

Summer 2012

# Dentist News

**How Dentists Are  
Reducing Stress  
& Earning More**

**NEW PATIENT  
Delivery Service**  
*Exclusive Territories  
Are Going Fast*

**The New  
“Hi-Tech”  
YELLOW  
PAGES...**

Used By Affluent  
Patients! (See page 6)

**EXPOSE’  
How Other  
Dentists Are  
Stealing Your  
Best Patients**

(Page 8)

**This Gets You On  
Page 1 Of Google...**

**No Work By You  
Or Your Staff!**

(100% Guaranteed)



**3 Warnings ALL Dentists Must Heed**  
Could SAVE you thousands in lost revenue! (page 18)

**NOTE:**

This digest is being sent to every dentist  
in your local area.

Please review the contents as soon as possible,  
as we are only accepting one dentist per  
precision-defined geographic area.

# **ANNOUNCING: A Revolutionary, New Way To Get Patients Who Need A Dentist Now...**

## **FOR THE DENTIST WHO WANTS MORE GOOD, NEW PATIENTS BUT DOES NOT WANT TO DEVOTE THEIR LIFE TO “MARKETING.”**

(The typical dentist wastes over One Million Dollars during their career on “hopeless” advertising and marketing, money that could be stacking up in a retirement account...)

*Ring. Ring. Ka-Ching.*

**You do NOT need another thing to learn. NO.**  
**Your staff does NOT need more “marketing work.” NO.**  
**But you do need more good, new patients. YES.**  
***Just let us deliver them.***

(Exclusive selection in your area requires quick response.)

Dear Doctor,

I thought you wanted to *enjoy* a top *dental* practice!

***Skip some seminars*** — take a vacation or spend some time with your family instead. Forget the next 8 P.M. webinar — take your spouse out for a nice dinner.

***Stop*** trying to turn your administrative and patient care staff into some sort of in-house ad-agency, social media marketing team.

**Please don't sign yet another coaching contract.**

**Please don't pay anybody to re-do your web site with more gizmos, for the 9th time**, then hear about “traffic” and “visitors” and “friends” — but where are the patients? Get off this hamster wheel, once and for all.

***Put an end to money wasted on ad media, delivering ever-declining, ever-worse results.*** You know that Yellow Pages use, newspaper readership, response to just about everything is slipping even as the costs are climbing. Have you been BLED by pay-per-click yet? STOP BEING AN ADVERTISING VICTIM! *Let's do the one thing that can change everything.....*

---

This digest contains information about the most revolutionary yet *reliable* means of attracting new patients – *ever*. It involves Google... and some recent, new information on how people are searching for a dentist today. But it's not what you think. Most importantly, this letter is NOT about something new or additional you need to learn. No. **NO NEW LEARNING** beyond these pages. No home study course, no seminar, no coaching. None. Zip. Nada.

**Keep your time.** Recapture some. And this is NOT about more work for your staff. Every time you trek off to a seminar they fear what you'll return with. Give them a break. Also, no dollars down an advertising rat-hole. **Save your money.**

**This is about delivery of new patients. To your chair.**

It'll take about 15 minutes to read this letter and about another 20 minutes to put together information we need, then **YOU ARE DONE.** **Liberated.** To focus on taking care of patients. To go home. To stop piling up CD's you haven't time to listen to, manuals you can't force yourself to read, boxes of stuff for your staff to "implement."

**This is about us delivering new patients to you.**

Oh, and it'll cost you less than a good Yellow Pages ad ever did. And do far, far, far more. So relax about the money. Stop pre-judging. Just give me about 15 minutes, read this digest, and see if you don't discover a new, better, sure way to meet your new patient goals automatically.



**You need the phone to ring. Ring. Ring. *Ka-ching.***

You don't need yet another coach or consultant or boot camp. *Enough already.*

I'll bet you've noticed — ***there's a recession.*** This is no time to be paying out money to go and hear speakers asking for more of your money. This is no time to be chasing unicorns: untested, unproven ideas. No time to be pouring time or staff time or money — or all three — into social media that delivers lots of statistics, but where's the ka-ching?

And, geez, haven't you spent enough time learning? *Is being a "Marketing Director" the job you went to dental school to get?* Now is the time to re-capture your time and your life from an endless learning curve. Now is the time to spend only on certain.

So, that's why I'm here.

**I am going to guarantee you sustained first page placement in your category or categories (dentist, implant dentistry, etc.) in your prime, immediate-area market zone on Google and Google**

Places – the new, better Yellow Pages... PLUS build an entire “New Patient Production System” around that centerpiece for you... and **operate and maintain it for you day to day.**

You WILL see immediate and consistent new patient flow or you can fire me at any moment (no long-term contracts like the Yellow Pages or coaching programs). So, in this letter I’m going to tell you why Google Places can be the marketing miracle you’ve always sought like Captain Ahab after the Great White Whale – how it can work **for you everyday to produce new patients** – how to do it yourself if you insist, but why your best answer is my company handling it for you.

**YOU NEED THIS INFORMATION NOW because...** (1) other tried-and-true methods of attracting good new patients are failing, (2) if you lag behind use of this powerful new media you may never catch up, (3) there is real PERIL in doing it in-expertly (you can even be “blacklisted”) but (4) there has never yet been as powerful and CERTAIN a means of attracting a steady flow of new patients ready for care right now... as this.

Oh, and quickly... I’ve slammed “coaching” a couple times so far, but I’m really not anti-coach. Or anti-mastermind group. Or anti-seminar. But **getting you or your staff “coached up” can be an expensive and still largely fruitless exercise IF YOU LACK A CERTAIN MEANS OF BRINGING GOOD NEW PATIENTS TO YOUR DOOR.**

And the truth is, the thing most dental coaches are weakest in is marketing — because most are dentists just like you, who went to dental school just like you, who think like you do. Many have gotten very adept at case presentation, staff management, boosting hygiene production and so on.

But I am NOT a dentist. I am a professional marketer employing a crackerjack team dedicated exclusively to the use of the most productive media for producing new patients. While the coaches were becoming dentists, I was becoming a multi-millionaire through marketing.

And, to their dis-credit, some dental coaches “study up a little” on a subject like Google Places right before a mastermind meeting or call, or pull some wet-behind-the-ears Internet nerd into a meeting to yammer about it, and they can do a lot more harm than good. We spend every day managing clients’ first page identity on Google and Google Places. **We actually DO this. No book report from us. We deliver new patients.**

So, by all means, if you find value in a coaching relationship, stick with it. But let us relieve the #1 anxiety and hazard in your practice for you. *New patients.*

# **FACT: New Patients Are Looking FOR YOU, Right Now, At Google Places – And Finding A Different Dentist – And They Don't Know You Exist And You Don't Know You've Missed Them**

This might naturally be a surprise, because you don't actually see Google Places pop up at Google, in flashing neon lights. But there are FIVE chief paths to Google Places, and lots of new patients travel those paths...

**Path #1:** Google search done on any personal computer at home or work now automatically directs people entering generic search terms into Google for references matched to their locality, and there, businesses in a category — like dentists — are presented in a *ranked order* (and it is VITAL to appear on the first page — which only we absolutely guarantee). Understand, nobody specifically asked to go to Google Places. Google took them there on its own. It automatically comes up in the search results if you are properly set-up (which we do for you).

**Path #2:** Google search done on a smart-phone does the same thing (but if your Google Places information isn't set up properly for this access, you lose out on acquiring this patient).

**Path #3:** “Google Maps” search done on a computer takes the person to the Google Places listings.

**Path #4:** “Google Maps” search done on a mobile phone does the same thing.

**Path #5: From online searches done by people who are searching for your competitors!!!** – Yes, if you are on Page 1 in your category (Dentist) at Google Places (which we guarantee)... **you will benefit from people who are searching for your competitors.**

(Conversely, if you aren't on Page 1 of the Google search results, you'll be handing interested, new patients to your competitors who have a better position than you. We will get you ranked high on Page 1... which will de-rank your competitors.)



**This is very important:** even if you've done nothing or do nothing at all, Google gathers information about your business from all over the Internet, and maintains a low-placed, poorly-ranked presence for you in

Google Places (basically, you're not found and are invisible)... and you have no say-so about it whatsoever! You are "left out in the cold" if you are not visible online.

When you do nothing, Google puts you wherever it wants to, then lets anyone actually searching for a dentist near your location's immediate vicinity be siphoned off and handed over to the dentists with higher, better placement — starting with those on the first page of the Google search results.

Additionally, dentists who advertise or promote aggressively offline can unwittingly be buying patients for other dentists who are ranked on Page 1 of Google and Google Places. (This means **free patients** for those dentists ranked high on the first page!).

Further, Google will let any negative reviews from patients, disgruntled ex-staffs or "evil" competitors stand unchallenged.

In short, **DOING NOTHING OR DOING THIS MINIMALLY AS AN AMATUER CAN HAVE MANY NEGATIVE CONSEQUENCES. BUT DOING IT RIGHT LINKS FIVE PATHWAYS TRAVELED DAILY BY NEW PATIENTS TO YOUR DOOR. In fact, done right, you get to displace competitors and start receiving new patients who are currently being directed to them!**

**Note:** Google is a ruthless dictator! If they detect any oddities or discrepancies between your business name, your web sites, other online advertising... and their compiled Google Places information, you can be penalized or even black-listed, and fixing it to their satisfaction is nearly impossible without expensive professionals intervening on our behalf.

Further, Google's algorithms for placement are fluid, not fixed, so somebody who knows what they're doing has to constantly monitor your online presence, prevent discrepancies that might "alarm" Google, fix or minimize negative reviews that damage rankings, and keep your Google Places information (and ranking) up-to-date and sufficient to protect placement and traffic.

*Is it worth all the fuss to effectively use Google Places?*

That's a very good question. I'm afraid that turning your back is really not a good option. Increasingly, everything else you do to promote your practice will be robbed by prospective patients' use of Google and will be diverted to other dentists. DONE RIGHT, this is the **ONLY marketing media that has real CERTAINTY** — now and in the future — that is daily delivering new patients to dentists in your area.

*(Continued on page 8)*

# “Google Places” Is The NEW Yellow Pages – But So Much Better If Used Properly

You probably remember when Yellow Pages advertising really fed your practice well. You’ve undoubtedly experienced its decline. But at its best, it was a static, not dynamic ad media, meaning whatever you put in it as your ad, you were stuck with for an entire year. Worse, you couldn’t react to what your competitors advertised until after you saw it and a whole year passed by. Best placement required the biggest and costliest ad.

Out with the old... in with the new and improved! The old king is dead... long live the new king!

With our Google Places Marketing Service for guaranteeing you first page exposure, you do not need to pay more to get there. Nor can anyone else put a bigger bundle of money on the table and get you moved back. This isn’t bought media -- it is managed media. You are on a true level playing field with all other dentists, and may the smartest about Google Places win!

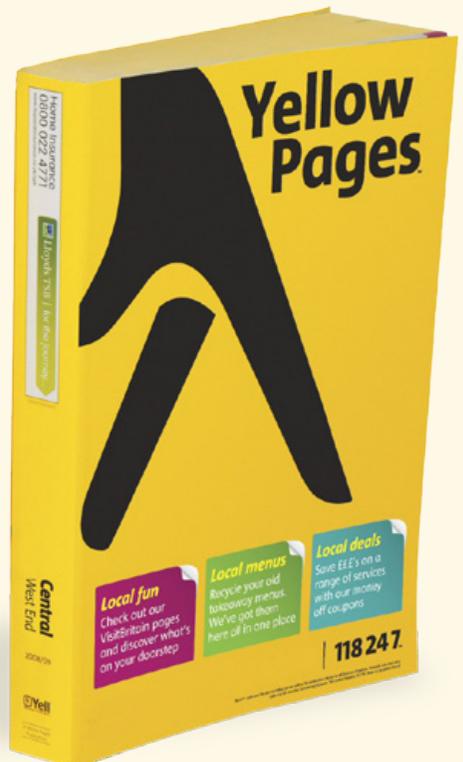


With our Done For You Service, Google Places is a dynamic ad media, with adjustments made FOR YOU day-to-day (not once a year!)... to optimize your ranking and deliver more new patients to you.

**NO ONE ELSE CAN GUARANTEE YOU FIRST-PAGE RANKING IN GOOGLE PLACES. NO ONE ELSE DOES MORE FOR YOU TO OPTIMIZE GOOGLE PLACES (SEE PG. 17 WITH 17 VITAL FUNCTIONS). AND NO OTHER MEDIA DELIVERS PATIENTS LIKE GOOGLE PLACES.**

If Yellow Pages still pays for you, by all means stay in it. If you feel you must be there defensively and invest on that basis, that's fine, too. You do have to consider the age and demographics of your target patients. Back in 2007, Microsoft's Bill Gates predicted Yellow Pages use would drop to near zero by 2012, with people under age 50. That prediction is fast coming true. If your patients are predominately 50+ in age, they are more slowly moving from traditional media like Yellow Pages to online media, but they are moving. And you need to be moving with them and even ahead of them. In total, 66% of Americans use the Internet to find local businesses and 54% have replaced their Yellow Pages books with the Internet -- they don't even keep Yellow Pages directories in their homes! (Source: TMP/ComScore Research 2011). These trends can be your friend or your enemy. The decision you make here, now, is about that.

The most important fact is that the search by consumers for LOCAL businesses -- including in health care; including dental care, cosmetic dentistry, implant dentistry -- is fast moving ONLINE, where all the action is controlled by Google Places.



## How Can There Be So Many Patients To Be Had Through Google Places?

It's a dumb way to pick a dentist, but research — including surveys conducted by the Yellow Pages Advertising Association, Google and the Consumer Research Alliance — indicates **at least 50% of all new dental patients used “convenient location” as the first or second consideration in choosing the dental office they called first.** Further, more than 30% who received direct mail, saw a TV or radio commercial, or saw a newspaper ad about dental services that sparked their interest looked for a more conveniently located dental office and contacted it about the advertised services rather than or in addition to contacting the advertiser.

Our own polling by phone of patients who made appointments then failed to keep them — and gave the dental office staffs lame excuses when called — revealed that nearly half had shopped around and gone to a different dentist. We also found that they had shopped around more for convenient location, than price. Even patients referred to a particular dentist by friends or family members admit to going to Google first, to see who might “look good” and be more conveniently located!

Well, you aren't going to put your dental office in a pick-up truck and drive it around to each patient!

**But you *can* take steps to be certain to get every possible new patient for whom your office is at a convenient location. If you are failing at making maximum and effective use of Google Places, you ARE losing patients TODAY because others are there in your place.**

**If you DO get it together at Google and Google Places, you not only protect the new patients who are drawn to you by whatever advertising and marketing you do... but you also get new patients pushed to you -- via Google search -- by other dentists' advertising and marketing.**

Google has made it ridiculously easy for potential patients to compare dental practices and see exactly where they are located. Almost everybody considering something like dental care -- that may require them visiting an office for a number of times in a row and/or on a regular basis several times a year; or that may involve significant expense -- KNOWS THEY CAN TYPE KEYWORDS INTO GOOGLE AND SEE THEIR OPTIONS. And even if they don't know about local search, Google puts them into it automatically.

**Simply, new patients are looking for information about dental offices in their area on Google – (1) instead of using the Yellow Pages... (2) after having interest sparked by advertising they saw... (3) even when provoked by a referral. **If they are not finding your practice well-positioned in the Google search results, then you have a big hole in your boat!****

This search activity is much greater and more common than you think, especially if you don't do it personally. You can't really know how much it is stealing from you, in new patients diverted to other dentists. But these facts are telling. Professional consumer research reveals that 97% of consumers use the Internet to find and research products and services before deciding on local businesses to call or visit (*Kelsey Group*). 51% of all searches on Google are related to LOCAL services or businesses (*ComScore*). 82% of people performing online local search or guided into it by Google, follow-up with a phone call, visit or e-mail a local business (or businesses) found by the online search (*Local Marketing Source*). 90% of consumer purchases are made within 20 miles of the consumer's home (*Local Marketing Source*). And 83% of U.S. search engine users cite Google as their search engine of choice (*Pew Internet & American Life Project*).

**LOCAL HAS MOVED ONLINE – and Google Places is THE dominant force in taking people by the hand and matching them with the local practice closest to where they are standing!**

Can you afford to be left out of that? Or to mis-manage it?

### **While Other Advertising Is Disappointing... Google Places Is Raising Many Practices To New Heights**

Year to year, results from radio, TV, and print – newspapers and magazines – are down by no less than 10% to as much as 50% for advertising dentists\*. Costs of direct-mail have jumped by as much as 30% to get the same results.\*\* Most dentists report frustrating and disappointing results from expensive forays into social media, complex web sites, e-mail marketing and other online marketing.\* **ONLY GOOGLE PLACES** is consistently delivering good numbers of new patients to top-ranked dentists in its local listings.

\*Based on surveys, late 2011, sourced from dental practice management consulting firms, advertising dentists, and media monitoring firms. \*\*Based on USPS rate increases, printing cost increases.

# Patients Are Searching For A Dentist Online... And Are **READY TO COME IN NOW**

All other forms of advertising and marketing spends (wastes) a lot of money trying to interest people who are NOT interested now... trying to somehow accelerate their interest. It interrupts other things they are doing, other thoughts they are thinking. It has a very difficult task.

**UNLIKE ANY OTHER MEDIA**, YOUR PROPERLY DEVELOPED, POSITIONED AND MAINTAINED GOOGLE PLACES LISTING AND LINKED SITE STOCKED WITH PHOTOS, VIDEOS AND INFORMATION IS ACCESSED BY PATIENTS READY TO ACT NOW!

**READY TO ACT NOW** — those are four very sweet words.

IMAGINE - How much more pleasant, less stress-full, more secure would your practice be if you had a steady and reliable flow of new patients choosing you and ready to come in the minute they first called or e-mailed your office?...

...That “joy” achieved WITHOUT expensive mass advertising, WITHOUT mounting costly and complicated direct mail campaigns, WITHOUT endless learning about and experimenting with more marketing... achieved automatically, with NO time or effort by you or your staff! You don't have to imagine it.

**Only properly used Google Places always delivers patients ready to come in to your office right now.**

No other marketing approach or ad media or means of getting patients does this, with the possible exception of the Yellow Pages. (See Page 6.) With radio, TV, newspaper, Val-Pak, direct mail, magazines, you pay to “broadcast” your message to huge numbers of utterly disinterested people in *hopes of somebody* ready to act now is also hearing or seeing your message.

This is horribly inefficient.

Not unlike flying the Goodyear® blimp over a football stadium hoping somebody who drove there on bald tires and is ready to buy tires immediately after the game sees it. I guess that sells tires.

But can you afford that kind of waste? Especially now?

Social media — being pushed to dentists as the latest cure-all, may create a lot of activity, but few can quantify it and see new patients directly from it. You may have poured some money into Internet marketing courses that sit in binders on a shelf *and* poured money into having web sites, videos, blogs, social media ‘done for you’ with few actual patients to show for it. Let's replace all that with the only CERTAIN SOURCE of new patients!



**The fact is, the typical advertising dentist WASTES OVER A MILLION DOLLARS during his career – money that could have gone into his/her pension plan and investments instead, and made him/her rich. P.T. Barnum said that he knew half his advertising dollars were wasted – he just didn't know which half. WE CAN NOW ELIMINATE THE WASTE AND THE MYSTERY!!!! We can help you REDUCE advertising, SAVE money – which could secure your retirement, and greatly EASE “NEXT NEW PATIENT?” ANXIETY.**

Properly managed Google Places marketing has NO WASTE.

Only people looking for a dentist – that they want to make an appointment with and come in to see NOW – search Google Places. Almost everybody who sees your Google Places listing on the first page (there because we guarantee it) is READY TO ACT NOW. A whopping **82%** of people who conduct online search for a local service provider, professional, or retailer immediately follow-up that search by phone call or walk-in. (Source: TMP/ComScore Research)

**You can't ignore this fact:** whatever else you do to attract new patients, internally or externally, involves time and/or money spent telling your story to deaf ears and disinterested minds. Only a well-managed and optimized Google Places listing seen on Page 1 always reaches eager prospective patients ready to act now. We can get you that Page 1 listing.

**NOW, THE BAD NEWS: PROPERLY USING GOOGLE PLACES IS GOD-AWFULLY COMPLICATED AND TIME-CONSUMING AND PAINFUL AND FRAUGHT WITH DANGER**

It is essential that you get in this game and play to win. Immediately. But anybody who tells you it's easy, that your 12 year old nephew or a staff member can easily do it, that everything you need to know is in a \$20 book or \$2,000 quickie seminar — **IS LYING THROUGH THEIR SMILE.**

This isn't like placing an ad.

# “When I Heard This Stunning Fact, I Ran From The Meeting Like A Bat Out Of Hell!”

**Nationwide, all cities and towns combined, there are over 7.4-MILLION LOCAL SEARCHES ONLINE, EVERY MONTH -- FOR DENTISTS!**

SEVEN MILLION, FOUR HUNDRED THOUSAND. More than are looking by any other means or media. And they are looking. For dentists. In your area, for you.

Think of all the money wasted trying to interest the un-interested. Lure in new patients with whitening or hygiene or free exams. Promote your practice to people who aren't now looking for a dentist in hope they'll come to you sometime. All that, when right now, today, ready new patients are searching for you online -- but likely finding somebody else, because you are not properly, successfully using Google Places.

When I heard this fact, I ran out of the meeting I was in, to immediately begin assembling the most elite service group on the planet to manage this powerful marketing tool for dentists. I was in a meeting with a couple good friends who are dentists, who had learned about this, and who knew they really weren't up to the task of harnessing the true power of that search activity for themselves or their colleagues, and -- correctly -- believed I had the acumen, marketing savvy, experience and contacts to do so. I excused myself to make several phone calls, to convene a meeting of my own the very next day, with my inner circle of key advisors and Internet experts.

Today, the result of this is available to you, to give you marketplace dominance.

When I heard that fact, I knew that someone would be able to control all that search activity by some means. Google, of course, took control at one level, and moved from national to local search, now to Google Places. But **at the true**

**local level, where you live, where you want new patients, I took control.** I invested in developing the technology, the team, the strategy to exclusively guarantee a local dentist first page prominence, thus first opportunity to interest the new patients using Google to seek a conveniently located, qualified, capable dentist.

Google is THE biggest aggregator of content in the world. A few years ago, they got serious about LOCAL search activity for LOCAL businesses. Now they OWN the business of local consumers' hunt for service providers and professionals. Now when somebody in your town types in a generic search term -- like dentist or implants or dentures or smile -- Google shows them local providers. (Do they show them YOU, first?)

Because they own this, they make the rules. And change the rules arbitrarily and often. If you don't have somebody who knows the ins-and-outs of this working for you, you will be knocked off the first page of the rankings, buried deep in listings nobody ever gets to. **Google only shows seven businesses on the first page of a search category. The top three get 60% of all the calls from new customers (patients); the top seven, over 80%. If you aren't on that first page, you are DEAD TO NEW PATIENTS IN YOUR AREA searching Google.**

That's why what I can do for you is so important. The opportunity I recognized, that sent me racing from that room and drove me to immediate and massive action, can now be yours, harnessed and made to work for you and your practice, if you take immediate action.



# Do You Really Want To Learn Google Places Management Yourself?

Here are just a *few of* the things you'll need to master: how to manage citations... how to set-up and manage backlinks... how to do *daily* keyword research... how to get top placement at Yelp, SuperPages, City Search, etc... how to convert reviews to traffic... how to write copy and choose keywords and phrases that work for search optimization... service area descriptions and location settings... category selection and creation... and lots more. You will have to master (and monitor) Page Rank Management. Google assigns your information a secret ranking based on its own fluid algorithms that are constantly changing. We utilize over 150 different “machinations” to achieve and guarantee top placement. And we have catalogued **43 different mistakes** people make related to rankings that we carefully avoid.

Just setting up your Google Places account is fraught with peril and complexity. If you make one tiny variance in the way you list your practice's name or address in one place online and do it a smidge differently at Google Places, you've got trouble. When creating a Google Places listing, if you “improperly” replicate a keyword, Google sees it as SPAM and will penalize you with a poor ranking. Your job is not made any easier by the fact that information put out by Google about using Google Places is scattered all over various web sites. And as they say, “*The only thing that's **constant** about Google, is change.*” We constantly monitor and make adjustments to those changes for you.

Here are just a few of the things you'll need to do *daily*, to maintain a top-page ranking at Google Places: manage connections with other search engines and sites, monitor reviews, monitor rankings, monitor competitors' activity, submit information to additional directories, up-date, up-date, up-date.

## Here are your options:

- You can **buy online or home study courses, go to seminars**, or send a staff-person to seminars, to learn how to do all this. (It changes constantly, so you'll also need to enroll in a reputable coaching program or attend more seminars throughout each year, to stay current.)... Then you can try doing all this yourself or in-house. You risk doing it badly and getting poor results. You'll need to invest time in the learning curve, then time every week managing it. Really, isn't the highest value use of your time chairside, delivering great dental care? Or conducting exams and making treatment plan presentations to interested patients ready to accept them? And how do you want to spend your evenings and weekends? — Learning Internet marketing? Really? (THERE ARE SEVENTY-TWO RANKING FACTORS WE MANAGE FOR YOU!!! — You'll need to master them all if you opt for do-it-yourself.)

- You might **hire a person in-house** to do this, probably have to try several to get a “keeper”, continually invest in their training, learn enough yourself to properly supervise them, and pay them a good salary plus benefits. Or you can try and get a free or nearly free intern from a local college, have it done badly, and get poor results. This requires REAL expertise. **You understand real expertise** — you wouldn’t want a first year dental student performing the dentistry you provide.
- You can sit this out and **surrender the single most effective media** for getting new patients to other dentists in your area. And risk being left so far behind, you never catch up. **Do you really want to be horribly late to the biggest new patient party ever?**
- You can sign-up with one of the Internet marketing “jack-of-all-trade conglomerates” who design web sites, online video, Adwords, social media, etc., and who have hastily added Google Places to their claimed competencies. But, here’s an important **WARNING: We ONLY use “White Hat Ranking & Traffic Optimization”**. Many local SEO (Search Engine Optimization) businesses, Google Places service companies being sold to dentists by coaches and at seminars, and most off-shore services found online use “black hat” or “grey hat” techniques that can spark a lot of traffic in a hurry TEMPORARILY, but WILL likely get you penalized or black-listed and banned eventually, and WILL run afoul of Google algorithms and fail to perform over time. We know how to get maximum results from ETHICAL methods that Google fully approves of.
- **You can let us do it all for you and be GUARANTEED top ranking. THIS is what we do. THIS is ALL we do. I have brought SIXTEEN years of professional marketing and online marketing experience that has fueled success in many different fields of business to bear on this unique opportunity. I have assembled an elite squad of expert techs to work for my dentist clients. And I give you EXCLUSIVE AREA competitive advantage.**

One way or the other, if you were my favorite brother-in-law or my very best friend with a dental practice, I would tell you: *there’s no time to waste*. You must be in THIS game and play to WIN. Now.

Why listen to ME about this? Why let me “do this” for you?

I had my first business website and e-mail account in 1996. SIXTEEN years ago. I struggled at first and wasted great sums on charlatans. Then, I “cracked codes” and got so good at using the Internet to ACTUALLY get customers and make money, I was asked to speak at one of the very first “Internet marketing conferences” held anywhere in the world. At the time, less than 1% of the world’s population was even connected to the Internet! — just 36 million. Today, 2.3-Billion people are.

Not only did I go on to build fortunes in 5 different businesses based on my marketing expertise and skillful, practical use of Internet marketing, I have guided tens-of-thousands of business owners and private practice professionals to great success with innovative marketing tools. I tell you that not to brag, but to give you a sense that you are dealing with a successful, accomplished businessperson... and to give gravity and importance to this statement:

**I HAVE NEVER BEFORE SEEN A MARKETING TOOL AND OPPORTUNITY AS POWERFUL AND MANAGEABLE AND PROFITABLE AS GOOGLE PLACES**, so I simply could not resist being involved.

Years ago, I retired from business and occupied myself with real estate investing, travel and personal interests. But when I saw the potential of controlling LOCAL search with Google and Google Places, I felt I had to come out of retirement.

Many of my friends and colleagues say I am a very rare, schizophrenic hybrid of tech savvy “geek”, visionary early-adopter, and a brilliant marketer. I see this just as in 1996, when the Internet was in its infancy — the opportunity RIGHT NOW to give a local practice DOMINANCE with the new patients looking for a dentist in their immediate area is simply unprecedented.

My good friends with dental practices nearly begged me to help them with it, but I quickly realized two things: one, it was far too complicated and fluid for most dentists to manage successfully, day to day; two, candidly, there was enormous opportunity for me in creating the ultimate system for managing it and using it to give a dentist in each area dominant control of it, to attract a steady stream of new patients more easily and less expensively than by any other means.

I then invested a year of thorough investigation, assembling my team, testing and perfecting my system — using my dentist friends as “lab rats”, and getting to this point, where I can offer an **IRON-CLAD GUARANTEE OF SUSTAINED FIRST PAGE GOOGLE PLACEMENT** and, beyond that, take care of EVERY aspect and complexity of this media for dentists. But, if you were my favorite brother-in-law or best friend and were not going to hire my company, I would still tell you: it is imperative you somehow get in this game, now, and play to win.

**You MUST also grasp that THERE IS DANGER** in failing to position yourself properly and expertly manage your presence in Google Places.

**Know this:** I have gone into my vault and invested HEAVILY in assembling all the technology, crackerjack experts and resources to be THE most advanced Google Places/SEO service provider in your profession. To **PROTECT YOU** from costly mistakes...to **GUARANTEE YOU** all-important first page placement... to **GET FOR YOU** all the patients actively searching for a new dentist in your immediate area.

*If all that makes your head hurt*, I can't blame you — but (1) these Warnings are important, because **you MUST properly protect your position** and reputation in Google and Google Places, or serious damage can be done, much bigger headaches created, and real opportunity lost. (2) My urging to get in this game is vital and timely, because this recession promises to hang around like a mother-in-law who came for a short visit and is oblivious to all hints about the definition of “short”, because **traditional means of getting new patients are failing**, because there IS a “new LOCAL order” controlling flow of patients establishing itself.

Now, let me turn this into the **ULTIMATE NEW PATIENT OPPORTUNITY FOR YOU...**

No headaches.

No learning curve. No risk. Everything handled.

## **Here's Everything We Do For You...** **(17 vital functions. EXCLUSIVITY in your area.)**

**1: Separate, Completely Tracked Phone Number** (assigned specifically to the Google Places marketing we do for you) that seamlessly forwards the incoming calls to your existing number — but we list it in over 100 viable online directories *for you...* and **we track results and performance for you**, so there is accurate reporting of calls generated via our efforts. You KNOW your results.

**2: Your Own Online “Dashboard”.** Anytime, 24/7, you can log onto your private Dashboard we create for you and view detailed reports about the phone calls we are generating for you AND YOU CAN EVEN LISTEN TO RECORDINGS OF THE CALLS, to be certain they are being properly handled by your staff!... plus you get a detailed Monthly Report.

(The above two are very important. Your staff can't under-report calls and give a false impression about their effectiveness at converting calls to appointments. We can't “snow job” you about the activity we're producing. You can see exactly what is happening, in live time, daily, and over time. You possess facts for discussion with staff. And there is abundant proof that monitoring alone boosts performance of your staff.)



## **WARNING 1:**

**IF YOU HAVE ALREADY CLAIMED YOUR GOOGLE PLACES LISTING AS AN AMATUER, YOU MAY HAVE DONE AND BE DOING EGREGIOUS HARM, NOT GOOD.**

You may be doing things that push you further and further down in the rankings. You might even make a mistake that gets you suspended or even permanently de-listed by Google! Every day, thousands of business owners find themselves in “Google JAIL” with no explanation of their crimes!

## **WARNING 2:**

**IF YOU FAIL TO CLAIM YOUR GOOGLE PLACES LISTING AND MANAGE IT PROPERLY,** you may also permanently lose it... you certainly, yes, certainly hand over new patients to other dentists in your area. And, if you have failed to properly claim and verify your listing, someone else may have claimed it and even inserted false information. Yes, “dirty tricks” are played!

## **WARNING 3:**

**JUST BECAUSE YOU CAN FIND YOUR BUSINESS ON GOOGLE DOES NOT MEAN YOU ARE LISTED IN GOOGLE PLACES.** Many dentists just type in their name or practice name, hundreds of results pop up, and they think they are represented in Google Places. When you examine your listing in Google Places, it must read “Verified By Business Owner.”

**3: Lost Prospective Patient Rescue.** Anytime a call to your assigned tracking number goes unanswered at your office, you'll immediately get an e-mail from our system with caller ID information about that missed call, so your staff can follow up. No more missed calls. **We're watching your back!**

(You may be amazed at how much of this is happening, with busy signals, many rings and not answered, hang-ups after hours. If you re-capture just one new patient otherwise lost this way each month, what's this worth? - \$36,000.00 a year? \$50,000.00 a year? More?)

**4: Reviews Service.** Online consumer/patient "reviews" (testimonials) drive rankings and persuade prospective patients. Immediately upon becoming our Client, you'll receive our "GET GOOD REVIEWS KIT", including our proprietary "Review Cards" to have patients fill out in the office... e-mail templates to stimulate reviews from all your patients... a hand-out for patients with simple instructions for posting reviews online, and a Staff-Coaching Audio CD about how to get good reviews. WE WILL POST COLLECTED REVIEWS **FOR YOU** — even the handwritten ones, from your patients. (Simply fax or email a scan of the Review Cards to us, and we'll post them online for you.)

**5: Important Connections managed for you.** We connect and link your Google Places site and its traffic to your Facebook page, your existing web site(s), to City Search, the online Yellow Pages, your local Chamber of Commerce, to Yelp, and dozens of others. **Plus, whatever else you may be doing or may do in the future online (or offline) is enhanced by our 'connections management', done for you.** **6:** We will ALSO get your practice properly listed on HUNDREDS of national and local directories that drive additional prospective patients to your Google Places Listing, your existing web site, your practice. **7: AND we also get you properly listed and optimized with Bing and Yahoo, that will bring additional patients to you.**

**8: Competitive "Guerilla Warfare".** Using proprietary software, we monitor your competitors who get to the top of the rankings *for you*, analyze how they are listed, how they are optimized, then we reverse-engineer that to insure you have a top ranking... on a constant, *on-going* basis. We are EVER-VIGILANT on your behalf!

**9: Leverage all other significant search-sites online.** Google Places rankings are affected by how well you optimize and use all the other listing and search sites. Doing just that alone can be a full-time job! **WE DO IT FOR YOU.** We create what's called "**MEGA-AUTHORITY FOR YOU**" — using search-sites like Yellow Book, Yelp, City Search, even

YouTube. Also, if you have invested in creating a good web site(s), good content, articles, videos — what's lacking? GOOD TRAFFIC! The secret to that is Google Places marketing done right. If you've "built it but they haven't come", this fixes *that!*

**10: Enhance your Google Places listing with Photos AND Video** – with up to TEN stock photos (or your existing online photos) AND FIVE of our highly-effective, proprietary, generic "business-card-type" videos that include your contact information, optimized with critical keywords, geotags and backlinks...all tied to **11: a YouTube Channel created for you** (using the 5 videos) AND **12: the videos get submitted to 70 different, important sites** that funnel new patients to your Google Places listing. Even if you knew how to do this, it is an *enormously* time-consuming task. Our experienced, elite team performs these vital functions efficiently and sure-footedly, to produce outstanding results for you.

**13: VITAL Immediate and On-Going Research.** To start, we will determine whether your Google Places listing has been properly claimed... whether dangerous mistakes have been made... if there are multiple listings cannibalizing your results... if a competitor has claimed your listing or is siphoning off your new patient inquiries — and we will FIX whatever needs to be fixed! We'll also do and continuously up-date keyword, category, local, national and competitor research.

**14: BONUS: Mobile Web Traffic To You.** Mobile web traffic and search via mobile devices is doubling year to year and is projected by experts to rise by 700% in the coming 5 years. "Geo-Tagging" is one of a number of ways mobile search activity can be routed to your Google Places site. We stay on top of all such developments, new opportunities, required changes, and up-date your Google Places media as needed. **15: AND WE CREATE, SET-UP, AND HOST A MOBILE SITE FOR YOU** complete with your practice contact information, hours, services offered, new patient offer (optional), and practice location on a map (relative to the user's current cell phone location). There are many companies charging \$500.00 and more JUST to create a mobile site. We are including a custom, properly engineered Mobile Site for you (including hosting) AT NO ADDITIONAL CHARGE\*.

\*Limited time offer subject to expiration. Immediate response required for this savings.

**16: BONUS: Your new all-search-engines-optimized WordPress Landing Page** that works synergistically with your Google Places listing AND your existing web site(s). This fully-optimized Page that we

create for you, will move you and your existing site(s) up in rankings AND power your Google Places activity to superior results. There are companies charging fees from \$995.00 to as much as \$2,495.00 JUST FOR THIS optimized WordPress Page. We are including a custom, properly engineered WordPress Landing Page for you AT NO ADDITIONAL CHARGE\*.

\*Limited time offer subject to expiration. Immediate response required for this savings.

**17: EXCLUSIVITY! You can name two competing dentists in your local market you want “locked out” and we will **NEVER** accept them as clients as long as you are an active client with us. Further, we strictly limit the number of dentists we accept in each specific, immediate proximity area – as we must, to honor our **GUARANTEE of first page ranking. YOU GAIN EXCLUSIVE COMPETITIVE ADVANTAGE by securing your Client Position now.****

(And, of course, you risk being locked out or turned away if you wait — you need to respond IMMEDIATELY to secure your exclusive position.)

## **Your BIG Question Should Be...**

How can you KNOW FOR CERTAIN that you will NOT be disappointed or be led down a blind alley or waste your hard-earned money? How can you accept my offer to EXCLUSIVELY manage your Google Places marketing with complete and total confidence that you are making the best decision? Please read the following:

## **The Story of The Cardboard Submarine: Why & How You Can KNOW That, This Time, You Will NOT Be Disappointed**

Doctor, at this point, you probably agree I have made a fine case for your use of Google Places and for my company to handle it all for you. But... you may be thinking – *“You know, this sounds great, but I’ve been disappointed before. I’ve spent time and money on elaborate web sites, on YouTube, on Facebook, I’ve been to social media seminars, I’ve paid for social media marketing, and when it’s all said and done, I just haven’t seen the new patient flow that I had hoped for and been promised.”*

Like you, I really don’t want any more disappointment in my life. The ad on this page is from a comic book years ago, for a backyard submarine. It’s the first thing I can remember ever getting money from my parents for, and sending away for. I believed a submarine — that would take me and my buddies on grand adventures — would soon be arriving, probably delivered by a big truck. I envisioned lots

of dials. Clanging metal. Yelling “Up periscope!”. What arrived was a small cardboard box, with cardboard parts, to assemble a painfully small, shaky, fragile, sad imitation of a submarine. I have never forgotten forcing a brave face, pretending that was exactly what I’d expected, as my father put it together – with, as I recall, a lot of masking tape. I have never forgotten my disappointment.

Fast forward to the very dawn of Internet marketing. I owned a few different companies at the time. I hired experts, I bought programs, I spent money and time on all sorts of Internet gizmos and strategies, and many times, I have been disappointed just as I was with my submarine. I know what it is like to, again and again, be promised great things only to be disappointed. Maybe even feel a little foolish afterward, like the boy with the tiny cardboard submarine.

My business policy is not to disappoint.

There are eight reasons why YOU will NOT ever be disappointed with this service. Reasons why THIS WILL BE DIFFERENT. And I’ll quickly go over them in just a minute.

But first, let me simply give you my word of honor on this. As soon as you become a client, you’ll be given my direct, personal cell phone number. I’m going to ask and trust you never to use it, unless my team disappoints you. If, at any time, you honestly feel you bought a cardboard submarine, then I want you to call me personally, directly. And I will personally make it right. If something’s wrong that can be fixed, I will jump in and get it fixed. If, for whatever reason, you can’t be satisfied, I will personally order your immediate refund, as described in the Warranty on page 23 of this letter. The CEO of Google wouldn’t do this. I can’t imagine the CEO of any tech company, software company, social media company, ad agency, etc. ever doing this.

**But I want you to know that, for once, you have no risk whatsoever of feeling like you bought a cardboard submarine. For once, what is promised, will be.**

**POLARIS NUCLEAR SUB**

**POLARIS NUCLEAR SUB**  
OVER 7 FEET LONG  
BIG ENOUGH FOR 2 KIDS  
\$698

**FEATURES**

- Over 7 feet long
- Seats 2 kids
- Controls that work
- Rockets that fire
- Real periscope
- Firing torpedoes
- Electrically lit instrument panel

**10 DAY FREE TRIAL**

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**WE IMAGINED:** A fully functional submarine large enough for ourself and a friend.

**THEY SENT:** A cardboard structure loosely resembling a submarine that would be irreparably damaged by any contact with water, including dewy grass. It includes a small mirror periscope and a built-in rubber band “torpedo” slingshot. However, the lack of mobility limits potential targets to people or animals foolish enough to pass directly in front of the sub.

**CUSTOMER SATISFACTION:** Sinks, then surfaces.

ABOVE: Clayton Maraga shows off his newly assembled sub.

Candidly, the field of “Internet marketing” is rife with charlatans. They sell a lot of fancy and impressive stuff and promise the moon – and they love talking about visitor counts and numbers of ‘friends’ and clicks and everything but... dollars spent/how many dollars back?

Anything but the actual number of new patients brought in this month, by that thing.

Consequently, most dentists are loaded up with multiple web sites, online videos, Facebook sites, blogs, maybe staff spending time – or worse, the doctor spending time – daily up-dating it all. But “where’s the beef?” Well, *in this one case*, the media itself is different although it is online, and it can be counted on to directly deliver patients you know it delivered.

### **Now, here are the reasons why I can so confidently reassure you that this service will deliver real results:**

- 1.** I am a professional marketer – *not* a dentist-coach putting on a marketing-guru hat after-hours in his spare time.
- 2.** I have assembled THE best team of top-notch technicians *totally devoted to Google Places-based marketing* anywhere in the world.
- 3.** I have invested in proprietary systems tied to Google algorithms specifically for dental practice marketing.
- 4.** I have tested and proven my methods to such extent that I can formally GUARANTEE you first page placement on Google in your area. Others may promise it. Most have “weasel language” in fine print attached to the promise. I flat-out guarantee it.
- 5.** I have put together “under one roof”, in one plan implemented for you, EVERY significant task that needs to be done to get maximum results from Google Places and Google search. (The 17 items described before, on pages 17 - 21.)
- 6.** I am leaving nothing up to you, nor anything to chance.
- 7.** I’m charging modest — yet still sufficient — fees to have talented, capable account managers and expert technicians working for my dentist clients. (Frankly, people promising to do this “for cheap” are merely setting your Google Places site up, then turning it over to automated software. To do this right requires human labor, constant vigilance by a knowledgeable and skillful human, and an expert team at the ready to make adjustments frequently.)
- 8.** There is full, precise accountability for the Google Places marketing done for you, for me to monitor, and for you to access – via the dashboard and the data available there, up-dated daily. I insist that the Google Places marketing we’re doing for you creates new patient calls – or I’ll be cracking the whip to my team. You can fire me at a moment’s notice, so I am all about measurable, documented results, and my team knows it.

In toto, **you NOW have an opportunity for AREA-EXCLUSIVE SERVICE** devoted to delivering good new patients to you via the most exciting marketing media ever invented — by a top-flight team of expert professionals. *This ain't no cardboard submarine!*

You FINALLY have before you a REAL opportunity to get what you really want and deserve: a team of professionals working for you, delivering good new patients to you, reliably and consistently — without adding study or work or hours to you or your staff.

## Is It Affordable?

There's the rub. To get all this (the 17 vital functions on pages 17 -21) done for you, done right, done by somebody truly expert at it, hired or retained just to do it for you, would cost you \$50,000.00 to \$75,000.00 a year or more; at least \$4,000.00 a month. Of course, even a few good new patients re-pays that, but still, it's a big investment. And there'd be no guarantee of sustained first page placement.

Entrusting it to a jack-of-all company, that does every kind of business from restaurants to lawn care to dentists to car dealers may be cheaper — but real expertise in what makes patients choose dentists, in “messaging” is sacrificed for the bargain.

**By aggregating dentists, and providing our comprehensive Google Places Marketing to dentists nationwide as a group, I'm able to take a huge cost and divide it between many, thereby getting you the equivalent of a Fortune 500 company's Google Places operation at a very low cost. And I would put my systems, my team and my results up against any major franchisor's or chain's Google Places management team, that they may be spending a million dollars a year on. I am, in fact, committed to that level of spending – in order to have the best team, the best systems, the best on-going research, the rapid response needed to keep every dentist we represent on Page 1 of Google in their primary area, without fail.**

Given all that, and given the fact you are getting exclusivity, a reasonable professional would anticipate a fee in the thousands of dollars per month. I think you'll find it remarkable that you can have our complete Gold Service Plan, exactly as described here, with the Guarantee of first page placement, for just \$399.00 a month.

This is about the cost of, say, one Val-Pak coupon drop to 10,000 homes — with hardly any of those homes containing people searching for a dentist at this minute. Or a Yellow Pages ad, in a media with declining use, requiring year-long contracts. You probably can't run a good-sized newspaper ad but once or twice a month for that cost. Truth is, you can't do much marketing by any means for just \$399.00. (Virtually any coaching program costs more per month — and never actually delivers even one patient. Attend just a couple seminars or boot camps during the year and you'll spend more just on the airplane tickets and hotel rooms than this!)

**NOTHING ELSE** YOU INVEST IN FOR NEW PATIENT ACQUISITION actually, directly, certainly connects you with patients searching for a dentist convenient to them, that they can secure an appointment with right now. **NOTHING ELSE** you can do for new patient marketing can be entirely “hands off” for you and your staff. **NOTHING ELSE** moves you to the leadership position in your area in the most exciting new media. And **NO COMPANY** OTHER THAN MINE provides the entire range of expert services with Google Places as centerpiece AND guarantees first page placement. All, \$399.00 a month. Less than the net income from one new patient.

Incredibly, dentists are paying over \$1,500.00 a month just to be with 1-800-Dentist. (That's FOUR TIMES MORE than this!) I've seen companies also charging that much (and more) just to put together and host a web site. And just to manage social media (monthly). *Really?* I've also seen plenty of dentists plunk down \$10,000.00, \$20,000.00, even \$30,000.00 to get one fancy book ghost-written and published (boxes of which now stand tall against a closet wall)... to get a set of videos made to put on a web site with no keenly interested patients there to view them (like a billboard in the middle of a desert)... or to enroll staff in some sort of training program — with very nebulous results. Listen, that \$10,000.00 buys TWO YEARS of exclusive Google Places marketing and management for you! Reaching people who are looking for a local dentist now! Which of those investments do you think will pay off best?

I should tell you, there is a one-time set-up fee of just \$995.00. Importantly, the total time we need from you and/or your staff for that set-up is less than 20 minutes. We, however, will invest MANY hours on your behalf, in the set-up and start-up of your complete Google Places Marketing. We only profit if you profit. So clearly and in-arguably that you stay with us, but there is NO long-term contract. You may cancel at any time, with one month's notice.

If you'd like to pocket additional savings, you may pre-pay for one year, get a 13th month free, and save \$500.00 on the set-up fee... or pre-pay for two years, get a 25th, 26th and 27th month free, and we'll waive the entire set-up fee of \$995.00. You save \$899.00 or \$2,192.00 respectively. And you are still protected by an early cancellation option, providing a pro-rata refund, less \$500.00 processing. However you choose to pay, you have this iron-clad warranty:

---

## Sustained First Page Placement Warranty

**ROI\* SEARCH SYSTEMS FOR DENTISTS guarantees to get you first page placement on Google Places, in your category of dentistry, in your defined primary local market within 90 days of initiation of service and to sustain that first page placement with no more than a single consecutive month of lesser placement. At any time we fail at this mission, based on performance within any 3-month span of time, you may fire us and receive full refund of your original set-up fee paid, the current month's fee paid, and have no further obligation. (We will, of course, terminate all services.)**

*\*ROI = Return On Investment. Real, measured, documented, direct return on investment!*

## Caveat. You May NOT Qualify.

If you have a high number of bad reviews posted online, thus a poor online reputation, we can't get you top rankings and won't accept you as a client. (We'll be happy to refer you to a reputable Reputation Repair & Management Service, then re-consider if we are still accepting a client in your area.)

You will find, we are clear and specific about what we promise and when we promise it done and honor those promises; we monitor your Google Places activity daily and make adjustments as needed; and we make certain the data available to you at your private dashboard is current, accurate and useful. We offer Q&A response and support by e-mail, with most response within 48 hours. But we cannot be available at moment's notice day to day, nor are we delivering coaching on all things Internet. We are providing a laser-beam-focused service.

We accept only one dentist per precision-defined geographic area, a very limited number of dentists in a larger local area, and we do permit clients to "lock out" two other dentists in their area. If you apply and have already been locked out, or a competitor in your area is fully subscribed, we will have to turn you away. This information you are reading HAS been provided to a number of eligible dentists in your area, so speed of response does matter.

### It Comes Down To This:

It *shouldn't* be a cost issue: \$399.00 a month is affordable. It *shouldn't* be a value issue: clearly, we are delivering a most comprehensive service plan for the fee. It *can't* be a time issue — there's no learning curve for you or your staff, and the time we need from you and/or staff for set-up is less than 20 minutes. It can still be a skepticism issue, although your risk of wasting money is negligible... as your Page 1 Google placement is guaranteed by written warranty, and there's no binding long-term contract.

It is simply this: do you now understand the movement of the marketplace to local search and Google Places, the unique connection through Google Places with ready-now patients, the complexity of managing Google Places marketing — and **do you want to own exclusive advantage in this amazing media?** If you do want to own that advantage, you'll act immediately.

**Here's what to do next: Complete the **Application & Reservation Form** (on page 29) and submit it by FAX to: **1-800-770-3812...** or FedEx (or mail) it to the address on the form. You can also register by calling our 24-Hour Order Taking Service at: **1-800-453-3001** (call anytime, 24/7). Or register online at: **www.DentistApplication.com**. You can pay using any credit card, or if you're registering by phone, we can take a check by phone.**

**Within 3 days of receipt of your Application, a member of my team of Account Concierges will call and speak with you or someone on your staff briefly, to arrange set-up of your account and to answer**

any questions you may have. A Set-Up Package will be sent to you by Federal Express, including a briefing for you and your staff, a (very) short list of things we need from you, your Reviews Collection Kit, and other materials. If, upon review of the Kit and your telephone call, you are dissatisfied, you may immediately cancel for full refund.

**Isn't this what you've hoped for -- looked for -- but never found:** a professional service to relieve you of new patient anxiety, liberate you from marketing, and simply work on your behalf and deliver good new patients who are ready to act now?

No work for you or your staff. No trial and error. No big cost. No long-term contracts. No nonsense.

If it is, then grab it for yourself with no delay!

Submit your Application today. See new patients arriving in as quickly as a few weeks. Don't let your position be taken by another dentist in your local area.

Sincerely,



John Warner  
Founder & President  
ROI SEARCH SYSTEMS FOR DENTISTS

*"It's Not About Finding Patients – It's About Patients Finding You!"™*

**P.S. We will perform all 17 vital functions to get you guaranteed first page prominence on Google and Google Places for your area — with all needed online content, photos, videos, with all online connections to other search engines — EVERYTHING DONE FOR YOU! (PAINLESSLY!)** You can save up to \$2,192.00 by pre-paying for this service or simply pay just \$399.00 monthly, and you may cancel at any time. Your first page prominence and competitive advantage is guaranteed by written warranty. Making sure you get new patients is our job. Making Google Places work for you is our expertise. There is no better, surer way for you to connect with new patients looking for the right dentist in their local area than our Google Places Marketing Service.

**P.P.S.** Return the Application by or before the Expiration Date (on back cover), and I'll send you a fascinating book on 'personal influence' you probably don't know about and haven't read, certain to help you with case presentations and patient compliance. But I'll take the task of getting new patients in to see you off your hands!

© 2012/ROI SEARCH SYSTEMS FOR DENTISTS. Rights Reserved.

Copyright infringement is prosecuted by the F.B.I. and may bear criminal and civil penalties, including imprisonment and fines.



**YES** – I want you to completely manage a comprehensive Google Places Marketing Plan for my practice that will bring me new patients. I will be given exclusivity service for my prime local area... plus I may lock-out up to two competing dentists (named on form). There is a written warranty of first page placement on Google, and I am not bound by any long-term contract. This reservation does not become binding until I (or a staff member) have had a telephone consultation with my ROI Search Systems Concierge, and I'll be contacted within 48 hours of submitting the Reservation Form (on next page) to arrange that appointment.

If I submit the Reservation Form after another dentist has reserved my area or exercised the competitor lock-out against me, I'll be notified within 48 hours and, of course, my credit card will not be charged.

### **4 WAYS TO RESPOND:**

**Fax The Form To:** 1-800-770-3812

**FedEx Or Mail The Form To:**

ROI Search Systems For Dentists,  
9433 Bee Cave Road, Suite 2110, Austin, TX 78733

**Call:** 1-800-453-3001

(Call anytime, 24/7. You can also pay with a check by phone.)

**Register Online At:** [www.DentistApplication.com](http://www.DentistApplication.com)

### *First Page Placement Warranty*

**ROI SEARCH SYSTEMS FOR DENTISTS guarantees to get you first page placement on Google, in your category of dentistry, in your defined primary local market within 90 days of initiation of service.**

# APPLICATION & EXCLUSIVE POSITION RESERVATION FORM

Dr. Name (Please Print) \_\_\_\_\_

Practice Name \_\_\_\_\_

Street Address Of Record Of Practice \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number Of Record Of Practice \_\_\_\_\_

Other Business Phone, If Any \_\_\_\_\_

Dr. Cell Phone, Optional \_\_\_\_\_

Fax \_\_\_\_\_

Dr. Email Address \_\_\_\_\_

## Credit Card, Authorized For Initial \$995 Set-Up Fee\*

American Express     VISA     MasterCard     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

\*The monthly maintenance fee of \$399 will begin in 30 days.

I prefer to pre-pay for 1 year (save \$899).

Check for \$5,283 is enclosed.

Charge credit card above.

I prefer to pre-pay for 2 years (save \$2,192).

Check for \$9,576 is enclosed.

Charge credit card above.

(See page 25 of letter for pre-payment info.)

Web Site Address Of Practice \_\_\_\_\_

Office Manager's Name \_\_\_\_\_

Office Manager's Email Address \_\_\_\_\_

Competitors In Your Area You Would Like To Lock Out, If Any:

1: \_\_\_\_\_

2: \_\_\_\_\_

ROI Search Systems For Dentists,  
9433 Bee Cave Road, Suite 2110, Austin, TX 78733  
1-800-453-3001 · Fax: 1-800-770-3812 · [www.DentistApplication.com](http://www.DentistApplication.com)

Inside This Digest...

# Dental Practice Patient Referral Information

For Dr. [Fname] [Lname], D.D.S.

- The completely NEW, dynamic & interactive “Yellow Pages” that works (Page 6)
- How some dentists are acquiring new patients for free (Page 5)
- **The new way people choose a dentist today** (this may surprise you) (Page 8)
- Why so many dentists are losing patients (and how to stop it) (Page 8)
- A certain, guaranteed source of new patients who are “ready to act now” (Page 10)
- How to be **the #1 dentist** of choice in your area (Page 17)
- **Track & improve** the way your staff handles incoming phone calls (Page 17)
- How to get raving patient reviews posted for you on the Internet (Page 19)
- Gets your practice listed with hundreds of local & national directories (Page 19)
- How to “lock-out” two competing dentists in your local market (Page 21)

Expiration Date: **May 15, 2012**

Dentist Activation Code: **ABCI**

## Dentist News

1101 D Thorpe Lane  
San Marcos, TX 78666

**PROMPT REPLY REQUESTED**