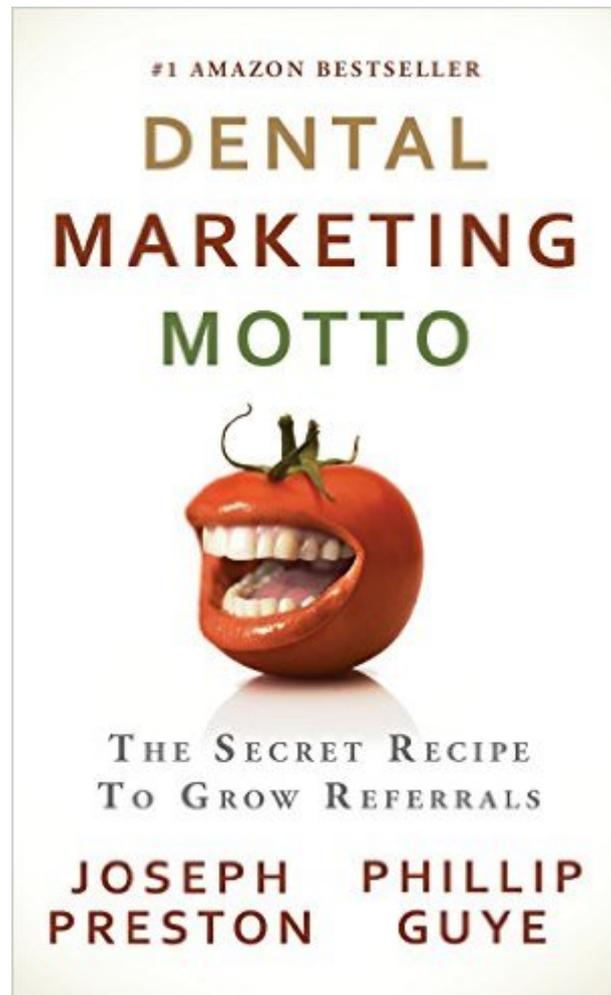


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# Dental Marketing Motto: The Secret Recipe To Grow Referrals



## Synopsis

ATTENTION: Successful Cosmetic Dentists, Periodontists, Oral Surgeons, Prosthodontists, Orthodontists and Endodontists... Focused on helping elite dentists and specialists attract profitable patients, this new book reveals The Secret Recipe To Grow Referrals...so you can Get More New Patients Faster. Phillip Guye and Joseph Preston are co-founders of DoctorBookPublishing.com which provides their dentist, dental specialist, plastic surgeon, orthopedic surgeon, physician and hospital clients with the highest level of patient acquisition success currently available in the marketplace. "Referrals, also known as endorsed introductions, are like oxygen for any dental practice," said Phillip Guye, co-author of Dental Marketing Motto. "Increased competition for patients will leave many doctors no other option than to resort to bribes as a way to save their practices. Our methods offer a legal alternative by psychologically influencing and persuading people to the point where they feel consciously compelled and even subconsciously obligated to tell other people about your practice. It's like mind control and our system shows you step-by-step how to do it." This system reveals a technically legal, yet controversial Patient Getting Strategy so you can: Position yourself as THE recognized Authority and Trusted Expert in your market so prospective patients believe every word you say (Page 58); Attract affluent prospective patients, get more big profitable cases and dramatically increase case acceptance (Page 106); Grow patient-to-patient referrals (Page 118); Generate positive publicity to build your celebrity status in your market (Page 123); Maximize referrals from other doctors with this super stealth marketing strategy (Page 95); Obtain hassle-free testimonials and positive reviews from your patients faster than ever before (Page 121). "Smart docs embrace our subliminal marketing strategies to give them an immense edge over their competitors so they can boost referrals and grow their practices," said Joseph Preston, co-author of Dental Marketing Motto.

## Book Information

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## Customer Reviews

Referrals are the life blood of my business so I really enjoyed reading their perspective. One of my favorite parts of the book is their discussion on how to influence and persuade prospective patients so that they truly get to know, like, trust and fall in love with doctors and their practices before the initial consultation. This excerpt from Dental Marketing Motto makes a lot of sense: "Trust, Authenticity and Believability are critical elements to closing any sale such as when patients are in a position to accept or delay treatment. After conducting in depth off-the-record research interviews with a variety of patients from many different medical practices, we have found that the majority of prospective patients experience a sense of high anxiety, trepidation and nervousness when meeting with a new doctor for the first time. If a prospect is in a state of anxiety and fear during the initial consultation, this causes a road-block to the sales process and can dramatically decrease case acceptance...The challenge is: how do we create an emotional bond or connection between prospect and doctor before they ever meet?" If you read this book, they show you how.

I feel bad writing this because it makes me admit that I was conned into buying this book. This book is a sales pitch to dentists. Bottom line: hire us to ghostwrite a book for you to establish credibility. Do you have to be good at what you do? No! It's about the perception of authority. Saved you some money. Also this book is printed in like font size 18.

The authors wrote an intriguing marketing book that presents a step by step system on how to get recognized as The Expert and Authority in your market so you avoid being an invisible expert. When you are perceived as THE Expert, you build immediate TRUST with a prospect. Trust converts prospects into customers every day of the week. Their insight makes total sense and it works. The stealth marketing strategies the authors share make this book a great investment.

Great marketing strategies for small businesses who base their livelihoods on good referrals!

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