to lose bone, your healthy teeth will begin to shift in your mouth. Shifting teeth can bring about negative cosmetic changes to your smile and can also damage your

ability to chew and bite properly.

## Slide 8

This illustration shows how your facial profile can change. As you continue to lose bone, the profile of your face will irreversibly change. Bone loss can also lead to nerve pain and jaw fracture.

## Slide 9

Beyond bone loss, shifting teeth and changes to your facial profile, missing teeth can cause periodontal disease, gaps between your teeth, TMJ problems and poor nutrition.

## Slide 10

The two most common complaints among patients missing their teeth are: 'I can't eat what I want' and 'I'm embarrassed by my smile.' Dental implants will help you to eat the foods you love and give you a smile to be proud of.

## Slide 11

We understand that you have concerns regarding tooth replacement, that's why we do these seminars to provide you with answers to your questions and to address any concerns you may have before proceeding with your treatment.

## Slide 12

Dental implants are an excellent alternative when compared to other traditional methods of replacing teeth, such as full dentures and partial dentures. So, let's talk about what your options are for replacing missing teeth, starting with dental implants. Dental implants are permanent and natural looking; they don't damage healthy adjacent teeth and are very strong.

## Slide 13

What are dental implants? As you can see in the diagram, dental implants are similar in structure to your existing teeth. The actual dental implant mimics the tooth root, the abutment and custom-made crown replicate the tooth.

## Slide 14

Dental implants are the standard of care for replacing missing teeth because they stop bone loss, prevent teeth from shifting, increase bite power and functionality and your healthy teeth are unaffected.

## Slide 15

Dental implants are built from titanium, which is a metal readily accepted by the human body. In a process called

Osseointegration, bone grows to form a functional and structural connection with the dental implant. Dental implants, like natural teeth, stimulate the jaw and reduce bone loss.

### Slide 16

Dental implants have a success rate of 97%-98%. The other 2%-3% includes patients with uncontrolled diabetes, other health issues and clinical experience from the dentist. We are blessed to work with (dentist's name) who has lots of experience and stays on top of advanced education.

### Slide 17

In these next slides, we'll discuss whether dental implants are right for you and other options available for tooth replacement, including the pros and cons of each option.

### Slide 18

Let's discuss options for people missing a single tooth.

### Slide 19

This is an illustration of a bridge. Bridges are fixed, non-removable and cost lower than some other options. The adjacent teeth are ground down to fit the bridge. This is a good option if the adjacent teeth need large restorations or crowns. There will be continued bone loss and bridge will loosen over time. Not a permanent solution, this is why dental insurance companies will pay their portion on a new bridge every 5-7 years. Bridges are a three-tooth solution to a one-tooth problem.

### Slide 20

A second option for replacing a single missing tooth is the removable partial or flipper. This is the least expensive option. Partials do not stop bone loss, they shift in your mouth when talking and eating, they trap food and cause bad breath, and they have a life span of 5-10 years.

### Slide 21

A third option is a dental implant. Implants replicate natural teeth and preserve healthy teeth. They are permanent and non-removable and also help to prevent bone loss. Implants aren't susceptible to gum disease and tooth decay. Implants typically do cost more than the other options and may take longer to complete.

### Slide 22

Now let's go ahead and talk about options if you have more than one tooth missing.

### Slide 23

This illustration shows a four-unit bridge. They are fixed/non-removable. As mentioned earlier, the adjacent teeth are ground down and it's a good option if the adjacent teeth

need large restorations or crowns. But there is a greater risk of cavities, and often the concerns we have mentioned about a bridge are amplified with a larger bridge.

### Slide 24

A second option is the partial denture, sometimes called a removable bridge. You can have implants placed to secure the partial instead of metal hooks, which can damage the teeth over time, and also cause painful pressure points. Partials can affect your taste, tactile sensation and temperature perception. Bone loss also continues and the partial may require several office visits for adjustments.

### Slide 25

Another option is multiple single implants with crowns or placing fewer implants and doing an implant bridge. Single implants are less invasive for adjacent teeth (no grinding down) and are more functional and versatile. They do however cost more and may take longer to complete.

### Slide 26

So, we've talked about options for people missing one or multiple teeth. Now let's cover the options for people who are missing all of their teeth, or an edentulous patient.

### Slide 27

Full dentures are the most economical option. Same negatives as the partial denture: food traps causing bad breath, interfere with the taste and temperature of food. Also, lower denture makes speaking, laughing and smiling difficult due to shifting.

### Slide 28

The implant stabilised, tissue retained denture, is a great solution for a slipping lower or even upper denture. This type of solution does still rely on support of your tissues for the denture.

### Slide 29

By adding more implants, your denture can be primarily stabilised by the implants, thus allowing us to remove more of the acrylic or plastic from the denture, in particular, the palate on your upper denture.

### Slide 30

An option which is attractive to many patients missing all their teeth is the hybrid denture, which is an implant supported denture. Hybrid dentures are comfortable, lightweight, durable and biocompatible, but the cost is higher and treatment may take longer to complete. This type of denture stays in your mouth and can only be removed by your dentist.

### Slide 31

And finally, we have replacing each missing tooth with single implants or with bridges. They are non-removable, natural

looking, functional and strong. However, the cost is higher and treatment time is longer.

### Slide 32

So now let's talk about the treatment process and who's a candidate for dental implants and cost of implants.

### Slide 33

The first step in the treatment process would be to schedule an in-office consultation for records, X-rays and 3D imaging. Your dentist will assess your individual situation and present a safe and effective treatment designed specifically for you.

### Slide 34

Let's talk about the implant process. Implants are placed in the bone in a relatively pain-free procedure under local anaesthesia. Each implant takes approximately 30-60 minutes to place. There may be mild gum soreness, usually OTC medications are recommended. Case completion may be same day or up to 9 months. Keep in mind, that even during treatment, you will never be without teeth.

### Slide 35

Once the dental implants have bonded to the bone, we are ready to restore your beautiful smile. You will continue to take care of your implants just as you would natural teeth.

### Slide 36

Most people are good candidates for implants. You can't be too old; however, you can be too young. Patients with uncontrolled diabetes and HIV patients are not good candidates. Certain uncontrolled medical conditions may decrease implant treatment effectiveness, so first discuss your full medical history with your dentist.

### Slide 37

For patients with dental insurance, you may get a partial benefit up to your yearly maximum. We'll gladly look into your insurance plan for any available implant coverage. Financing options are available that offer 0% interest up to 18 months. We'll work with you to customise a plan and help you with financial options tailored to your budget.

### Slide 38

Finally, how much do implants cost? Implant costs vary widely from \$1,000 for a mini implant to help stabilise a partial to \$75,000 [GO17] to have a mouthful of individual implants, abutments and crowns.

### Slide 39

And to recap the benefits of dental implants: they stop bone loss and prevent facial changes, you'll be able to eat the foods you love, improving your health and you can have a smile to be proud of.

### Slide 40

So many patients tell us that their lives have improved dramatically and that they wish they'd pursued implants sooner. We've discussed so many different options today, it's best to schedule a complimentary consultation to assess your individual needs and move forward with a plan that best suits you and your budget.

This concludes our seminar, thank you for attending

