Killer Marketing Secrets
7-Step Action Guide

1. Assemble your past and present patient list...email and mail. You will need first and last name, email, and physical addresses at a minimum. If you have more data to segment by, that’s even better.

2. Assemble a newsletter and mail it monthly. The more personal the better. Each newsletter must contain a different trackable direct response offer. In our Killer Marketing course we write the copy and the offer for you that’s been tested by 100s of practices over 10 years. If you want a shortcut, you should consider taking the course.

3. Assemble 1 email campaign per week with the same direct response offer in the newsletter for the month. Content should be personable and point to items in your newsletter. It should NOT be in color and look like a flyer. It should look like a friend sent it.

4. Implement the Green Ink letter for all patients. If you missed the free video and template on that click here to access it.

5. Implement a standard initial exam that scientifically maximizes patient plan if care compliance and ensures patients overcome obstacles of time money and distance. The 7-step killer exam full training for you and your staff is offered via the Killer Marketing course as well if you’d like the shortcut there.

6. Add day of DC implement a system to collect a success story from every patient. The Killer Testimonial Machine, our system and questions for collecting success stories (and how to use them) is also part of Killer Marketing or you can get that on the website.

7. For typical slow season plan (like most experience during the holidays) an internal event to celebrate something relatable and appropriate. And offer re-checks to your past clients. The Greatest Promotion Ever is the first campaign we help practices in Killer Marketing run, it’s also the most successful for a big and immediate impact.

If you’d like a shortcut to this process (and more)... Consider taking the next Killer Marketing Course. You’re already on the early bird list and we will contact you with more details shortly.

Any questions - please email me at chad@breakthroughptmarketing.com