



HOW TO GET NEW PATIENTS IN LESS THAN 6 MONTHS WITHOUT DECREASING PRICES

The #1 blueprint to flood your practice with
new eager to buy patients!

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Attracting new patients can feel like walking a tightrope.

If you ever feel stuck wondering how to attract patients without slashing prices or resorting to gimmicks, then this blueprint is for you.

The good news? Building a steady stream of new “eager to buy” patients isn't as hard as you think. When you implement the proven strategies in this blueprint, you'll grow your practice without compromising on quality or breaking the bank.

In here, you'll discover practical, no-fluff insights to help you get new patients in as little as six months – even if you're starting from scratch.

So, let's dive in!

The Cold Hard TRUTH About the Dental Industry

Before we start, you need to know the uncomfortable reality about the dental industry: most dental clinics don't fail because they aren't skilled.

They fail because they don't know how to market themselves effectively.

Even the best dentist in town will struggle if people don't know about his practice or if potential patients don't trust his image.

On the flip side, some less-skilled dentists thrive simply because they excel at visibility, trust-building, and having a great offer.

If you want to succeed, you must embrace that: marketing your practice effectively is as important as your clinical expertise.

Avoid Wasting Money On Branding Campaigns That Don't Work

Branding is important, but it's not the holy grail to grow your clinic. For many small clinics, focusing on branding will only lead to throwing money away on ads that don't work in the name of "awareness".

Your priority should be building relationships with patients, delivering excellent care, and addressing patient needs directly.

Branding efforts like fancy logos or visibility campaigns are effective only when supported by solid, patient-focused systems, which you're about to learn how to do.

The Vital Key to Making More Money with your Dental Practice as Fast as Possible

Here's the BIG secret: retain your existing patients for repeat business.

New patient acquisition isn't nearly as cost-effective as retention. A loyal patient base, besides providing repeat business and a steady source of income, will also refer others and improve your reputation through word-of-mouth (which is free).

Focus on:

- Consistent, high-quality services, and show that you CARE about their oral health.
 - Upselling or cross-selling services that genuinely benefit patients.
 - And these 6 tips below:
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Before we dive into the good stuff, let me warn you that a lot of this blueprint is organized into small, easy to digest bullet points. It's your job as you're going through this, to analyze the topic and see how you can apply it to your specific situation.

With that said, let's get started!

6 Tips to Help You Retain Patients For Decades On End

1. **The “What's Next?” Rule:** Patients value clear explanations of procedures, costs, and benefits. I teach all my clients to build this habit of explaining the whole procedure to the patient before they start the work.

Don't go deep in the technical side of it, but let them know what to expect. This kills any anxiety they could have and makes them feel understood and cared for.

2. **Follow Up Personally:** After major procedures, send a quick message or make a follow-up call to show that you care. Care is a superpower.

Ask some questions (How's the recovery? Is everything alright?) - This simple & effective gesture builds trust and loyalty to you.

3. **Leverage Automation:** Use reminders for consultations, send happy birthday messages, and make it easy for patients to stay connected with your practice. (You can also do it manually, if you need help with the automation, you can [contact me.](#))

4. Build Your Staff: Your staff's friendliness & professionalism can make or break patient relationships and your practice's reputation. Make sure they know your business principles and are always friendly and caring!

5. Request Feedback – and Act on It: Ask for patient feedback (e.g. with Google forms) regularly and implement changes based on their suggestions.

What to ask? Well, you can ask pretty much anything about their experience, but make sure it is condensed to take 3 minutes max.

6. Go Beyond The Clinic: It's a good habit to host community events or sponsor local causes. It humanizes your practice and fosters goodwill in your local community, building more trust towards you and your practice.

The trust and reputation you build locally can be an authentic rainmaker. These are the holy grail of repeat business.

What Never to Do When Attempting to Get More Visibility for Your Practice

- **Discounts:** Competing on price alone devalues your services and will hurt your reputation. Don't try to out price yourself - this is just a solid no.
- **Avoid “One-Size-Fits-All” Marketing:** Generic campaigns don't resonate with your local audience. You need to make them specific, and tailored to your local community - even if you're only mentioning the name of your town, it's better than nothing.
- **Don't Ignore Online Presence:** Don't be outdated, don't try to shortcut content by making slide posts with stock footage. It works best if you, a real human, talk to your audience with a camera - 100% authentic!

A poor or outdated online presence can drive potential patients away, thinking your clinic is either closed or not evolving with the market.

- **Never Overpromise:** Building trust means being realistic about results. Never guarantee certain outcomes, but make sure to create an expectation within a realistic scope of end results.

Even with the possible negatives, patients will trust and respect you more if you're down to earth with them.

4 Fatal Mistakes Dental Clinic Owners Make That Keep Them from Flooding Their Practice with Patients

1. You Failed to Use Patient Testimonials...

You probably did, and you know it, I know it, everyone knows it... Reviews are your hidden gold mine.

In the beginning, patients trust other patients way more than they trust you. That's why social proof is so vastly efficient... and why it works. Actively request from your current clients and showcase testimonials EVERYWHERE you can.

2. Ignoring Local SEO

Your practice must appear when locals search for “dentist near me” or “dentist in <location>”. If not, you're leaving money on the table...

You can easily do this with Google Ads or by optimizing your website, and narrow it down to your location so you can have effective results without spending a lot of money. (If you need help with the technical stuff, you can [contact me](#).)

3. Not Measuring Results

Spending money on ads without tracking results makes you doubt your own ads, even if they're working fantastically.

You don't need to make crazy Excel sheets with all kinds of data, but you do need to keep a record of how many new people came in with the budget that you used.

That way, you can see what's going on in the background when it comes to managing costs.

4. Neglecting Patient Experience

First impressions matter. From the waiting room comfort to staff behavior, ensure every interaction is filled with positive energy, and make sure that coming to your practice is a positive experience (in emergency or bad scenarios it's really impossible I know, but you get the point).

The Patient Acquisition Roadmap

This roadmap is designed to help you achieve measurable growth within 60 days - you'll be amazed at the number of snowballs you can get rolling down the mountain in less than 2 months!

Week 1: Foundational Setup

- Optimize + Start your online presence:
 - Essentials are: Facebook, Instagram & Google - Create/Update all the information in them.
 - Read your website aloud and change all the wording as you were speaking in person to a potential client.
 - Claim and optimize your Google My Business profile - This is a no-brainer for local practices.
- Mention to your staff that you want to improve patient experience to give them the most positive experience possible (if necessary).

Week 2 – 4: Building Repeat Business

- Launch a hyper-local Google Ads campaign - More on this in a bit.
- Actively collect and showcase patient testimonials as I mentioned above.
- Implement reminder messages for all the patients 24-48h before their consultation + follow-up messages for no-shows and post-treatment care.

Week 5 – 8: Scaling Patient Relationships

- Leverage automated reminders and CRM tools for retention - If needed, get an assistant on the phone to recall patients who didn't come back (do it yourself if needed, show that you care!).
- Plan to be part of a community event and offer seasonal rewards for loyal patients. - Everyone usually loves toothpaste samples :)
- Use social proof like reviews and testimonials in all communication mediums - Facebook, Instagram and physically with frames if needed.

Loop these into the next months, if you applied everything already and are just re-reading this, you probably don't want to stop with it!

After Implementation Of “The Patient Acquisition Roadmap”

- Measure results from ad campaigns and online traffic - Optimize based on the metrics you have.
- Identify areas for improvement on all the customer experience, and start looking at how you can improve on efficiency.

I know this is a strategy, and most of the actionable steps are a bit technical in nature - If you need help with any sort of technical stuff, just [contact me](#), I'll check how I can help you.

With that said, I still wrote the actionable steps you need below:

Actionable Steps to Attract and Retain Patients for Your Dental Practice

Before going into these, be aware that reading this alone won't bring you any new clients.

You need to take action to start the ball rolling, so use some of the action steps below to send that snowball rolling off the mountain!

1. Foundational Setup

- Update your website with good writing: “Looking for a dentist in <Location>?” (headline example)

Add a clear Call-To-Action (CTA) so people can contact you, while also including testimonials of your clients to start building trust from the get-go.

Example: Click The Button Below To Write Us A Message (CTA example)

- Claim and optimize your Google My Business profile (for Google Maps). Add photos of your practice, update your contact information, and add all the services your practice provides - All of them.

- Add location-specific keywords to your website. For example, "Local practice based in [Your City]" or "Looking for dental care near [Neighborhood]?" so people know that you're local.

2. Building Repeat Business

- Launch a hyper-local Google Ads campaign targeting a 10-mile radius - google will guide you through the steps to launch your first campaign, but if you need help, feel free to ask me!

- Actively collect and showcase patient testimonials as I mentioned above. Post them with pictures, screenshots, text only - but post them!

- Train your staff to explain procedures in a simple and friendly language.

Role-play simple explanations of what's going to happen next to make them used to it.

- Use SMS reminders and follow-ups with any CRM (you can text Bitrix24, it's free - just create an account)... Or do them manually, but make sure you do it!

You can also personalize follow-up messages to make them more meaningful, patients will appreciate it!

3. Scaling Patient Relationships

- Reward loyal patients to boost retention and referrals. I often recommend seasonal offers, like a Christmas gift, a toothpaste, something small will do - they appreciate it!
- Ask every patient for feedback after their visit once in a while. Use Google Forms or a simple feedback card system to make sure you get your client's opinions on your service and their experience.
- Actively ask happy patients for online reviews. Provide them with a shortcut link to Google Reviews (or Yelp) after their visit so they can leave a 5-star review along with a nice comment - you can also have a small reward on the clinic for this, to act as an incentive.

It will pay you back in thousands, I guarantee you.

Pick one action step of the “Foundational Setup” and implement it in your practice in the next week.

With these strategies in place, you can transform your practice into a thriving hub of loyal and satisfied patients.

Whether you're just starting or looking to grow, this advice puts you on the right path to move your business forward - with little margin for errors.

If you need any help, feel free to send me an email eduardo@patients-for-dentists.com or a message on Instagram [@patients.for.dentists](https://www.instagram.com/patients.for.dentists).

Also, make sure you schedule a free clinic review consultation. We'll quickly go over your clinic's results, and come up with a plan to help you grow it.

Talk soon,
Eduardo Correia