

## **Email 1: Introduction to Modern Patient Acquisition**

**Subject: Revolutionize Your Dental Practice with Google Marketing**

Hello [Dentist's First Name],

I hope this email finds you well.

As someone involved in the digital landscape and helping healthcare professionals thrive online, I've seen firsthand the potential Google has to grow practices just like yours.

Would you be open to a free consultation on maximizing patient acquisition through Google?

Warm regards,

[Your Name]

## **Email 2: Missed Connections?**

**Subject: Patients Are Looking for You... On Google**

Hello [Dentist's First Name],

If you've ever wondered how to stand out in a saturated market, Google might just be your answer. Every day, countless individuals search for dental services in your area.

**Are they finding you?**

My research says they are finding your competition.

Let's discuss how to change that - no strings attached.

Best,

[Your Name]

### **Email 3: Success Stories Speak Volumes**

**Subject: Meet Dr. Smith: Tripling New Patients with Google**

Hello [Dentist's First Name],

I recently worked with Dr. Smith, a dentist in [city]. Within 6 months of optimizing his Google presence, he saw a 3x increase in new patient bookings. Intrigued?

Let's chat about what this could mean for your practice.

Cheers,

[Your Name]

### **Email 4: Addressing Concerns**

**Subject: Think Google Marketing is Too Complex? Think Again!**

Hello [Dentist's First Name],

We get it. Diving into the world of Google marketing might sound overwhelming.

But with the right strategy and guidance, it can be straightforward and extremely beneficial.

Ready to demystify the process?

Let's set up that free consultation.

Warmly,

[Your Name]

## **Email 5: Value Proposition**

### **Subject: What's a New Patient Worth to You?**

Hello [Dentist's First Name],

Consider this: just one new patient from Google can cover any future marketing spend. Multiply that by 10, 20, or even 50 new patients, and the ROI becomes clear.

Let's explore this potential together.

Best regards,

[Your Name]

## **Email 6: Friendly Reminder**

### **Subject: Still Thinking About Google for Your Practice?**

Hello [Dentist's First Name],

I wanted to drop by your inbox again, just as a friendly reminder.

The potential of Google in modern patient acquisition is tremendous.

If you're considering it (even just a bit), I'm here to help with a no-obligation chat.

Looking forward to connecting,

[Your Name]

## Email 7: Your Big Chance

### **Subject: Unlock Your Practice's Max Potential**

Hello [Dentist's First Name],

You should believe in the potential that Google has for practices like yours.

Google has a near-monopoly on search, and patients in [town] use it daily to find and research a provider.

Shouldn't your practice, and the great work you've been doing, be the things patient's find during their search?

You see, this search dynamic is more than "seo juice."

The real gold is in using high quality content and smart positioning, coupled with timeliness and an effortless lead capture, to deliver fresh patients from all corners of town.

I'm offering a no cost, no commitment consultation on leveraging Google for growth.

At worst, you leave with a better understanding of how Google can be leveraged to grow your practice.

At best, you work with a great marketing partner, and together we take your practice to new heights.

Seems like a win-win to me.

Can we touch base on [day at time?]

Cheers,

[Your Name]

## **Additional Outreach Sequence**

### **Email 8: Dive Deeper**

**Subject: Beyond the Search: Using Google's Full Suite for Your Practice**

Hello [Dentist's First Name],

Google isn't just about search.

There's Maps, Reviews, Ads, and more.

Harnessing the full suite can have a transformative impact on your practice.

Want to dive deeper?

Awaiting your thoughts,

[Your Name]

### **Email 9: It's More Than Just Numbers**

**Subject: Building Trust & Reputation on Google**

Hello [Dentist's First Name],

Beyond patient acquisition, Google offers tools that can amplify your practice's reputation, fostering trust in the community.

Imagine enhancing your brand as both a healthcare provider and a trusted local business.

Curious? Let's chat.

Kind regards,

[Your Name]

## **Email 10: Resonating With Patients**

### **Subject: Crafting a Google Presence that Resonates**

Hello [Dentist's First Name],

Your patients have stories, needs, and concerns. Google can be a platform where you address and resonate with those narratives.

Want to learn how to craft a Google presence that truly speaks to your patients?

Hope to hear from you,

[Your Name]

## **Email 11: Breaking Down Barriers**

### **Subject: Making Digital Marketing Approachable**

Hello [Dentist's First Name],

Still feeling hesitant about the digital realm?

Our mission is to break down barriers, making Google marketing not only approachable but also a seamless part of your growth strategy.

I'm here to guide you. Let's connect.

Best,

[Your Name]

## **Email 12: The Bigger Picture**

### **Subject: A Holistic Approach with Google**

Hello [Dentist's First Name],

Did you know that Google can integrate with other digital marketing efforts?

SEO, social media, content marketing - they all come together to paint a holistic picture.

Ready to see the bigger picture?

Warmly,

[Your Name]

## **Email 13: Timing is Key**

### **Subject: Is Now the Right Time for Your Practice?**

Hello [Dentist's First Name],

Timing can make a difference.

As we move deeper into a digital era, earlier adoption can give your practice a significant edge.

Why wait to harness the potential of Google?

Hope to connect soon,

[Your Name]

## Email 14: Let's Begin

### **Subject: Starting Your Google Journey: Step by Step**

Hello [Dentist's First Name],

Every journey starts with a single step.

With expert guidance and a tailored strategy, your Google marketing journey can be both effective and enjoyable.

Ready to take that first step?

Best wishes,

[Your Name]



## **Social Media Messages for Dentists on Google Marketing:**

These messages can be adapted for Facebook, LinkedIn, or Instagram by tweaking the format or adding relevant imagery.

🦷 Curious about revolutionizing your dental practice?  
Discover the potential of Google marketing. Dive in today!  
#DentalGrowth #GoogleMarketing

Every day, potential patients are searching for dental services on Google. Are they finding you? 🌐  
#DigitalVisibility #DentistryOnline

Success Story: Dr. Smith saw a 3x increase in new patient bookings within 6 months through Google. Ready to be next?  
🔍 #DigitalSuccess #DentistWins

Overwhelmed by the thought of Google marketing? Let's demystify the process together. Simple, yet powerful. 🚀  
#GoogleForDentists #DigitalJourney

What's the real value of one new patient from Google?  
Imagine that ROI multiplied! ✨ #DentalROI #OnlineGrowth

Google isn't just about search. From Maps to Reviews and Ads – harness the full suite for transformative results. ✂️  
#BeyondSearch #GoogleTools

Elevate your practice's reputation with Google. It's more than numbers; it's about building trust. ✨  
#DentalReputation #TrustBuilding

Your patients have stories. Use Google to resonate, connect, and address their narratives. 💬 #PatientStories  
#GoogleConnect

Dive into the digital realm seamlessly! We're here to make Google marketing approachable and impactful. 🤝  
#DigitalForDentists #EasyMarketing

Google + SEO + Social Media = A holistic digital growth strategy. See the bigger picture with us. 🌐 #HolisticGrowth  
#DentalDigitalStrategy

## Pre-Sale Follow Up Messages

*NOTE: Use these messages after you've made at least one contact with a prospect. The messages will be helpful in moving the sale forward to closing.*

### **Subj: Reflections on your practice**

Hello [Dentist's First Name],

I've been reflecting on our discussions about leveraging Google for your practice.

It's clear to me how passionate you are about providing exceptional dental care, and I truly believe a tailored Google marketing strategy can amplify your reach.

I'd love to create a custom proposal for your practice that highlights potential growth areas and actionable steps.

Would that be of interest to you?

Best,

[Your Name]

### **Subj: Addressing your concerns...**

Hi [Dentist's First Name],

One of the common concerns I've heard from dental professionals is the uncertainty about venturing into the world of digital marketing.

I understand those feelings and aim to make the process as transparent and accessible as possible.

To this end, I'd like to offer you a detailed proposal, outlining how Google marketing could be integrated into your practice's growth strategy.

It will be a no-obligation document, designed to give you a clearer picture of the possibilities.

Would you be open to receiving it?

Warm regards,

[Your Name]

**Subj: The Urgency of the Digital Age**

Dear [Dentist's First Name],

The digital realm is evolving rapidly, with more and more patients turning to Google to find reliable dental care providers.

Being ahead of the curve can offer significant advantages in patient acquisition and retention.

Considering our previous discussions, I've been eager to draft a specialized proposal for your practice, showcasing the steps and benefits of a Google-focused marketing strategy.

Allow me to provide insights and a roadmap for your digital growth. Shall I prepare the proposal for you?

Looking forward to your thoughts,

[Your Name]

# Email: Payment Request for Google Marketing Program

## Subject: Starting Your Google Marketing Journey: Next Steps

Dear [Client's Name/Doctor's Name],

I hope this email finds you well.

It's been a pleasure discussing the potential that Google marketing holds for [Dentist/Medical Office Name]. We're excited about the growth opportunities ahead and eager to help you harness the vast digital realm to reach more patients and elevate your practice's online presence.

To initiate the Google marketing program we've tailored for your practice, we need to finalize the financial aspect:

Program Details:

Program Name: Google Marketing Program for Medical Professionals

Duration: [X months/weeks]

Total Cost: [\$XXX]

Payment Instructions: (Be Sure To Customize THIS!!!!!!)

[Please pay [amount] to #####@##### via PayPal] or make checks payable to [Consultant, Biz Name] and mail to: [Address].

Alternatively, if you prefer a different payment method, please let us know, and we'll be happy to assist.

Once we receive the payment, our team will begin the setup process, ensuring everything aligns with our discussions.

I will be your dedicated account manager who will be your point of contact throughout the program.

If you have any questions or need further clarification on any aspect, please don't hesitate to reach out.

Our goal is to make this process as seamless and beneficial for you as possible.

Thank you for placing your trust in us. We're committed to helping [Dentist/Medical Office Name] shine even brighter online.

Warm regards,

[Your Full Name]

[Contact Information]

## **Lead Bait Hooks**

Use these hooks when creating lead bait for any outreach campaigns.

"Digital Dentistry: Unlocking the Potential of Online Patient Acquisition"

"SEO for Dental Practices: Boost Your Online Visibility Today"

"Social Media Magic: Engaging Patients Beyond the Clinic"

"Online Reviews: Harnessing Feedback for Practice Growth"

"Dental PPC Campaigns: Maximizing ROI on Every Click"

"Branding Brilliance: Crafting a Memorable Dental Practice Identity"

"Email Marketing Mastery: Nurture Patient Relationships & Drive Appointments"

"Content is King: Blogging Tips to Position Your Practice as an Authority"

"Video Marketing for Dentists: Engaging Patients in the Digital Age"

"Leveraging Google My Business: A Dentist's Guide to Local Search Dominance"

## **Campaign Ideas**

Useful if the dentist request some campaign and program ideas.

"Smile brighter than ever before! Discover the difference our team can make."

"Why wait for that perfect smile? Let's start your journey today."

"Ever wonder what state-of-the-art dental care feels like? Experience it with us."

"From routine check-ups to dream smiles, we're more than just a dental office."

"New in town? Join our family of satisfied smiles and world-class care!"

"Transforming smiles, one patient at a time. Are you next?"

"Our mission? Your healthiest, happiest smile. Book your appointment now!"

"The future of dentistry is here, and it's personalized just for you."

"Experience dental care that's a step above the rest. Your smile deserves the best."

"Your journey to impeccable oral health begins with a single appointment. Ready to take the leap?"

"Dentistry with a difference. Feel it from the first visit."

"Your smile's potential is boundless. Ready to unlock it?"

"Seamless appointments, radiant outcomes. Welcome to next-level dental care."

"Not just a dentist's office - we're your partners in oral health brilliance."

"Crafted for you: Dentistry that understands every unique smile."



"First impressions matter. Make yours shine with our expert touch."

"Beyond care – we promise confidence, comfort, and clarity in every visit."

"Elevate your oral health journey. Embrace a dental experience redefined."

"Charting the course to your ideal smile. Navigate with the best!"

"Step into a realm where dental innovation meets individual care. Your journey starts here."

"Gentle care, brilliant results. Discover a dental experience like no other."

"Your best smile is just one appointment away. Ready to unveil it?"

"Modern dentistry, timeless results. Dive into a transformative dental journey."

"Every tooth has a story. Let's make yours a masterpiece!"

"A smile makeover awaits. Why not treat yourself to the best in dental care?"

"Reimagine your dental visits. Comfort, precision, and a dash of luxury!"

"Goodbye dental anxiety, hello soothing, tailored experiences!"

"The best version of your smile is within reach. Curious?"

"Crafting smiles to last a lifetime. Join our community of radiant grins!"

"Where advanced technology meets compassionate care. Dive into the new age of dentistry with us."

