

Dentist Email Newsletter Series

(INFO-KIT Landing Page)

(9 week follow-up series: 18 emails, two a week)

Links to Website

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>
Website - <https://www.dentalleadconsulting.com/>
Info-Kit Landing Page - <https://www.dentalleadconsulting.com/info-kit/>

Subject Lines - Index

Send From & Signature for Emails

Email 1: (Download) Here's your INFO-KIT including 20 Dentist Facebook Offers

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 - Email 3:** New marketing system gets dentist patients in 48 hours
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 - Email 5:** How to fill your dental practice with new patients
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I optimized as best I could so it displays nicely on mobile phone too!

Send From & Signature for Emails

Send From - Ivan | Dental Lead Consulting
Email used to send emails - ivan@dentalleadconsulting.com

Ivan du Plessis | Founder
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Ivan du Plessis

EMAIL 1 – Download Email for INFO-KIT (delivered immediately)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: 📁 Here's your INFO-KIT including 20 Dentist Facebook Offers

Email Body:

Hey, thanks for your response!

Here is the page to all the [Info-Kit Resources](#)

This works to deliver new patients fast! *(and what your competitors use to generate new patients)*... So enjoy

Included:

- 1.) **Swipe-File** - of 20 dentist offers you can deploy.
- 2.) **Training Video** - on how to run FB ads for your practice.
- 3.) **Guide** - on how we run successful FB campaigns.

Once you have gone through the info-kit.

If you can take on more patients this month? Let me know and I'll send over a few times to chat.

Stay Awesome

-Ivan

Ivan du Plessis | Founder

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Ivan du Plessis

EMAIL 2 – (delivered 1 hr after Opt-In)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: New dental patients on demand every 48 hours

Email Body:

Have you ever wanted to get new customers fast. Like REAL fast?

I have.

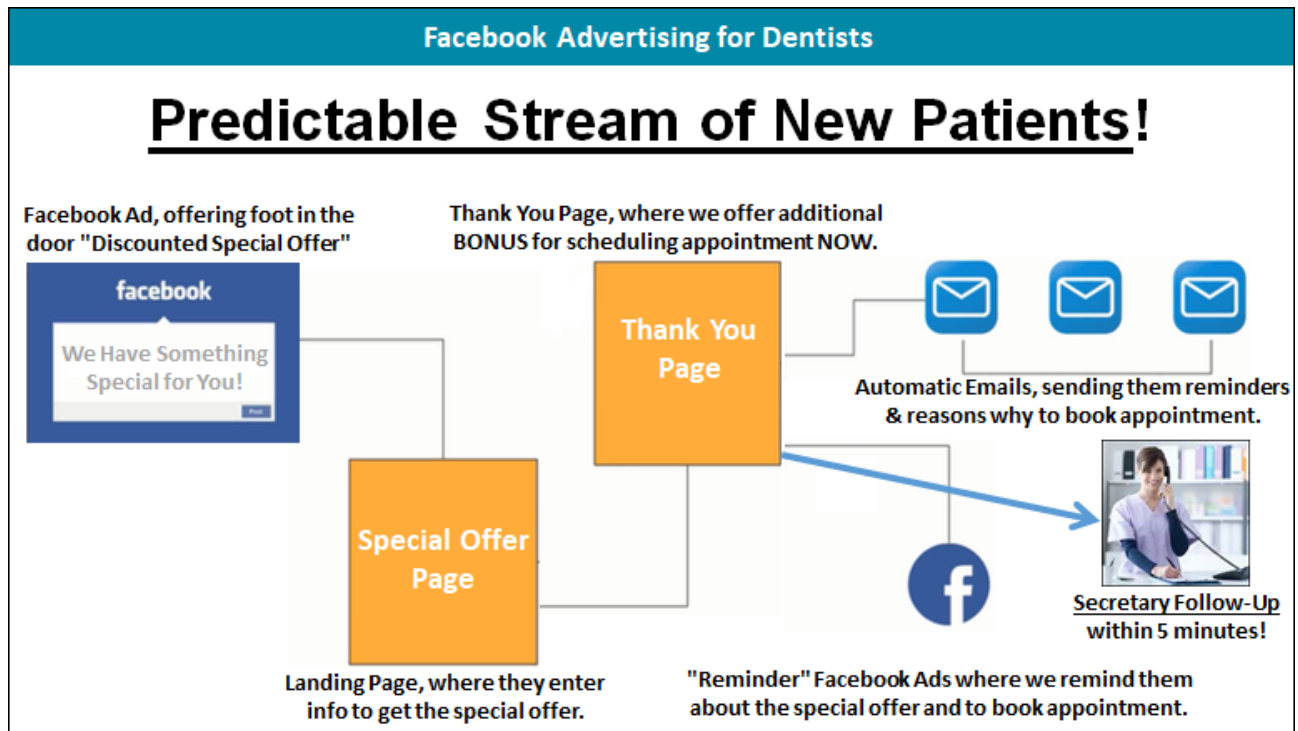
Let's face it, there are times when a dental practice absolutely needs new patients immediately... like yesterday immediately.

Can you relate?

We use Facebook Advertising to drive highly targeted patients in your area to pick up the phone and call your office for an appointment that is perfect for dental practices.

Check this out... it delivers new patients from your service area,

calling you.



It does this the NEXT DAY, once set up.

The truth is getting new patients CAN be hard.

But it's a LOT easier when you've got access to proven and tested campaigns that work specifically for dentists.

If you want to get more patients and do that consistently and with predictability, then here's what you should do.

This link will get you to more patients fast.

[Click here to book a call](#)

Do that now.

It's for you if:

- * You own a dental practice.
- * Have capacity for 30 new patients.
- * You're excited to access the latest facebook marketing tactics.

[If that's you, then click here](#)

To your success,
-Ivan

P.S. Book a free consultation call with me before your competition does. We only work with ONE dentist in your area so hurry.

Ivan du Plessis | Founder

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Ivan du Plessis

EMAIL 3 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: New marketing system gets dentist patients in 48 hours

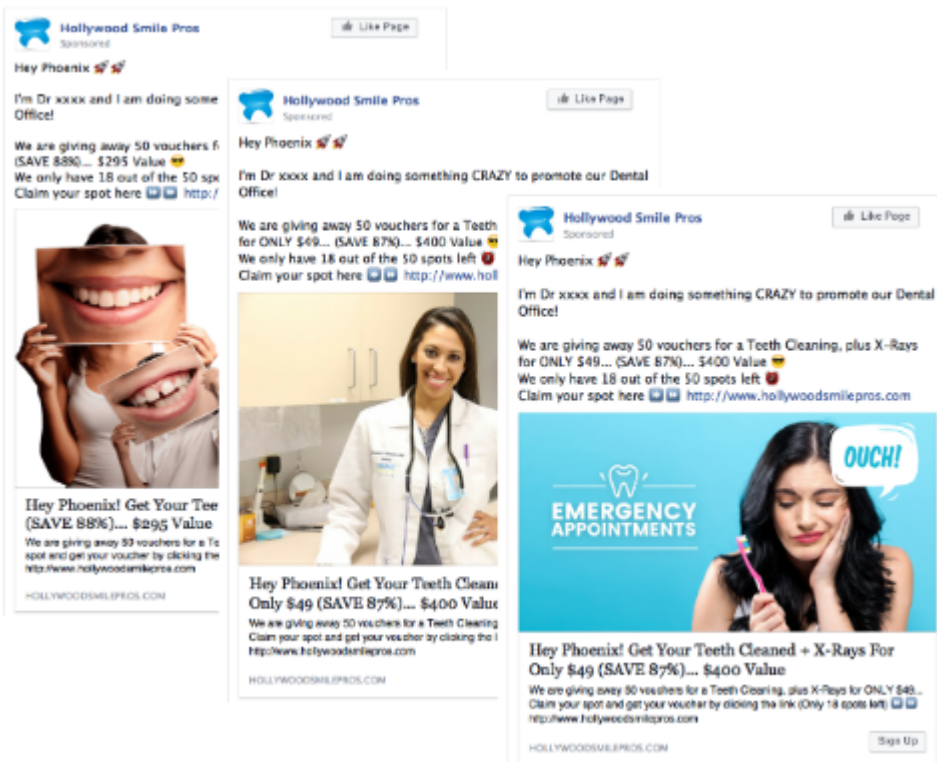
Email Body:

Facebook marketing has been around for years YET not all dental practices are making full use of the platform, or tried it out.

Regardless, here is what it can do for you:

- * Deliver patients in your service area.
- * They will call you wanting your services.
- * Each live call is a hot booked appointment.
- * See an immediate ROI

Let's launch an irresistible offer for your practice and grow your bottom line.



Is this right for you?

- * Hungry for growth.
- * Secretary ready to take calls.
- * Can accept 20-50 new patients pm.

[If that's you, schedule a call here](#)

P.S. Due to the high demand nature of this service and our risk free guarantee.

If you don't click the link below your competition surely will.

[Click here to book a call](#)

To your success,
-Ivan

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EMAIL 4 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Dentists do you want to earn an extra 200K this year?

Email Body:

I'm looking for 1 dental practice in your area that wants to earn an extra \$360,000 (or more) in patient sales.

I can only work with 1 dentist per area so I am not competing with myself.

Warning: I don't work with just anyone.

If you want more patients and you:

- * Operate a professional dental practice
- * Offer excellent patient service
- * Hungry to grow
- * Have the capacity to accept 20-50 patients per month

Then click on the link below to book a call with me.

Where I will go over the system with you personally, and discuss how we can implement this into your dental practice.

[Click here to book a call](#)

Regards
-Ivan

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EMAIL 5 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: How to fill your dental practice with new patients

Email Body:

I just love seeing my dental clients win! So, I absolutely have to share this with you.

I deliver my dental clients 20-50 new patients per month... every month.

Now if you know the average value per patient, with some simple math you know this new patient growth can transform your business.

Lifetime Value of one patient = \$4,000 to \$8,000.

Look, marketing is hard. I get it.

And if you're not as good as you want to be at marketing, it's NOT your fault.

Because as a dental professional you weren't taught to do it.

And with all the hats you wear, it's near impossible to dedicate time to learning it, let alone keeping up to date with the newest digital and social media trends.

The good news is that you don't have to spend years of time and effort needed to become a good marketer.

Instead, you can do what already works and cut out the time, effort and steep learning curve involved.

All you need to do is access the right **systems and people** to fast track your practice to getting patients on demand.

Listen there is a better way to grow your practice, but you have to take the first step.

Here is how you can do that now.

This link will get you to the first step fast.

[Click here... to book a call with me.](#)

To your success,
-Ivan

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Ivan du Plessis

EMAIL 6 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: And again! 7 new dental patients in 48 hours

Email Body:

One of my dental clients just messaged me that he got 7 new patients AGAIN in the past 48 hours.

He used our system on a Monday at 10 am and by Wednesday morning he had 7 new booked patients!

Would you like to get more new patients for your dental practice?

If so, just click the link below to learn how.

Hurry, because I can only work with ONE dental practice in your area.

[Click here to book a call](#)

Speak soon,
-Ivan

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EMAIL 7 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Dentist case study 12 new patients in 5 days

Email Body:

I want you to be our next case study. Imagine for a moment that you qualify to become a client of ours.

And every week we are able to get you 12 new patients.

Simple math knowing average value per patient and I think you can see this would add **massive value** to your bottom line.

Do you qualify?

* Hungry for growth

- * Have someone dedicated to follow up and answer your phones.
- * Ability to accept at least 20-50 new patients per month.
- * Hungry to kick-start your practice this year.

If you answered yes to all the questions above then click the link below now.

[Click here to book a call with me.](#)

To your success,
-Ivan

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P.S. Our marketing system works so well that we can only work with ONE dental practice per service area. Will that be you or your competition?

[Click here to book a call](#)

EMAIL 8 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: The real reason why your dental revenue is down

Email Body:

As a dental practice owner more than likely you have worked hard long hours for years to get where you are today.

Along the way much blood sweat and tears especially in the start up phase. Right?

Yet, it seems lately that you are working more and growing less.

Why?

First, it's not your fault. Rather the marketing has become more complex.

Who can keep up with all the new online strategies with steep learning curves and extra time dedicated to execute.

Add to that the recent global shut down of dental offices worldwide due to lockdown from the corona virus.

It has become more important than ever for you to get your marketing right, so that you can make up for lost revenue and hit the ground running.

I can help you get more patients in as little as 48 hours without taking anymore of your limited time.

Sound interesting?

I don't just work with any dental practice, the same way you don't work with all patients. Right?

If you can answer yes to the following then we would be a good match.

- * You are hungry for growth.
- * You have a dedicated person to answer your phone and follow up with leads.
- * You want to grow your practice.
- * You want to get immediate results.
- * You're ready to hit the ground running after lockdown.

If that sounds good to you then click on link below to see if you and I can work together.

[Click here to book a call](#)

To your success,
-Ivan

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EMAIL 9 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Simple hack for dentists that generated 19 new patients

Email Body:

Do you know I wake up every day, and can't wait to get to work?

Because I love seeing my dental clients stories of how their lives are being changed through our marketing services.

I'm talking real, hard data, measurable results.

A client recently generated 19 new patients in just a week.

Can you just imagine owning a system that generates 19 new patients a week consistently and on autopilot... and how that will impact your bottom line.

I want to run the same exact campaign for you!

Click the link below to book a call with me

[Click here](#)

P.S. Don't forget, you're only one "done-for-you" campaign away from filling your practice with new patients.

Look forward to chatting with you,
-Ivan

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EMAIL 10 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: More dental patients calling you tomorrow

Email Body:

Can you image making waking up tomorrow going to work and your phone is ring off the hook with patients in your service area wanting your services.

Sound like a dream?

What I can promise you, is that it can be done.

And it's a lot easier when you have proven strategies and tactics to save you re-inventing the wheel.

This link will get the answer you need click it now.

[Click here](#)

To your success,
-Ivan

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EMAIL 11 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: 48 hrs after running this ad he was flooded with new patients

Email Body:

It happens all the time... a new dentist finds it difficult to believe that I can deliver new patients so quickly... often the next day.

I totally understand it sounds too good to be true. It's not your fault for being cautious.

I am sure you have been burnt before with so called dentist marketing experts promising you the stars only to find out later that you got burned.

That's exactly why we offer a risk-free guarantee on our work!

If we do not deliver a positive ROI on the money you spend with us in month one, I will refund you the difference!

Meaning if you spend \$2,500 with us and we only deliver patients to the value of \$2,000.

I will personally pay back the difference of \$500 to you.

So you are able to take advantage of our Risk-Free Service without losing any money!

With this guarantee in place you are assured at a bare minimum to receive patients to the value of what you spend with us.

I would personally consider this a failed campaign... (only breaking even)

My goal is to consistently deliver a 10x (or more) return on your investment.

And build up a long term mutually beneficial relationship with you, where you see me as an integral part of your team.

And you will be wanting to take out an insurance policy on my work :)

[Click here to book a call with me.](#)

Talk soon,
-Ivan

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Website - DentalLeadConsulting.com



Ivan du Plessis

EMAIL 12 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: New dentist patient machine... results guaranteed

Email Body:

My clients came up with the name "Dentist Patient Machine" or DPM for short.

Why?

Because our system generates new patients day after day for my dental clients, you see results within days after starting with me.

And we are able to do this because:

- * We implement the latest tactics and offers that are working in the marketplace TODAY!
- * We belong to high level mastermind groups, with support from sought after specialists.
- * We have hired experts on our team with 100's of successful dental campaigns behind them.
- * We continue implementing and fine-tuning what works... So you don't have to.

And the reason for this email.

If you want to finally implement a “patient getting machine” that works consistently on auto-pilot with predictability for your dental practice.

[Click here to book a call with me](#)

And I will go over the system with your personally.

To your success,
-Ivan

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Ivan du Plessis

EMAIL 13 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Your dental practice and Tom Hanks???

Email Body:

Have you seen the Movie Castaway with Tom Hanks?

It's where Tom Hank's character gets shipwrecked out at sea and he somehow survives on a strict diet of coconuts, hope and a one-way conversation with a Volley Ball whom he names "Wilson"...

Now I'm going to cut to the chase here, if you haven't seen the film, skip ahead the next few lines so I don't spoil it for you...

So, as you know, Hank eventually gets saved by a series of miraculous events.

He returns home and he's met by his fiancé (well, former fiancé Helen Hunt).

Turns out she's moved on and married that handsome rich guy from the Sex And The City TV series, you know, Mr Big. What a gut punch. But at least he's home and alive...

Anyway... this is important because it relates to your practice.

You see, if you're stuck, shipwrecked out at sea, then "hopeology" and having one-way conversations may be a decent strategy when all else has failed.

Heck, you'd be just happy to survive it.

You'd probably even high five Mr Big for moving in on your woman once you're back!

Where's this going?

Well the reason I'm writing this is because I want to emphasize that "hopeology" is NOT a good strategy to use in your dental practice...

It's great to be "hopeful" but even the most positive and enthusiastic people can't survive on a diet of "hope" and "positive thoughts" alone for long.

Likely, their businesses would end up emaciated like Hanks did surviving on just coconuts and raw fish...

It's only a matter of time until you'd reach breaking point (if you've seen the film, you'll know that it almost broke our good mate Tom).

You know...

Business ownership can often feel like being shipwrecked.

Let's compare the two right now:

You're isolated.

You're running out of supplies to keep you afloat fast.

You have no magic rescue kit.

More nasty surprises pop up when you least expect them.

And your level of "hope" diminishes with every waking moment...

And if you do get out of it, the world has moved on and left you behind!

Yep, they're pretty similar.

But unlike being shipwrecked, "Hopeology" will NOT save you in business.

Not by a long shot.

No one cares for your personal well-being, or how much you 'want' it to happen in business.

It's a different volley ball game altogether.

Here's what you need to survive in your dental practice and how you can avoid becoming shipwrecked.

You need:

1. A clear plan to follow that includes specific milestones and tactics to deploy along the way, with clear examples to refer to so you never get lost or off-track ever again.
2. The tools for you to make your plan work (a plan after all is just "hopeology" without the right tools).
3. The right guides (people who have navigated your territory before successfully, and have a proven methodology to do it time and time again).

And finally, you need:

4. Rescue tactics that you can deploy rapidly to get a business boost when you need it the most (because business can be like navigating wild seas).

Now back to Hank again real quick.

In the film Shipwrecked he had very little warning that a storm was coming.

He was caught off guard.

And because of that, he was stranded for 8 long years and lucky to get out alive (his cabin crew were not so lucky).

But, you do have advanced warning. Because the business forecast in dentistry is turbulent, wild and overall just plain nasty.

And it's going to get worse from here on, that's an absolute certainty.

So, you've got two choices.

(1) Hopeology

Or

(2) Certainty

Which will you choose?

Here's what I'd suggest for you.

Look...

...If you're reading this email, then my guess is you want your practice to be successful.

At least more successful than it is right now.

I'm not going to promise you'll grow by 7 figures.

Or that it will all be rainbows and unicorns...

Truth is growing a practice is hard work.

And it gets hard before it gets easy.

What I can promise you is that it can be done.

And it's a lot easier when you have proven strategies and tactics to save you re-inventing the wheel.

Click on the link below now

[Click here to book a call with me](#)

We'll jump on a call, we'll discuss what strategies will work best for you to get the results that you want fast without the guess work.

Do that now.

Look forward to talking with you :)

-Ivan

Ivan du Plessis | Founder

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Book a Call - [Click here](#)

Website - DentalLeadConsulting.com



Ivan du Plessis

EMAIL 14 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Dentist books 10 new patients in 5 days

Email Body:

Just another day for me getting dentists more qualified patients. I absolutely love what I do.

I know you're busy so I will be brief:

The market place for dentists is changing, each year it get's more difficult. The competition is fierce. Marketing costs keep going UP not down.

Your working more but getting less.

It's not your fault. You can only wear so many hats and online marketing is a huge hat to wear with steep learning curve and daily changes make it impossible to keep up.

That is exactly why you need a proven **done-for-you system** that:

- * Gets results in days
- * Has no risk
- * Immediate positive ROI (put in \$1 dollar get \$10 back)

Click on the link below to see if we should work together. There is zero risk.

BUT only if you take action. Otherwise, I may end up working for your competition and trust me you don't want that.

[Click here to book a call](#)

Do it now. Best decision of the day I promise.

To your success,
-Ivan

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EMAIL 15 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: New dentist patients on demand... (easy)

Email Body:

Sounds like a pipe dream "clients on demand". I get it but in my world of working exclusively with dentists it is a daily reality.

Truth is I love what I do and wake up excited to change lives.

Actually there are some risks.... but not what you thinking.

First, I only work with one dentist per service area so the risk is I could work for your competition and in this fierce market place trust me you DO NOT want me taking your business.

Next, because I am good at what I do I only take on dental practices that run a professional business, that want to grow, have capacity to take on more patients, and are fun to work with.

Only risk you really have is not clicking on the link below.

[Click here to book a call with me](#)

Do it now to see if you qualify.

Talk soon,
-Ivan

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Ivan du Plessis

EMAIL 16 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: 1 new dentist patient per hour

Email Body:

I absolutely love seeing my dentist clients win! That is why I wanted to share with you how one of my newest dental clients is averaging 1 new patient per hour per day!

When you break that down that is 8 patient appointments per day. Here is the bad news.

We had to pause his campaign because he did not have the capacity to accept so many new patients.

Kinda a good problem to have, right?

More good news is that you don't have to spend years of time and effort needed to become a good marketer for your business.

Instead, you can do what is already working.

My clients are always amazed at the immediate results I produce.

Use the link below to learn how to get more patients.

[Click here to book a call](#)

Do it now.

Talk soon,
-Ivan

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EMAIL 17 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Dentist forced to turn off successful campaign... why?

Email Body:

If you're like most dentists you have had to do the exact opposite, having to turn off unsuccessful campaigns, right?

Imagine having to turn off a marketing campaign that:

- * Delivers patients within 48 hours
- * Calls you to book an appointment.
- * Positive ROI on every campaign.
- * Requires NO extra time or learning curve.
- * Done-for-you.

This is common practice for my dental clients. That's why I have to prequalify your practice to make sure you have the capacity to handle LOTS of new patients.

To see if you qualify click on the link below

[Click here to book a call](#)

To your success,
-Ivan

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Ivan du Plessis

P.S. I can only work with ONE dental practice per area, it can be with you or your competition. That decision is up to you... [click here.](#)

EMAIL 18 – (delivered 4 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Dentist patient delivery machine, immediate ROI

Email Body:

What kind of marketing efforts have you started that generate an immediate ROI?

You know.. what I am talking about for every dollar you put in it gives you 10 dollar back or more.

Sounds like a money tree :)

It's not, because everyone knows "Money does not grow on trees."

I have a proven system that can produce those kind of immediate ROI results.

Does this sound good?

- * Zero risk
- * Immediate results (within days)
- * Proven campaigns working for other dental practices
- * Completely done for you

If this sounds good, click on the link below... But I have to warn you of 2 things.

First, my marketing system works thus I am very selective with who I work with. You must run a professional business and be committed to growing your practice.

Second, I only work with ONE dental practice per service area. I don't want to compete with myself. This means I will work with only ONE dentist in your area. Is it going to be with you? Or your competition?

[Click here to book a call](#)

To your success,
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Ivan du Plessis

EMAIL 19 – (delivered 3 days later)

Book a Call - <https://www.dentalleadconsulting.com/private-consultations/>

Subject Line: Your dental practice + “magic wand” = new patients?

Email Body:

I know "magic wand" sounds hyped up and if you are like me your BS meter is to the far right.

Many of my new dentist clients think I am some kinda of wizard performing magic when they witness the results.

A recent client asked me if I owned a magic wand. Haha.

What if I did have a magic wand and it could:

- * Deliver new patients within 48 hours
- * Guaranteed results
- * Would not lose money
- * Delivered patients every single month

Look there is zero downside to starting a campaign with me. When you do I promise your BS meter needle will go from high to LOW.

Truth is I don't have a magic wand but I'm guessing you already know that. Actually, I specialize in dental marketing and delivering patients to dental practices.

That is all I do. Frankly, I do a really good job, so much so that I am often called a wizard... according to my clients.

Click the link below to see if we should work together or not. BUT don't hesitate because I can ONLY work with ONE dentist in your service area.

Plus you have zero risk so why not?

[Click here to book a call with me](#)

Do it now, there is everything to gain and nothing to lose.

To your success,
-Ivan (aka the wizard)

Ivan du Plessis | Founder

DENTAL LEAD CONSULTING

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Ivan du Plessis

SERIES COMPLETE – 9 WEEKS