



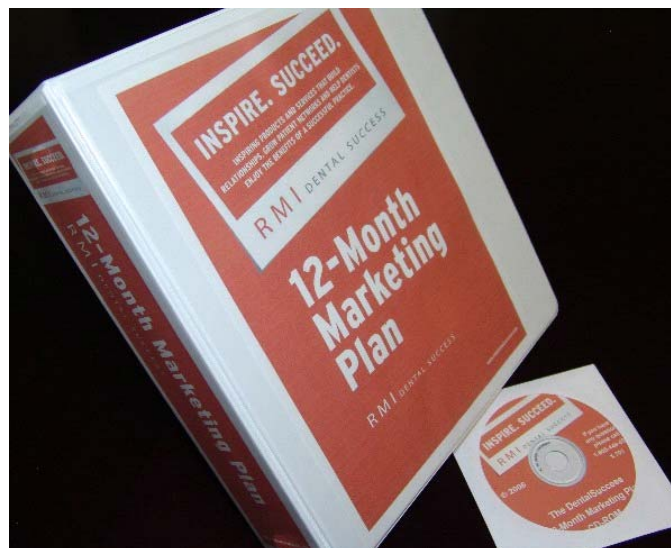
Are You Thinking More and More About Your Practice Marketing? Well, You Should Be!

Would You Like a Cookbook of Proven Marketing Programs?

We Have the Perfect Solution For You and Your Team...

The New 2006 Edition DentalSuccess 12-Month Marketing Plan

Proven Marketing Programs to Get More Referrals & More Prospects. Dramatically Increase Your Flow of New Patients & Get More Business From Your Current Patients!





ONLY \$399. That's \$100 off the regular price!!

**Order Before November 30th and get a
FREE Bonus Book: Steve Anderson's
"The Everybody Search Plan."**

**The 12-Month Marketing Plan has more than 400 pages
including:**

- The Top 24 proven Marketing Programs to get more business from your existing patients and get more new patients walking through your front door.
- A 12-Month Plan that tells you what to do, step-by-step, January through December.
- 6 Pre-Plan Implementation Steps to guarantee your success.
- 13 Steps to building your Marketing Plan Foundation.
- 8 Marketing Support Systems explained in detail so that you can convert every prospective patient into a loyal advocate of your dental practice.

**Here's some of what you'll learn in the
DentalSuccess 12-Month Marketing Plan:**

**10 Fundamental Steps To Get You and Your Team
Prepared For Marketing**

- 1. If it's not written down, you really don't have a Marketing Plan.** Learn how to write your plan.
- 2. Finding a Marketing Director (or a Coach).** We show you how to find the right person for the job. (And it's not the dentist.)
- 3. Getting everyone on your team involved.** Every team member is a very important part of your Marketing team. Now you will be able to have everyone working toward your marketing objectives.
- 4. Establishing a realistic marketing budget.** Learn how to spend as



little as possible and get maximum results.

5. **Creating an ROI (Return On Investment) tracking system.** If you don't know how to track prospects and calculate ROI, you're just wasting your time.
6. **Building a Marketing Plan foundation.** Thirteen steps that you must follow before you implement any marketing programs.
7. **Implementing marketing support systems.** Eight systems that must be in place to ensure that every prospect becomes a lifetime patient.
8. **Starting with internal marketing programs.** Your fastest, cheapest way to get new business is from your patients and whom they know. We'll show you how.
9. **Differentiating your practice from all others.** Learn about the importance of your brand and how to create a brand to differentiate your practice from all others.
10. **Marketing that happens all year long.** We provide you with dozens of marketing programs that can be implemented from January through to December.

As well, here are a few examples of the many Marketing Programs that you will learn how to implement in the 12-Month Marketing Plan:

1. **Patient referrals systems that really work.**
2. **Reactivation calls from AFS to get your patients with unscheduled treatment to come back to your practice.**
3. **Publishing a quarterly newsletter made easy.**
4. **Publishing a monthly newspaper article.** We have the articles already written for you.



5. **Digital communication with Smile Reminder.** If you're not using email and text messaging, you're "leaving money on the table." It's easy to implement!
6. **Referral Gift certificates.** We have sample certificates that you can start using today.
7. **Free whitening for local business owners.** Here's a networking program that is guaranteed to attract patients from other health and beauty related businesses in your market.
8. **How to make your web site so that it sets you apart and makes new patients call your practice everyday.**
9. **Sending out effective professional postcards that will have your phone ringing off the hook.**
10. **Cause-related marketing.** How to donate to charity and have your patients and their friends wanting to do more business with you.

Here's what our Crown Council members say about the DentalSuccess 12-Month Marketing Plan:

"I like the DentalSuccess 12-Month Marketing Plan so much, I want to buy one for a special client. Please send another one out today."

Dr. Ron Arndt, Coach and Crown Council member.

"There are so many marketing programs that I plan to implement now that I have read the 12-Month Marketing Plan. I am very eager to talk to your PartNEERS about the Marketing Feasibility Report, the PowerPoint Case Presentations, and the brochures & other image materials. Please have them contact me as soon as possible."

Dr. Albert Fasti, Crown Council member.

"I started reading the 12-Month Marketing Plan and, to be frank, I was a little overwhelmed at first ... so much useful information. I especially liked the section on Vivid Vision and building a Marketing Plan Foundation ... I soon realized that I needed a Marketing Director to pull



everything together so I found one and we are really making progress with our Marketing Plan. Thanks for helping to make it happen."

Dr. Robin Santiago, Lifetime Qualified Crown Council member.

"We have already started having team meetings to coordinate all of the excellent programs that you outline in the 12-Month Marketing Plan. Like you say, everyone on the dental team is part of the Marketing Team, so we are putting together a Marketing Plan that involves everyone."

Dr. Fred Margolis, Crown Council member.

I haven't been able to put the 12-Month Marketing Plan down since I received it! There is so much valuable content that I'm really inspired to try out your suggested programs. Now that we've seen that they have worked and seen ad samples, we're set to get the programs started! Thank you so much for putting this plan together! I'm sure it was a lot of work and I can honestly tell you that it was worth every penny!"

Tammy Martin, Marketing Coordinator, Altima Dental.

Yes! I would like to purchase the DentalSuccess 12-Month Marketing Plan before November 30th at the special Crown Council price of \$399 (plus shipping and handling of \$20) and I also receive a FREE copy of "The Everybody Search Plan" by Steve Anderson.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Credit Card # _____ Exp. _____

100% Money-Back Guarantee

If you're are not completely satisfied, just return your 12-Month Marketing Plan to DentalSuccess within 60 days for a full refund.

Fax to 801-293-8524