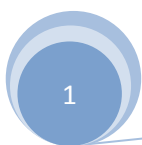
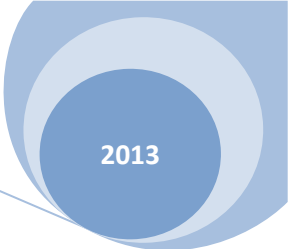


# Land A Dental Client In 7 Days Flat

Your Guide To Landing A Client In One Of The Most Lucrative Niches In Offline Marketing





**Contents**

Disclaimers ..... 3

Why Dentists? ..... 4

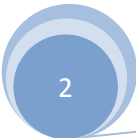
The Freebie Method ..... 5

    The First Step ..... 5

    Getting Prospecting ..... 6

    Communication and Closing The Sale ..... 8

Conclusion ..... 10



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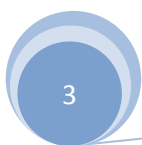
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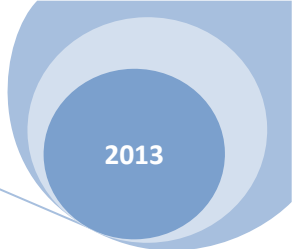
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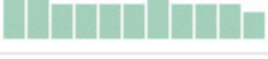

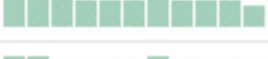

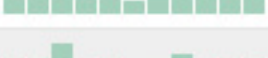





## Why Dentists?

It is no secret that dentists stand to make a lot of money when prospective patients call them on the phone or walk into their office. But that doesn't necessarily mean that we as offline marketers stand to make a lot of money by working with them.

Remember, in order for US to stay in business, those that we work with need to see a positive return on their investment. So to find out whether or not this is a lucrative market for us - let's look at some data:

Approximate CPC (Search) 	Local Search Trends
\$8.68	
\$8.67	
\$8.00	
\$8.35	
\$8.89	
\$8.31	
\$8.62	
\$10.52	

This information that you see here are some of the actual CPCs for exact match for the keyword "Portland Dentist". In other words - this is how much local dentists in my area are paying to get a single visitor to their site! Think about that for a second - the dentists in my area believe that a single visitor to their site is worth \$8 or more.

Think about all of the ways that we could help them drastically decrease the cost of each visitor. If we are good at PPC we could simply sell PPC services that would get traffic at half that price. If we know how to do SEO, we could easily get them ranked for some of these keywords and they would spend MUCH less on SEO than on PPC for the same, if not better, results.

We could also do things like web design or conversion optimization to increase the value of each visitor - so for example, if they are currently paying \$8/click and they only convert 1 in 5 visitors, even if they don't change their traffic getting method, if we can improve their optimization to 1 in 3 - then we have just saved them a BUNCH of money!

But how do we even get to work these dentists? I mean they have gatekeepers, they are extremely busy and everybody and their dog is pitching marketing services to them. So how do we do it? And more importantly, how do we do it in 7 days or less?



# Dental Client In 7 Days Or Less

If you are absolutely desperate for clients, you just need to pick up the phone and start calling. It is that simple. But I completely realize that not every can or SHOULD do that. For example, I have severe PTSD - for me to get on the phone and start calling people - probably isn't the greatest idea in the world.. .

So we need an alternative...

One that will allow us to still be effective in what we are doing - because with a 7 day timeframe we don't really have time to be messing around with stuff that doesn't work.

So here is what I have come up with - to get you a dental client in 7 days or less!

## The Freebie Method

This is the method that has been the best for me - whether you are trying to get dentists or some other high end client - because the thing is that people like this - the professional sector - they typically get calls from everyone! Think about how many WSOs there are about how to get lawyer clients or accountant clients etc.

So what we have to do is get right to the point, early on and establish ourselves as "different" from everyone else.

To do this we use the freebie method. It might seem like a really bad idea at first, but you just have to trust that this actually works. You also need to keep in mind that sales is a numbers game - you will talk to a bunch of people who will say no before any of them say yes. So keep that in mind. If you try it for one day and everyone says no - don't give up - eventually, someone will say yes.

## The First Step

The first thing that we need to do is to select our niche. Trying to prospect to everyone, trying to sell everything (the shotgun approach) rarely works and certainly not in 7 days. So we need to do a few things:

1. Choose what we are going to sell. This method works with any IM service, you just need to choose 1. When I say 1, I really mean 1.





2. Choose a dental specialty. Now, you don't have to avoid general dentists - I just mean, that if you are going to go after general dentists - then go after general dentists. Don't try hopping around from orthodontists to periodontists to general dentists. Pick one and stick with it.

3. Decide on your freebie. This is probably the hardest part of this entire process. You have decide

what you can giveaway, or do for free that is worth something to these dentists, without making yourself become a literal slave working for free all of the time.

Remember we are just prospecting - NOT performing massive free SEO or building entire mobile sites. What I recommend is that you use the graphics that you picked up for with this WSO and think about how you could leverage them into a free offer - for example, you could use the Twitter backgrounds to offer a free twitter set up. Or use the Facebook for setting up a free facebook account etc. Something that would take you like 15 minutes and people would be really impressed.

On Wednesday January 30th at 11am EDT we will be releasing an entire Dental Marketing Kit that you could easily use for things like this. It is going to be packed with offers (graphics, content, videos etc) that you could then easily turn around and use in this freebie method of client getting.

## Getting Prospecting

Ok, so now that you have your freebie selected - whatever that freebie might be - it is time to start giving this stuff away.

The prospecting process that we are going to be examining is incredibly simple. It bypasses gatekeepers, we don't have to do cold calling and we can utilize the tools that you already got from this free WSO.

Step 1. Join linkedin and create your profile to reflect that you are a dental marketing specialist. There are entire courses out there that teach you how to create optimized profiles, but we don't need to go over those right now - you can pick them up on your own.

Step 2. Scroll down in this PDF and join all of the suggested LinkedIn groups that we have gathered. You will be able to find several groups that are outstanding for this method.

Step 3. If you don't already have a blog - then you need to set one up. It is imperative that you have a blog for this to work. You also need to get an autoresponder like [Getresponse](#).

Step 4. Now that you have the blog set up - you will need to create content, that you will then share on LinkedIn - in the groups that we have shown you- EVERY SINGLE DAY for the full 7 days.

What kind of content should you be producing? Most IMers will say "quality" content - but what does that even mean? Do they really mean well researched, well worded, PHD level content? No, what they really mean is "click worthy" content. Stuff that shocks, stuff that gets people to say - "Oh yea, I feel that way too" or stuff that blows people's minds like "How to rank in Google #1 in 3 days".

So what you need to do is spend each day crafting articles - they really don't have to be that long to get this effect - on your blog and then sharing that in your groups. When someone comments on the groups - which the inevitably will - then you comment right back. All together this should take about 1 hour a day to do this.

You will start to see immediate traffic (like overnight style) as long as you are writing "click worthy" articles.

Step 5. Either using a pop-up plugin or the very least an optin form on the sidebar of your blog - get the readers of your blog to focus their attention on your free offer. For example at the end of the article you could say something like:

"If you really liked that article, you should know that I am giving away free Facebook set ups for dentists for a limited time. If you would like to get your facebook page set up for free - then optin below" or something along those lines.

Because once you have their email in your autoresponder - you will be able to control communication. You can treat them like they are on your email list - you can send out affiliate offers or you can even sell your own products. The point is that the money really is in the list.



Now, because you are offering a free service, you will have to treat the initial emailing a bit different than if it were an email list that you had created selling a digital product. For example, you will want to contact everyone who signs up so that you can get their business info etc.

This time of contact is SUPER crucial in the success of this freebie system. You don't just want to say:

"Hello, thanks for signing up for this free giveaway! What are your details I will have this finished tomorrow!"

You need to try and extract information and build trust. So now let's take a look at the communication side of this process.

## Communication and Closing The Sale

Now, before you get crazy and start giving things away to everyone and their dog, there a few words of warning that I would give you:

1. Qualify the prospect. You need to qualify the person. In other words - not everyone is going to be worthy of your free offer. Just because someone wants you to work for free for them doesn't mean that you SHOULD work for free for them.

A lot of people who do the freebie method make this mistake. They give away free stuff to people who are only interested in free things - freebie seekers. Freebie seekers are not going to help you get a client in 7 days. So how can you tell the difference? Here is what we do:

a. Linkedin groups. First you will need to establish yourself in these groups (and of course find some more of your own relating to dental marketing groups):

[Dental Sales Professionals](#)

[Marketing For Dental Specialists](#)

[Preferred Dental Marketing](#)

[Dental Marketing UK](#)

[Dental Website Marketing](#)

[Dental Marketing And Branding Ideas](#)

[Dental Practice Management](#)

[Dentist Network](#)

Basically, you will only want to work with the people that you find in these groups. Linkedin is much more professional than a lot of other places like craigslist etc. So it is always a good idea to stay there - that should help you to avoid any freebie seekers.

b. Identify their needs. Don't just take their word for it - check out their site - do they really need some SEO work done? Do they need rep management services done? Do they REALLY - or are they just saying that to get the freebie from you?

c. Make them work for it. I never commit to giving away a freebie in less than two emails. Remember, you are giving them something for free - if they can't answer a few questions that you might have for them regarding their marketing needs - than move on. There are plenty of other grateful dentists out there that would happily answer all of your questions (which we will be talking about here in a second).





2. Ask them finding out questions. One of the best ways to garner trust from an individual is to ask them questions about themselves and to listen. Conveniently, one of the easiest ways to pitch someone is to find out what their needs are and to present them with a solution.

Here are some good questions that you should be asking your prospects:

- a. Have you ever hired an (insert your niche here) company before?
- b. If not, why not?
- c. If you have, were you satisfied with their work?
- d. What do you think is the biggest hurdle to you making money with your online properties?
- e. What is the biggest stressor that you face in your marketing efforts?

I would start with those questions. You can even claim that they need to finish this questionnaire in order to redeem the free service that you have said that you will provide.

3. Listen to and respond to each question. Don't just read their answers and then put that in the trash in your inbox - you need to respond to each answer that they give. Take the consultative approach to selling - answer their answers with quick and easy solutions.

For example, if they have had a bad experience with an SEO company, then all you need to do is give them a few pointers about how to avoid such problems in the future - you can even talk about the benefits of SEO and how much of a shame it is that so many SEOs can't deliver the professionalism that is required etc.

4. Provide the service. Now is your chance to shine. You need to perform whatever it is that you are planning on giving away for free. Whether you are using the graphics that we gave you or not - you need to do it, do it well and do it ahead of schedule. Once you do that, the prospect will think very highly of you. They will trust you, if you answered their answers with helpful suggestions, they may even start to think of you as an authority - and it is much easier to sell from there.

5. Ask for referrals. Don't wait for this - ask them right away upon completion of the service. You might be surprised - you can either ask to giveaway MORE stuff to people they know OR you can simply state that you run an (insert niche here) company and that you are trying to drum up some business and would like to know if they know anyone who might be interested.

Sometimes you will get a no - but if you get a yes, it is going to be a REALLY easy close because referrals are powerful!

6. Ask for recommendation on LinkedIn. This is critical - we want you to have a long list of awesome recommendations from people on linkedin. If you saw any of my sales staff's linkedin profiles you would think that they were cult leaders because they do this freebie method so much that their profiles are



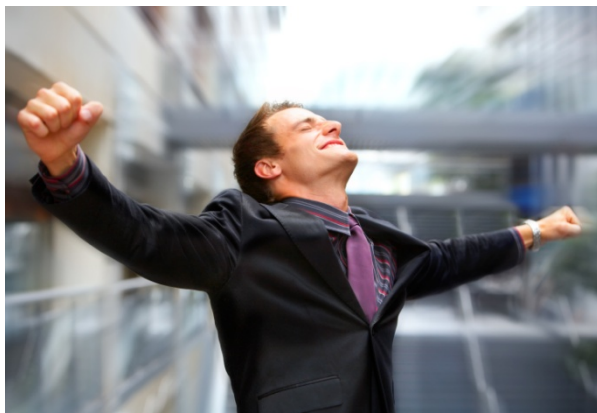
just overrunning with positive recommendations. This helps tremendously to establish them as authorities, as people that can be trusted etc.

7. The final step. Now that you have gotten referrals and recommendations out of the prospect - now it is time to pitch your services. Simply say, "is there anything else that I can do for you? I would really like to help you with you (insert area of need that they have) and I really enjoyed working with you. I would really like to work something out so that we can continue to work together."

This non-invasive approach works like a charm. It touches on the emotional side of buyers - which is the actual side that people purchase from - and it allows for individuals to feel like you are going into a partnership and not that you are just trying to take money from them .

Saying things like "I would really like to work something out so that we can continue to work together" is much different than saying "I would really like to sell you my SEO".

## Conclusion



That is all there is to it. You **MUST** stick with it - you **MUST** continue to move forward even if you hear **NO** and remember that you are going to talk to a lot of people before someone finally says yes. Don't be fooled by WSOs that guarantee 100% conversions in the sales process - there is no such thing.

Also, don't forget that you will have collected these dentists email addresses - you can easily monetize them with cheaper offers that perhaps your main one. Don't let that hard work go to waste!

Hopefully you will check out our Dental Marketing Kit offer being launched on Wednesday January 30th at 11am EDT. Half of all of the proceeds are going to be donated to a charity that I used to be on the board of directors for: [Nikela.org](http://Nikela.org)