

Marketing My Dental Practice – May 22, 2009
Creating Headlines & Ads To Attract Potential Patients

S.M.A.R.T A.S.S. Marketing – (Don't Be a D.U.M.B. A.S.S.)

System – Measure - Analyze – Response – Test D ___ U ___ M ___ B ___

Advertising - Selling – Servicing

Predominate Advertising Types – Brand/Image vs Direct Response

For Direct Response Advertising use a F_____

The Advertising Formula: GRAB CONNECT TEACH ACTION

Grab - _____ H

Connect - _____ S

Teach - _____ B

Action - _____ O

HEADLINES are the A_____ for the A_____

Their sole purpose is to G_____ the readers/listeners/watchers A_____

They must be based on P_____, P_____, O_____, G_____

Connect with the I_____ conversation going on in the person's M_____

You Perform/Product/Service: The PERSON is THINKING to THEMSELVES:

Cavities _____

Implants _____

Crowns _____

Whitening _____

Veneers/Lumineers _____

Braces/Invisalign _____

Sedation _____

Cosmetic _____

Headline Starters:

Are You

When To

How To

Why You

Where Can

What

Who

Where To

5 Quick Ways

7 Questions

Don't Do This

Stop

Avoid

Attention

Warning

Important

Always S_____ your ad BEFORE running it using The Advertising Formula

When possible T_____ different HEADLINES to see which one gets the best response

Show Headlines to your P_____ and ask them which ones G____ their A_____

Ad Evaluation Worksheet

BEFORE Running Your Ad - Use To Determine How Well Your Ad Will Generate A Response
AFTER Running Your Ad – Use To Diagnose Why Your Ad May Not Be Generating A Response

TARGET MARKET you're running your ad for watches, listens to or reads this publication

		=	Target Market
I have not surveyed patients but know other competitors have advertised here for over 1 year	I have surveyed patients & a majority of them get, watch, listen to or read this advertiser	Total up your points in this row (2 possible) and put in box at right.	Score Here

HEADLINE that Grabs Your Attention

					=	HEADLINE
It's positioned at the very top of page or space given to ad, or said at the very start of spot/commercial.	Headline is the largest lettering of all text in the ad or said louder or slower in radio or TV	Headline asks a question or makes a bold statement.	It is based on inner conversation, pain or hot buttons of your target market	It would grab the attention of your target patient in your target market	Total up your points in this row (5 possible) and put in box at right.	Score Here

SUB-HEADLINE that Promises To Teach

					=	SUB-HEADLINE
Your sub-headline is directly underneath the headline at top of ad or said just after the headline	Is the 2nd largest lettering & is larger than body copy or is verbally emphasized like the headline	It promises to teach or educate reader if they read the ad further	It explains, illustrates or clarifies the headline or previews body copy	It touches on pain, hot buttons, how to avoid or benefit from reading further.	Total up your points in this row (5 possible) and put in box at right.	Score Here

BODY COPY that Teaches & Educates

					=	BODY COPY
Body Copy covers 2 to 6 topics or issues important to your patients	Copy uses plain English in conversational tone to discuss points	Points are separated by short headlines that stand out from text or audio pauses	Content of copy teaches reader about choosing your product or service		Total up your points in this row (4 possible) and put in box at right.	Score Here

CALL TO ACTION that Offers More Information At Low Risk

					=	Call To Action
Suggests reader to take a specific action after reading your ad (take advantage of your OFFER).	You offer to trade or give info in written, electronic, audio or video in exchange for contact info.	Information offered is educational or instructive, can teach how to decide, choose or next step.	The information is FREE or very low cost to the reader and is LOW RISK & don't talk to people	Offer is in a box, coupon or other stand out & in radio or TV spot repeated at least 3 times	Total up your points in this row (5 possible) and put in box at right.	Score Here

Target Market x Headline x Sub-Headline x Body Copy x Call To Action = Total Score
(Patients) x (Attention) x (Promise) x (Teach) x (Offer) = Total Score

Target Market	Headline	Sub-Headline	Body Copy	Call To Action	=	TOTAL SCORE
Patients	Grabs Attention	Promises	Teaches	Low Risk Offer	=	Out of 1,000
2	x	5	x	5	x	4
					x	5
					=	1,000

Use the **Ad Scorecard** on the other side to evaluate your ad effectiveness and projected results.

[Basic Ad Content and Layout]

BIG, STARTLING HEADLINE THAT REALLY GRABS YOUR ATTENTION GOES RIGHT HERE.

**Smaller But Very Noticeable Sub-Headline
That Promises To Teach Goes Here**

**Headline Of Your First Teaching &
Educating Point Right Here**

Teach your prospects and future customers how to buy from you. Give them good solid information about what to look for when they research, shop or begin looking for your product or service. **Bold face type** to highlight key words helps too. Make it about this long.

**Put Another Strong Second Headline
About Your Next Point Here**

Write in short sentences. About how you might talk to a parent or friend. *Don't try to be funny.* Best to be **straightforward** and informational. Your goal is to educate your prospect. Your English doesn't have to be perfect. Conversational is best and you are half way done by now!

Insert Your Product Or Company Logo Here
If You Have Contact Info OK To Add It Too

**Your Last Headline Here That
Continues To Promise Teaching**

Make sure your three points here are in line with your main headline and sub-headline above. If not revise the headline or your information here. If you have *numbers or statistics* to support claims then include them. You're **building up** to your risk free offer for future customers to take the next step in learning more about you.



FREE!

Describe Your Risk Free
Offer, Special Report, How
To Guide, Right Here

Name _____

Company _____

Address _____

City, State _____

Zip _____ Phone _____

Fax _____ E-mail _____

Please fax this to 317-774-3787 or call 317-774-3787 today.

AD SCORECARD:

Your Score here _____

0-49:

You're not getting any response from an ad with this score. All the basic fundamentals of what an ad should contain is missing. Stop running it and wasting your money until you can revise it to look more like the Basic Ad Content and Layout (left).

50-99:

You're getting very few if any responses, calls, traffic, inquiries or sales with this ad. It's probably not paying for itself if you really track the results. Work on the structure of the ad and test the headline, sub-headline, teaching points and offer format (left).

100-249:

You're receiving some response with your ad and it's breaking even or making you some money. Look at what the ad is missing in structure and test making some changes to your headline.

250-499:

You have a good strong ad! It's probably drives a lot of response through your doors, maybe 50-200% Return on Investment. Test your offer, make it more risk free or more targeted to the pain of your customers.

500+:

Great ad, it's probably making you 200-500% ROI. Try testing components of it to improve its performance.

**Are You AFRAID To Smile
Because Your Teeth Are YELLOW
or It's Been SEVERAL YEARS
Since You've Visited A Dentist?**

Get Our FREE Dentist Checklist of 5
Questions To Ask When Looking For a
Gentle Dentist in Atlanta

Call 888-488-8421 x 0000
Go to www.MyNewDentist.net



Info about practice,
services, directions,
address

**3 Questions On How To Fix Your
Crooked or Crowded Teeth
Without Using Old Fashioned
Metal Braces & Retainers**

Download Our FREE Dentist Report on 3
Questions To Ask Before Going To The
Orthodontist To Get Shiny Metal Braces.

Call 888-488-8421 x 0000
Go to www.MyNewDentist.net



Info about practice,
services, directions,
address

**Hate Going To The Dentist
Because When They Drill It Makes
Tears Run Down Your Eyes?**

Call our FREE 24-Hour Recorded Message
To Learn 3 Different Levels of Sedation
Dentistry So You Don't Feel A Thing!

Call 888-488-8421 x 0000
Go to www.MyNewDentist.net



Info about practice,
services, directions,
address

**Attention Baby Boomers: Tired Of
Messing With Dentures That Don't
Fit And Won't Let You Eat Your
Favorite or Semi Hard Foods?**

FREE REPORT - When You Should Consider
DENTAL IMPLANTS Instead of New Dentures
So You Can Chew ANY Food You Want!

Call 888-488-8421 x 0000
Go to www.MyNewDentist.net



Info about practice,
services, directions,
address

**FREE New Patient Exam, Initial
Consultation & Necessary X-Rays
For NEW Patients.**

(Mention This Ad When Setting Appointment)

Call 888-488-8421 x 0000
Go to www.MyNewDentist.net



Info about practice,
services, directions,
address