



Sponsor of "The Original and
Legendary Dental Boot Kamp".



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Upcoming Programs:

May 2-4
New York City Area
Dental Boot Kamp Level I
Masters Boot Kamp Level III

June 8-9
San Diego, CA
Leadership Boot Kamp
(Dentist only)

October 3 - 5
Las Vegas, NV
Dental Boot Kamp Level I
Hands-On Boot Kamp Level II

October 5 - 6
Las Vegas, NV
Alumni Weekend Celebration
(Golf on Sunday)

November 7-9
Nashville, TN
Dental Boot Kamp Level I
Hands-On Boot Kamp Level II
Masters Boot Kamp Level III

NEW RESIDENT MARKETING

When you want to increase your client base, how do you stand out and get noticed? With phone book advertising, it's too easy to get lost in the yellow pages and mixed in with all of your colleagues. Why show up in a phone book with 250 other professionals trying to get noticed? If you had an opportunity to meet a new potential client, would you bring all of your competition with you?

At Dental Boot Kamp, we teach a marketing concept called the 15X method. The 15x method is a repeat marketing strategy that shows patients respond strongest to marketing initiatives when they hear about each initiative several times. When you truly understand 15X, and how to implement it, you learn how to become the FIRST office people consider when they look for a dentist. It makes sense if a potential patient doesn't know you or hasn't heard of your office, they won't find you? I'd like to challenge you to quickly list 12 ways you market yourself. If you can't, read on.

New patients are the lifeblood of many practices and should be considered as such. Do you know your ideal patients? Can you list out their characteristics? Most of your ideal clientele will be homeowners and professionals looking to take care of themselves. However, it can be tough to get a client to visit your practice when they already have a happy dental home. Our suggestion: Set yourself apart by trying different marketing strategies...for example, new resident marketing.

To begin, get a list of your areas new home closings. That includes anybody that has closed on a mortgage of a certain dollar amount or higher, depending on your demographics. Most of these people will be new to the area. Others will have just moved across town or may have just refinanced their home. You can create the list by selecting demographic choices through companies who sell such lists. Check out www.newpros.com or www.infousa.com to purchase your list for a monthly fee of approximately \$100 to \$150 per month. Your list will be emailed to you once a month. Print 4-6 sets of each name and address on labels. Work with your team to develop a different marketing piece so that each month you can send a new marketing initiative that may appeal to a potential client. There are many different offers and letters you can send. Some may be looking for a deal encouraging them to take action, while others are looking for a certain type of procedure your office may offer. Pick three or four things you want to be known for and include those services in your marketing pieces. By putting 15X into play, you will appear directly in each household 4-6 times. Now, you have sent the right number of repeat messages to spark potential patients to call your office and get scheduled!



Eric brings a strong business and systems approach to his clients. Having managed the growth of a dental practice in Maine for ten years, utilizing Dental Boot Kamp training, Eric led the team to double in production during that time. Eric brings these skills and his engaging and humorous delivery to all of his seminar leading. Eric has been a key contributor to the Coaching Services programs through the development of his Practice Monitoring Systems. He is Coaching Dental Boot Kamp offices all over the Country who benefit from his daily hands-on experience, his expertise in financial arrangements, third party financing and eliminating dependence on insurance. Eric and his wife Abby are the proud parents of three children and live in northern California. Eric can be reached at

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