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# How To Get New Dental Patients With The Power Of The Web - Including The Exact Secrets One Practice Used To Reach \$5M Its First Year!: The Ultimate Guide ... Internet Marketing For Your Dental Practice

## How To Get New Dental Patients With the Power of the Web

THE ULTIMATE GUIDE TO DIGITAL MARKETING  
FOR YOUR DENTAL PRACTICE.

including  
the Exact  
**Marketing Secrets**  
One Practice  
Used to Reach  
**\$5,000,000**  
in Its First Year!



ADAM ZILKO & JACOB PUHL





## Synopsis

Imagine turning your dental practice into one that earns \$5 Million per year – not five years from now, not ten years from now, but this year and starting right now. Think that figure is impossible? Think again. Doctor Westwood did it and you can, too – all with the power of the web. *How to Get New Dental Patients with the Power of the Web* contains the exact marketing strategies one specific practice used to go from opening its doors to a practice that earns \$5 Million in a single year. Written in collaboration with digital marketers and dental professionals for the purposes of helping you succeed, this step-by-step guide is the only one you will ever need for digitally marketing your practice online. Learn the exact steps required for putting a web presence into place, acquire the skills to excel on social media and utilize the amazing power of paid search marketing - all for the purposes of attracting more leads, retaining more high-quality patients and increasing your practice income tenfold or more. Buy *The Ultimate Guide to Internet Marketing* and get started on the path to a new and improved dental practice today.

## Book Information

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## Customer Reviews

Wow what a treasure trove of information. And very timely for me as well. I was in the middle of negotiating a new website contract and was blasted with all of the technical jargon that is incumbent with this process. Many of the terms and ideas are quite intimidating to understand unless one has the necessary background to understand the jargon. After reading "How to Get New Dental Patients" I feel like I can almost create my own website. The most important thing is that I was knowledgeable enough to not be taken advantage of by a savvy web developer. He was quite surprised at my level of knowledge and treated me with the appropriate respect. So thank you Adam for a well written book that will definitely help to improve my web presence.

This book is one of the rare gems in which there is a nexus of understanding the profession (in this case, dentistry) as well as understanding the imperatives of the technical material that the authors present (social media). I strongly recommend this book to dentists, managers, and dental marketers on all levels of experience. It is true that the book presents material that the authors also provide as a paid service. But they do not hold back in presenting to the "how to's" so that purchasing these services is vital. The book is well written and easily read. I give it full marks.

Dental marketing is not an exciting subject. In fact, nothing about going to the dentist is really exciting. As a marketing consultant myself I'm always looking for new ways to serve my clients better. Adam and Jacob really knocked it out the park with this one. Some of the strategies are so SIMPLE but really SO DARN effective. I have clients we have used these tactics on in the past year and VOILA! The practice grew. One of our clients has almost 300% growth in new patients in the past 12 months. Much of that growth was based on the principles and strategies learned in this book. Thank you for the great info gentlemen.

The read was a waste of time for the most part. It went back and forth between being too general or too specific. I felt like their purpose for writing the book was to get you to give them a call so they could charge you to do your internet advertising. It is not a self help book.

A lot of basic advertising / marketing techniques. Seemed more like a gimmick to advertise / compliment their consulting business. I found the content weak, their sales pitches to get you to call them for consulting pathetic, and the entire book as close to useless. If you have some sense of using the web, you're better off not wasting the time reading this book. If you have NO idea how to

setup a gmail account, etc, this book will literally give you step by step instructions how to setup your email, make social media accounts, etc. VERY basic. I've read a lot of dental practice building books and would recommend Dr. Howard Farran's "Uncomplicate Business" and Dr. Moffet's "How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days" as my top 2 dental business books.

This book was easy to read, and easy to understand. I have some experience with ad words, and now see some mistakes I've made. Really looking forward to my new content calendar, and know the rewards will be on the way! Thanks to the authors for a clear, no nonsense strategy to marketing dental practices.

This was general information, I was very disappointed that there were NO examples of any marketing that was used. Great commercial for their company.

No other book I've read has broken down, in such explicit detail, how to acquire more dental leads, and convert more sales using digital marketing, than this book. If you own a dental practice, do yourself a favor and spend next Sunday afternoon going through this - have a highlighter handy.

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