



How to Stay the Course When Things Go Wrong...and Emerge With Your Best Year Ever

By Dr. David Bradley
Lake Oconee Dentistry





 **LAKE
OCONEE**
DENTISTRY PC
Personalized & Comfortable

**Dr. David Bradley
Dr. Patti Bradley
& Associates**

 **LAKE
OCONEE**
DENTISTRY PC
Personalized & Comfortable

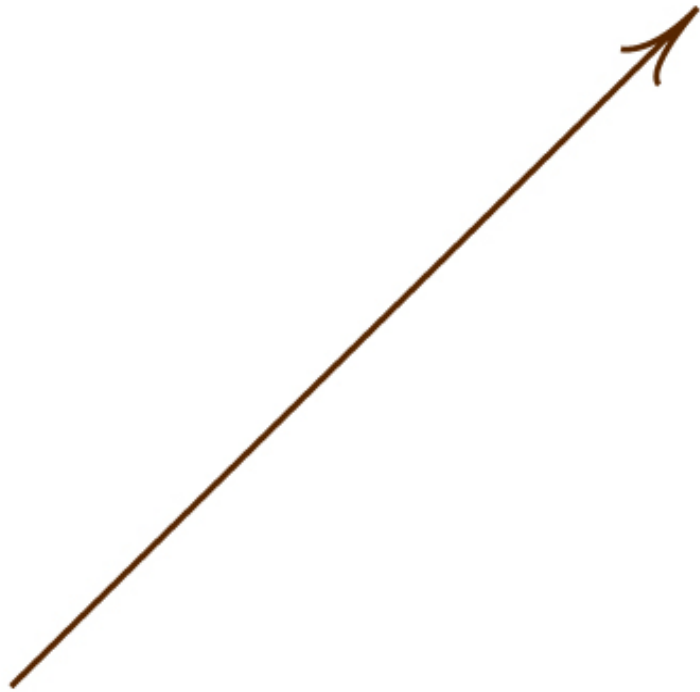
Lake Oconee Dentistry

Greensboro, GA

- Population within 20 minute drive: **57,000**
- 30% below the poverty line

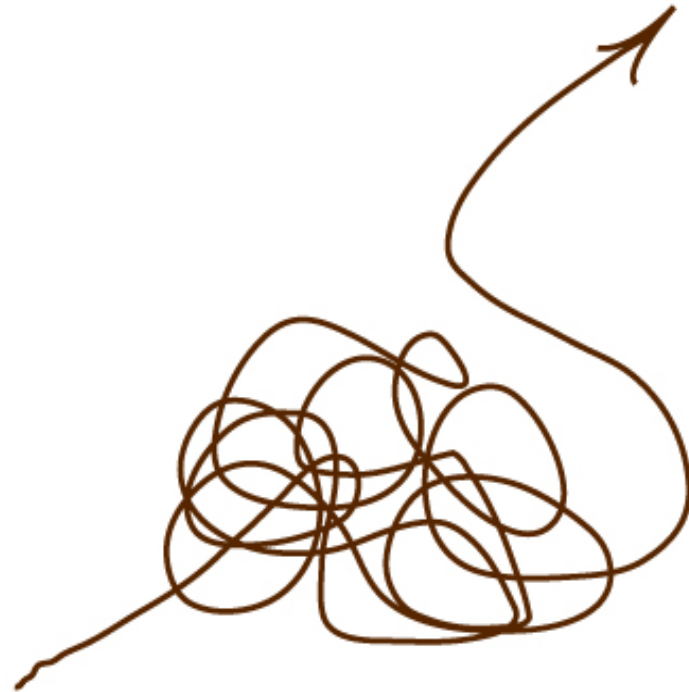


SUCCESS

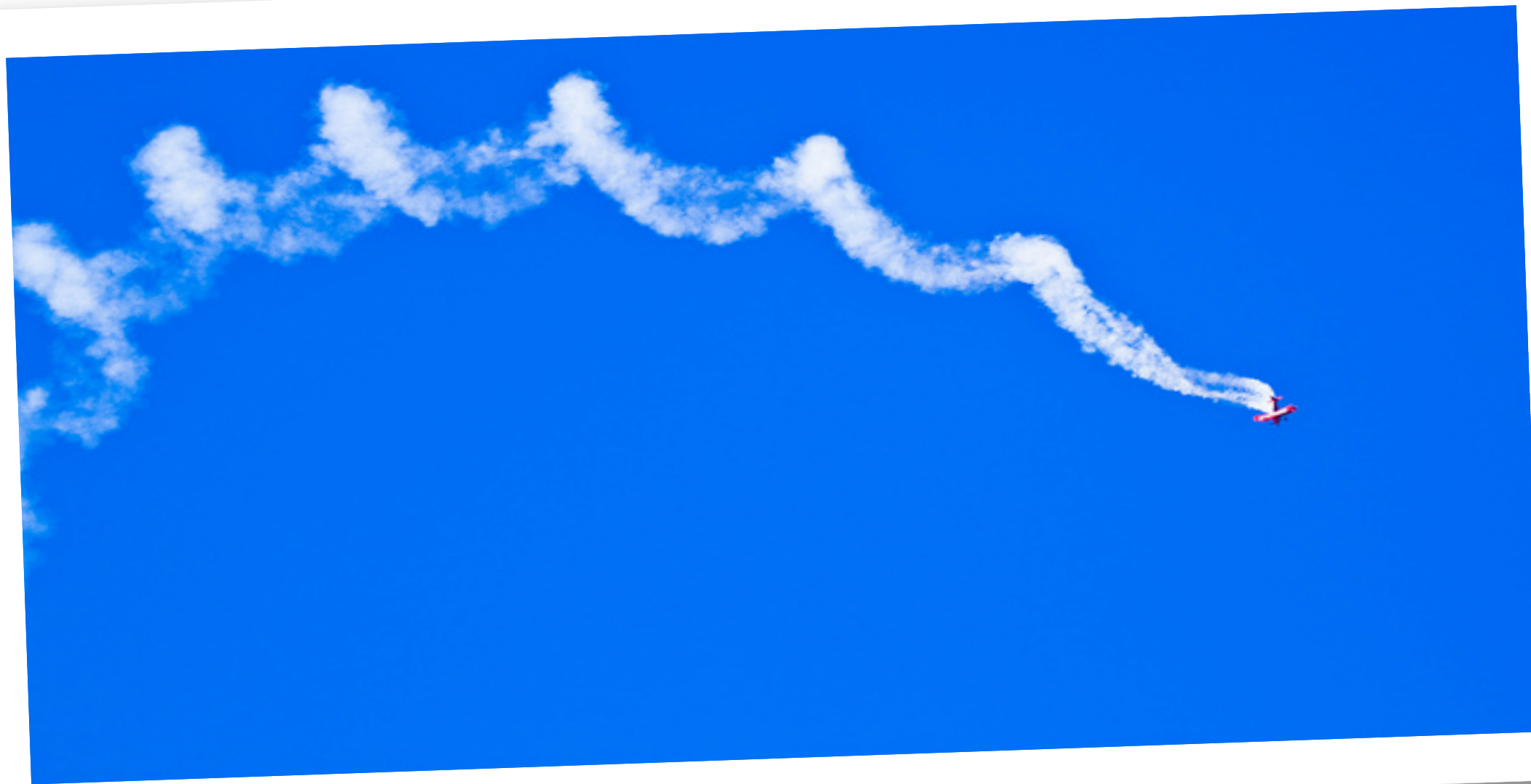


What people think it looks like.

SUCCESS



What it really looks like.





The Leader in Dental Assisting Schools

 **LAKE
OCONEE**
DENTISTRY PC
Personalized & Comfortable



HOW DID WE DO IT?

SYSTEMS



The worst number in any business is **ONE**!

Lake Oconee Dentistry Marketing

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graph TD; A[Lake Oconee Dentistry Marketing] --- B[Generate New Patients]; A --- C[Increase Revenue Per Existing Patient]; A --- D[Enhance Retention]; B --- B1[External Campaigns]; C --- C1["(Increasing purchase frequency and size of purchase)"]; C --- C2[Internal Campaigns]; D --- D1["Building the 'Fence Around the Herd'"];
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Generate
New
Patients

External Campaigns

Increase
Revenue
Per Existing
Patient

*(Increasing purchase
frequency and size of
purchase)*

Internal Campaigns

Enhance
Retention

*Building the "Fence
Around the Herd"*



Key No B.S. Principle: Create Marketing Assets

as • set

/‘aset/

noun

Something valuable that an entity owns, benefits from, or has use of in generating income.

**Our marketing assets allow us to
generate money AT WILL.**

Generate New Patients

(EXTERNAL CAMPAIGNS)

No B.S. Principles at Work:

- Show up differently
- Sell things differently
- Do more of what works
- Focus on customer multiplication



Generate New Patients

(EXTERNAL CAMPAIGNS)

Well-placed ads

"Who Else Wants Their Entire Family to Love Going to the Dentist?"

If you're not happy with your service, we'll keep working until you are — **GUARANTEED!**



What Our Patients Say...
"The most amazing dental experience I've ever had!" — Debra, Greensboro, GA
"We were very impressed with the friendly staff, as well as the quality of care received." — Carol, Eatonton, GA
"Thanks for taking away my fear of going to the dentist!" — Craig, Greensboro

Drs. David & Patti Bradley have been serving the area for over 17 years, so you can feel confident you're making the right choice for you & your family.

Our personal promise

- A warm, welcoming atmosphere
- An honest assessment of your condition
- No pressure to receive treatment you don't want
- A clear discussion of costs prior to all treatment
- Your choice of convenient appointment times (early & late appointments available)

LAKE OCONEE DENTISTRY PC
Personalized & Comfortable

CALL TODAY TO SCHEDULE!
706-623-5528


FREE
X-Rays for New Patients when you mention this ad — up to \$164 value!

Free-Standing Inserts in local paper

Looking for a Family Dentist?

Complete New Patient Dental Exam & X-Rays

NOW JUST \$29!



Dear Friend & Neighbor,

From now until **April 5th, 2019**, call and mention this ad to receive a comprehensive new patient exam, including any necessary digital x-rays, for just \$29 for you -- and each member of your family.

And, if you want to keep your smile looking great, you can add a cleaning for just \$69. (Regular dental cleanings not only remove plaque and prevent cavities, they can save you money by catching small issues before they become big problems!) That's a savings of up to \$242!

I'm Dr. David Bradley. My dental practice, Lake Oconee Dentistry, has been maintaining the smiles of lake area residents for the past 20 years. We pride ourselves on delivering unconditional, no-nonsense dental care in an office where you are treated like a valued visitor and friend.

Fear of the Dentist?

We understand. That's why we work hard to transform the traditional dental experience by making it more comfortable for our patients. If you struggle with bad memories from past dental experiences, let us put your mind at ease. While we can't take away those negative experiences, we can show you there is another way to deliver dental care -- a way that is caring, comfortable and dependable.

As a patient at our office, we promise that we will always:

- Provide a personalized and comfortable experience
- Give you an honest assessment of your condition
- Never pressure you into receiving any treatment you don't want

You can relax because, at Lake Oconee Dentistry, you're in control. Always.

Here's what one of our patients said after a recent visit:

"The staff is so caring and attentive. The services are personalized, and the wait time is minimal -- if you wait at all. Thank you for taking such good care of us and making all your patients feel like our comfort is top of your to do list! I haven't found customer service like this in far too long!" — April L., Milledgeville

Turn Over!

Direct Mail

Looking for a Family Dentist?

COMPLETE NEW PATIENT DENTAL EXAM & X-RAYS

NOW JUST \$29!

Dear Friend & Neighbor,

From now until **March 25, 2019**, call and mention this ad to receive a comprehensive new patient exam, including any necessary digital x-rays, for just \$29 for you -- and each member of your family.

And, if you want to keep your smile looking great, you can add a cleaning for just \$69. (Regular dental cleanings not only remove plaque and prevent cavities, they can save you money by catching small issues before they become big problems!) That's a savings of up to \$242!

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Lucky You!

COMPLETE NEW PATIENT DENTAL EXAM & X-RAYS

NOW JUST \$29!

CALL TODAY! 706-468-3233

LAKE OCONEE DENTISTRY PC
Personalized & Comfortable

1011 Parkside Main,
Greensboro GA 30642

Trusted & Comfortable Dental Care

Appointments 7am-6pm!



LAKE OCONEE DENTISTRY PC
Personalized & Comfortable

We Love Insurance & Maximize Your Benefits!

Generate New Patients



LAKE OCONEE DENTISTRY PC
Personalized & Comfortable

Tabby Binion
Registered Dental Hygienist
1011 Parkside Main
Greensboro, GA 30642

706-453-1333
HygieneTeam@LakeOconeeDental.com
LakeOconeeDental.com



Turn over for special offer!

3 Referrals = \$300
6 Referrals = \$700
9 Referrals = \$1,000

Bring this card in for a **FREE** dental exam
and any necessary x-rays at

LAKE OCONEE DENTISTRY

Call us at (706) 453-1333 to schedule
your appointment.

*"The Greatest Compliment We Receive is Your
Referral of a Friend or Family Member!"*

THANK YOU!

**Team member with most
referrals at end of the year won
a 2 night trip to Charleston, SC.**



- 56 referrals
- Total Production after 60 Days (\$ in hand): \$19,693
- Campaign Costs (Including trip): \$3,282
- Net ROI: \$16,411
- **Acquisition Cost: \$59 per patient** (*lower than our average*)
- 5:1 Return

Increase Revenue Per Existing Patient

(INTERNAL CAMPAIGNS)

A Simple Secret to Looking 12 Years Younger...

From Dr. Shelly Pound, Lake Oconee Dentistry

I looked at my calendar the other day and couldn't believe I was turning the page to September -- 2018 is literally flying by!

Before you know it, the holidays will be upon us. If you're anything like me, in addition to all the shopping, baking and wrapping, you'll likely have several family gatherings and social events on your calendar. And, let's face it, we all want to look great for those seasonal engagements!

So what if I told you there was a simple way you could gain more confidence and look up to 12 years younger -- just in time for those holiday parties and events?

And it doesn't involve hours in the dental chair or tremendous expenses.

Here's the truth:

People Are Guessing Your Age -- and They're Probably Guessing Too High!

I recently read about this amazing study:

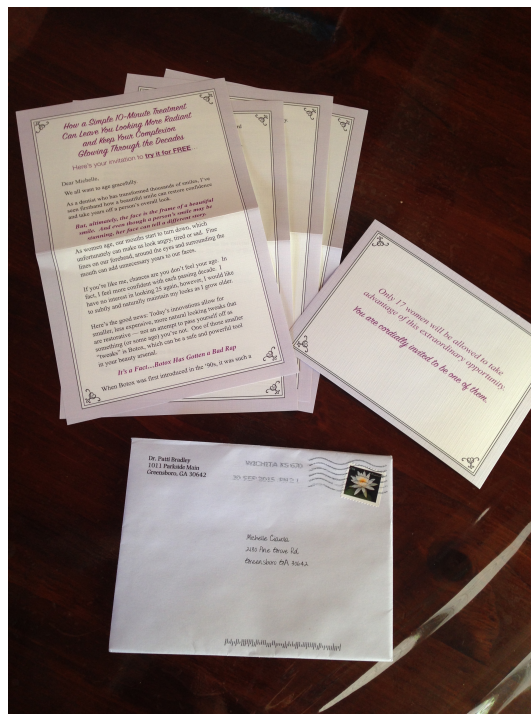
One thousand participants were shown photos of celebrities and famous models. In some pictures, the models had gleaming white teeth. In others, their teeth had light to heavy staining.

Here's the study just...

When shown a picture of a female model in her 30s, participants estimated she was 31 with white teeth, 37 with mid stains and 45 with heavily-stained teeth!

That's a difference of up to 12 years!

(Incidentally the same thing happened with men -- a male model in his 30s was perceived as 28 with white teeth, 32 with mid stains, and 38 with heavy staining.)



LAKE OCONEE DENTISTRY^{PC}
Personalized & Comfortable

Get a Straight Smile for 2019... & a FREE GIFT Now!

Start short-term orthodontic treatment before the end of 2018 and choose one of our favorite things as our special gift to you:

The Bigger Carry-On by Away
With ejectable charging battery. Available in several colors.

\$250 Nordstrom Gift Card

\$250 Delta Gift Card
Can be used for any Delta-marketed flight. No expiration.

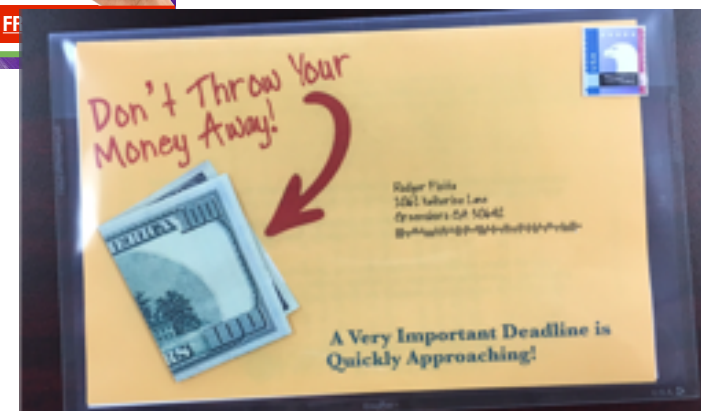
Bose SoundSport Wireless Earbuds

Apple I-Pad (Wi-Fi 32GB)

Keep the item for yourself or give it as a holiday gift! **But...HURRY! You must start treatment before December 31, 2018.**

Appointment Slots are Limited!

Call Us at 706-453-1333 to Schedule Your Free Consultation



Increase Revenue Per Existing Patient

(INTERNAL CAMPAIGNS)

These campaigns incorporate many No B.S. Principles :

- Sell things differently
- Use multiple steps
- Use a mix of online and offline media
- Use of Premium Gifts over discounts
- Mailing list segmentation
- Tying promotion to holidays/enter the conversation in their heads
- Adding new services (Botox & Filler)



Increase Revenue Per Existing Patient

Crown Campaign *(run 2x a year)*



4 Steps: Letter and 3 emails

\$50 gift card to local steakhouse

Uses premiums over discounts



February 2018 Campaign	September 2018 Campaign
List Size: 176	List Size: 234
Cost Per Piece: \$2.25	Cost Per Piece: \$1.80
Total Investment: \$746	Total Investment: \$872
Response Rate: 3.9%	Response Rate: 4.7%
Gross ROI: \$6,867	Gross ROI: \$16,454
Net ROI: \$6,121	Net ROI: \$15,581 → 18:1 ROI!

How can you use premiums in your business?

Enhance Retention

(BUILDING THE FENCE AROUND THE HERD)



No B.S. Principles at Work:

- Show up differently
- Owning our media
- Develop your celebrity, authority and expert status



Involvement with No B.S. Inner Circle and related companies has made all the difference:



- Diamond member
- Go to the conferences
- Listen to the monthly CDs
- Read the newsletters
- Published with Advantage Forbes Books
- Members of the Oxford Center for Entrepreneurs

We take action and implement what we learn.



What's Important to You?