



LEGION

TEN SIMPLE WAYS TO OBTAIN
NEW PATIENTS

ADD QUALITY CONTENT TO YOUR WEBSITE WEEKLY

HOW?

IF YOU DON'T HAVE ACCESS TO THE BACK END OF YOUR WEBSITE, YOU SHOULD GET ACCESS.

WHY?

SO YOU CAN ADD CONTENT, OR GIVE YOUR WEBSITE PROVIDER THE CONTENT.

WHAT?

WHAT IS THE GOAL OF YOUR CONTENT?
TO GET A SPECIFIC TYPE OF PATIENT?
TO DO WHAT?
TO PROMOTE A TREATMENT?

SELF PROMOTION IS NOT GOOD BUSINESS,
NOR IS OFFERING DISCOUNTS...
IT MAKES YOU LOOK CHEAP AND DESPERATE.

- POST QUALITY CONTENT THAT LAY PEOPLE WOULD LIKE TO CONSUME.
- POSTING REGULARLY ALLOWS PEOPLE TO COME BACK OFTEN AND TO SHARE YOUR CONTENT.
- YOU CAN LINK YOUR CONTENT TO OTHER WEBSITES AND VIDEOS.
- CREATING SOMETHING THAT HAS VALUE KEEPS PATIENTS ON YOUR PAGE LONGER WHICH BOOSTS YOUR WEBPAGE IN GOOGLES EYES FOR QUALITY INFORMATION.
- BEST YET, THIS IS ALL FREE, IT JUST REQUIRES YOU OR AN EMPLOYEE TO CREATE SOME CONTENT AND POST IT, OR HAND IT OFF TO YOUR WEBSITE COMPANY.

WRITE A WEEKLY BLOG

IF YOU ARE GOING TO DO A BLOG WITH INFORMATION FOR EXISTING AND POTENTIAL PATIENTS TO PROMOTE MORE NEW PATIENTS IT HAS TO BE GOOD SHARE WORTHY CONTENT.

A BLOG SHOULD BE ON YOUR WEBSITE AND NOT SOMEWHERE ELSE. IF THE CONTENT IS GOOD ENOUGH IT BRINGS TRAFFIC AND OTHERS WILL LINK TO IT.

LINKS TO YOUR WEBPAGE FROM OTHER WEBSITES MAKES YOUR WEBSITE MORE RELEVANT.

**ADD ATTRACTIVE PHOTOGRAPHS
ON ALL YOUR CONTENT.**

**CONTENT ALONE IS NOT ENOUGH.
PEOPLE DON'T TYPICALLY STOP FOR
CONTENT UNLESS THE HEADLINE IS SHOCKING
OR EYE CATCHING.**

**YOU NEED EYE CAPTURING ATTENTION SO THAT PEOPLE
STOP TO INVESTIGATE.**

**IF YOU DON'T HAVE A CAMERA... I KNOW YOU OWN A CELL PHONE.
SO YOU HAVE NO EXCUSE FOR NOT TAKING AND POSTING GOOD
PHOTOS.**

**CREATE SIMPLE
VIDEOS FOR
CONSUMERS...**

**VIDEOS ARE JUST AS EASY TO CREATE
AS A PHOTOGRAPH, BUT NOW YOU
HAVE TO CREATE GOOD
VISUALS AND CONTENT...
SO A LITTLE
HARDER, BUT
MANAGEABLE...**

**YOU
WANT TO
PROVIDE GOOD
CONTENT THAT
PEOPLE WOULD WANT
TO SHARE TO FRIENDS AND
FAMILY MEMBERS.
HELPFUL INFORMATION THAT
MOST PEOPLE WOULD NOT KNOW
OR THINK OF.**

**...AND POST
WEEKLY, OR EVERY
OTHER WEEK**

INSTAGRAM

FACEBOOK

**CREATE YOUR
SOCIAL MEDIA ACCOUNTS**

**NO MATTER HOW OLD YOU ARE,
IF YOU WANT MORE NEW PATIENTS
THIS IS ONE PLACE
THAT A LOT OF PEOPLE
GO TO FIND INFORMATION
AND ASK QUESTIONS.**

**IT ALSO CAN HELP YOUR RELEVANCE
WITH GOOGLE SEARCHES IF
YOU HAVE SOCIAL MEDIA PAGES
TAGGED TO YOU AND YOUR OFFICE.**

TWITTER

YOUTUBE

LINK YOUR INSTAGRAM, FACEBOOK AND TWITTER ACCOUNTS

THIS MAKES IT EASIER TO POST TO THESE DIFFERENT
SOCIAL MEDIA PAGES. FOR EXAMPLE YOU CAN CREATE
ONE POST, CLICK SHARE, AND AUTOMATICALLY
DISTRIBUTE THE POST TO YOUR OTHER SOCIAL
MEDIA PAGES. QUICK AND EASY



POST 2-3X WEEKLY ON INSTAGRAM
WITH GOOD CONTENT,
PHOTOGRAPHY OR VIDEO

AND SET IT TO AUTOMATICALLY
PUSH THE CONTENT ONTO
FACEBOOK AND TWITTER.

MAKE SURE TO ADD HASHTAGS # FOR VARIOUS SUBJECTS
THAT WOULD BE RELEVANT TO THE
AUDIENCE YOU WANT TO ENGAGE.



**GOOGLE,
YELP,
FACEBOOK REVIEWS**

AND OTHERS ARE VERY IMPORTANT TO PATIENTS LOOKING FOR A DENTIST.

ASK EVERY PATIENT FOR AN ONLINE REVIEW AT CHECKOUT AND GIVE THEM A CONVENIENT WAY TO WRITE IT. YOU CAN GIVE THEM A LINK ON A BUSINESS CARD, SEND VIA EMAIL OR TEXT, HAVE A QR CODE IN THE LOBBY TO SCAN. YOU NEED GOOD REVIEWS TO LEVERAGE AGAINST ANYONE THAT CHOOSES TO LEAVE A BAD REVIEW. IF YOU DO NOT CHECK OR MONITOR YOUR REVIEWS YOU NEED TO START. A SIMPLE SOLUTION FOR AUTOMATION IS TO USE WEAVE SOFTWARE:

WWW.GETWEAVE.COM

CREATE A SCHEDULE SO THAT

YOU MAKE IT A HABIT

TO ACCOMPLISH THE

SAME TASKS AT A

SET TIME

EACH WEEK.

THE ONLY WAY

THINGS GET

ACCOMPLISHED IS

THROUGH GOAL SETTING,

HABITS, COMMITMENT AND

LEVERAGE! SO SIT WITH YOUR TEAM

AND DETERMINE THE WHAT, WHY, WHEN

AND WHERE. THEN DECIDE WHEN AND HOW

OFTEN YOU WILL CREATE AND POST. THEN AS A

TEAM WITH CLEAR GUIDELINES AND TIMELINES YOU

CAN HOLD EACH OTHER RESPONSIBLE AND ACCOUNTABLE

TO GET THE WORK DONE!

JOIN 10 OF THE LARGEST ONLINE SOCIAL GROUPS IN YOUR GEOGRAPHIC LOCATION ON FACEBOOK, LINKEDIN, TWITTER, AND INSTAGRAM.

BY SHARING IDEAS AND CONTENT YOU BECOME MORE RELEVANT TO GOOGLE AND POTENTIAL NEW PATIENTS!

