

Of Proven Dentist Offers That Are Currently Working in the Market-Place Today.



For a Free Training-Video On How This Works
VISIT: www.DentalLeadConsulting.com/Info-Kit

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First Off - Who Am I



Ivan du Plessis

Hi, my name is Ivan

I own a Facebook Ad Agency and specialise in delivering new patients to dental practices.

I started off working in a family business where we manufactured and retailed kitchen and bedroom cabinets to the public.

I worked in that company for over a decade and expanded that business from 1 to 10 showrooms, and was responsible for all sales and marketing for that company.

From there I moved into the digital marketing space.

And for the past several years I have been helping small marketing agencies by building out lead generation websites and helping with SEO and have worked with digital agencies in 5 different countries.

And while working with these agencies, I was asked if there was a **faster and more predictable** way of bringing in new patients.

And for the past 18 months I have been studying Facebook Marketing in depth, and specialising in how to generate new patients specifically for Dental Practices.

With that in mind I have together this Swipe-File and hope you find it a useful resource to refer back to, that you can use to help market your own practice.

So Enjoy 😊

Goal of This Swipe-File

This Bonus Swipe-File is for dental managers and dental owners.

It consists of dental special-offers that you can use to market your own practice and information on how to implement a Facebook Ads Campaign.

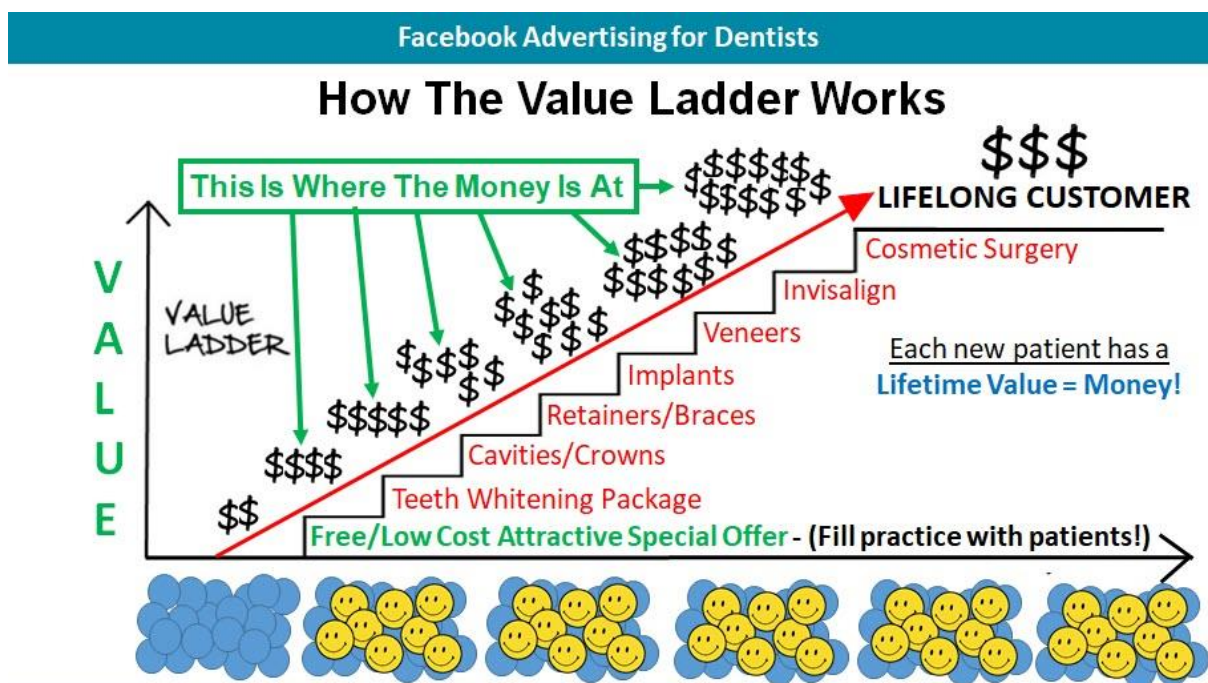
The goal is to show you what's currently working, and for you to see which offers resonate with you, and to choose offers you wish to implement.

It's a valuable resource, one that you can refer back to time and again.

These dental offers are responsible for thousands of booked appointments, and deliver new patients on autopilot when deployed correctly.

Why re-invent the wheel, when you can simply take what is already working and implement this into your own practice.

Instead of wasting money on trial and error, deploy what's already working and profit in your own dental practice.



Bring new patients in with a proven "Irresistible Special Offer"

Goal of Running a Special Offer?

To flood your practice with a stream of new patients.

New patients you can **now work with** and make money from, by delivering your special offer and helping them with additional procedures they need to take care of NOW... plus by upselling monthly packages you offer.

Each patient you bring in is MONEY... Each patient has a LIFELONG VALUE!

You are not making huge profit on the initial special offer.... BUT you make ALL your money on additional procedures they need to take care of now and by selling continuity packages you offer.

Goal of running an offer is to get a 10x return on investment. (10x ROI) within a 30 day period.

Put \$1 in on advertising and get \$10 back every 30 days!

Example: Spend \$2,500 on advertising and get back \$25,000 in sales.

This is what we specialise in, running and managing facebook campaigns for Dental Practices... Plus we offer a guarantee on our work!

Facebook Advertising for Dentists

Money Math Example

FB Ad Spend of \$1,000 to bring in 50 new patients

GOAL: To deliver one patient at a cost of under \$20 per patient!

OFFER EXAMPLE: \$67 for a Teeth Whitening + X-Rays... + Bonus Exam

- 50 New Patients Take You Up On Your Special Offer (\$67 each) = **\$3,350**
 - 18 Patients Upgrade to a Teeth Whitening Package (\$397 each) = **\$7,146**
 - 10 New Patients Need Cavities Fixed (\$120 each) = **\$1,200**
 - 5 New Patients Need Crowns (\$600 each) = **\$3,000**
 - 4 New Patients Need Implants or Veneers (\$1750 each) = **\$7,000**
 - 2 New Patient Want Invisalign/Dentures/Surgery (\$3,500 each) = **\$7,000**
- TOTAL = \$28,696**
- TOTAL PROFIT = Thousands of Dollars in Sales!**

What To Measure When Tracking FB Ad Campaign

- You want to track how much you spent on your campaign.
 - You want to measure how many patients came in on that special offer.
 - You want to track how many of them did you help with additional One Time Procedures.
 - Like: teeth cleaning, teeth whitening, x-rays, retainers, veneers, cavities, crowns, caps, braces, invisalign, implants, dentures, periodontics, pediatric dentistry, pre-wedding smiles, cosmetic dentistry etc.
 - PLUS how many did you sign up to Packages and Recurring Services?
 - That is the true indication of how much you made on a campaign!
 - You want to know the Dollar Amount you brought in.
 - Then compare the money spent vs the amount that came in.
 - How much did you spend... and how much came in after the initial special offer with One Time Services + Recurring Programs.
-

Money Math Example on Facebook Ad Campaign

- Spent \$2,500 total on campaign. (Ad budget + FB Agency fee)
- 50 Patients came in on the special offer... made \$3,350
- One Time Services... made an additional \$18,200
- Packages Sold (teeth whitening package)... made an additional \$7,146
- TOTAL INCOME – on entire campaign \$28,696... *Successful*

SUMMARY:

- \$2,500 Ad Budget OUT.
- \$3,350 IN on Special Offer + \$18,200 IN on One-Time services + \$7,146 IN on teeth whitening Package.
- Total Revenue Made = \$28,696
- Return On Investment = \$2,500 OUT... for... \$31,950 IN
- RATE OF RETURN on money spent = **1,047%**... (WOW)
- That's a 10x return on money spent over 30 days.
- Compare that to parking your money in a bank at 5-7% interest over 12 months?
- Rinse and repeat campaigns... Grow your practice to capacity!

Ivan Notes:

- Rate-of-return on example with our agency fee included in calculation = **1,047% Return-On-Investment**
 - That's over a 10x return on money spent!
 - If you give me \$1 and in return i gave you \$10 back every **30 days**
 - Is that not a transaction you will want to do all day long?
 - That is the power of running a properly optimized facebook advertising campaign, *and what we specialize in.*
 - With a properly run facebook ad-campaign you can expect to receive a **10x ROI or more**, and fill your practice with new patients fast!
-

How to Work Out The “Lifetime Value” of a Patient

Simply pull 5-10 files of patients that have been with you for a few years, and add up how much each patient has spent with you.

Then average that out... And that is how much one patient is worth to you!

An important figure to know in your practice?

Example:

If I bring one patient into my practice, over a 3 year period, each patient is worth \$4,000 to \$8,000 in my practice.

That's the average Lifetime Value of one patient.

Do you have this number?

EXAMPLE: Working Out Lifetime Value (LTV)

Let's assume each patient stays with your practice for a period of 3 years

Patient 1: Spent \$7350

- Teeth Cleaning - every year for 3 years
- X-rays done four times
- Teeth Whitening Package - 6 Sessions
- Infection treatment
- Tooth extractions
- Two dental implants (*high transaction amount*)

Patient 2: Spent \$4,300

- Invisalign Braces
- X-Rays
- Teeth Cleaning
- Teeth Whitening Package - 6 Sessions

Patient 3: Spent \$14,350

- Cosmetic Dentistry... (*high transaction amount*)
- 4 Dental Implants... (*high transaction amount*)
- Teeth Whitening – 6 sessions
- Dental Insurance – took you up on family package you offer... (*recurring*)

Patient 4: Spent \$3,750

- Teeth cleaned – 2 years
- X-rays
- 2 Crowns

Patient 5: Spent \$1,600

- Infection treatment
- 3 Cavities
- Tooth Extraction

Now all you need to do is, add them all up and divide it by 5... This will give you your Lifetime Value.

SUMMARY - Amount spent by each patient over 3 years

Patient 1 - \$7,350

Patient 2 - \$4,300

Patient 3 - \$14,350

Patient 4 - \$3,750

Patient 5 - \$ 1,600

TOTAL = \$31,350 (*Money in from 5 patients*)

\$31,350 divided by 5 patients

= \$6,270... This is the "Lifetime Value" of one patient in your practice!

With this number you now know that every time you sign up a new patient.
Over a 3 year period each patient will be worth \$6,270 in your practice.

So all you have to now figure out is:

How many new patients you can afford to bring into your practice per month?

How much you are willing to spend on your monthly marketing budget?

Facebook Advertising for Dentists

Lifetime Value of a Patient (LTV)

Each Patient is worth \$4,000 - \$8,000... (*lifetime value*)

5 Patients: **\$20,000 - \$40,000**

10 Patients: **\$40,000 - \$80,000**

20 Patients: **\$80,000 - \$160,000**

30 Patients: **\$120,000 - \$240,000**

50 Patients: **\$200,000 - \$400,000**

100 Patients: **\$400,000 - \$800,000**

THE VALUE WE BRING TO THE TABLE... BY
DELIVERING PATIENTS TO YOUR PRACTICE
USING FACEBOOK ADVERTISING.

With a well crafted offer & campaign managed by us, running on autopilot.

We will deliver patients **every month** & help to build your practice.

Imagine 30 patients coming in every month, with a Lifetime Value of \$120,000x 12 months
WOW... That works out to over \$1,4 million in Patient Sales!

IDEAS TO THINK ABOUT

Ask yourself... How can you increase the “Lifetime Value” of each patient in your practice to increase your revenue?

- Examples of steps could be
- Monthly email newsletter, staying in front of existing patients & communicating monthly specials + showcasing work done with before and after pictures and discussing new procedures. *(can set up one time)*
- That’s known as Education Based Marketing.
- Secretary or manager can manually follow up with each patient, giving them a monthly courtesy call.
- Regular posts on your Facebook Business Page.
- Text messages sent every 2 weeks, informing of a special offer.
- Text messages sent daily reminding patients of booked appointments.
- Physical printed newsletters sent out once a month to patients.
- Postcard campaigns sent out every month.
- 3 Letter Marketing Campaigns advertising offers (with strong sales copy).
- Shock & Awe Box - given to new patient.
- Referral campaigns.
- Testimonial campaigns
- And Our Speciality... “Facebook Advertising Campaigns”

Increase Lifetime Value:

- If even just a few patients take you up on additional services.
- And you can increase lifetime value.... *Example: increase by \$800.*
- And let’s say you have 300 patients in your practice.
- That’s an additional \$240,000 in added revenue!
- Without having to find new patients... but simply working with your existing patients.

Point is... To know the “Lifetime Value” of each patient

- This allows you to determine how much you are able to spend to acquire new patients into your practice.
- Helps you to think about how you can increase Lifetime Value of each patient for more profits.
- **QUESTION** - What’s the "Lifetime Value" of YOUR PATIENT?

WARNING: Don't Run Facebook Ads If...

You are expecting to make a lot of money on the initial Special Offer alone.
Then this will not work for you.

Or if you feel slighted or cheated or offended by offering a special offer.

If you have tried it your way and things are not working out or perhaps
business is too slow.

Then take some time to learn what other successful dental practices are doing
and mirror them.

Implement what they are doing.

This system is an **exact duplicate** of what other successful dental practices are
doing to build their practice using Facebook Ads.

Facebook is the largest social media platform on earth with over 2.4 billion
users.... And where all your patients hang out!

How many times do you or your staff visit Facebook today?

1 Billion People are on Facebook at any given time. With Facebooks Ads you
can target patients in your immediate vicinity and also separate by age,
gender, interests and get in front of your ideal patient.

With Facebook Advertising you can enter their Facebook feeds in the form of a
Facebook Ad.

And with the use of an Irresistible Special Offer you can get in front of them
and convert them into a stream of **new patients fast**.

I have put together a video explaining this process in more detail and explain
the exact system being used.

If you have not yet had a chance to watch the video or if you want to watch it
again, it's less than 30 minutes and explains the exact process.

VISIT - www.DentalLeadConsulting.com/Info-Kit

Ivan Notes: On Special Offers

A Special Offer is a **tool you use**, to bring in a flood of new patients into your practice.

Once you have them, the majority of patients will stay with you for a period of time, and have a Lifetime Value that equals money.

Amateur's try to make all their profits on just One Sale!

Professionals... use it as a tool to bring in new patients to fill up their practice and make ALL Their Profits by taking care of patients that need procedures now, plus by upselling patients on packages and continuity programs.

P.S. If you are not offering packages or monthly-quarterly programs or some type of continuity program. You need to implement one right away.

Create one where you offer something of value at a good price like teeth cleaning, teeth whitening, 6 month smiles, invisalign, veneer, braces payment plans or dental cover or family cover etc. that patients will take you up on.

It's cash flow that will keep your business going. The more people that sign up to a monthly program the better you will do.

With a Special Offer you are delivering "upfront value" and the law of reciprocity kicks in.

You are now building up a relationship with new patients whereby they get to...Know, Like & Trust You.

And once you have given them upfront value. They will then be more inclined and receptive to taking you up on additional procedures.

You are also growing your LIST of patients you serve!

With all their contact details, and now have an audience you can communicate with on a regular basis.

Sending information about your practice via email and facebook posts. And you are also able to communicate additional specials you wish to offer.

You want to build an iron cage around them.

The way you do that is by having regular email newsletters (*communication*) going out to them every week or once a month.

(These can be automatic emails you set up one time and drip feed out to them)

You can also make use of printed newsletters that get delivered to your patient's home. *(Something physical)*

In these emails and newsletters, you will share helpful tips and news on technology and happenings in your market. You will also highlight a happy patient every month with before and after pictures and explain the work you did for that patient.

Plus include and highlight a "Limited Special Offer" you have going for the month.

If you are doing all these things, and your competitors are not.

Who do you think patients will go to when they need work done?

They will go to YOU... because now you are communicating with them on a regular basis. You are providing value in the form of educational marketing, case studies and running regular specials.

You have built an iron cage around them making YOU the only option for dental work.

But first you need to have a SYSTEM in place to deliver new patients.

An automatic system - To bring in a predictable stream of new patients every month on autopilot.

Facebook Advertising Is That System!

The Power of facebook

Nearly 8 out of 10 Americans use Facebook



More than half (53%) of the U.S. uses Facebook several times a day.

93% of social media advertisers utilize Facebook Ads.



Facebook averages over 8 billion video views per day.

19% of all time spent on mobile devices happens on Facebook.



What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.



Source: the company

The Wall Street Journal

DELIVERY SYSTEM:

How to Land 30-50 Patients a Month!

Facebook Advertising for Dentists

Predictable Stream of New Patients!



The whole strategy here is

1. You run a Facebook Ad offering an "Irresistible Special Offer"... delivered to targeted people in your area, they click on the Ad and are taken to.
2. Special Offer Page or Landing Page, where they fill out their information.
3. They are then taken to a Thank You Page where you offer an "additional bonus" if they book an appointment in the next 5 minutes.
4. And then you remind them with emails and retargeting FB Ads that we set up to go out automatically.
5. PLUS you get your secretary to manually follow up.

And this system here... Is a complete system that will **generate patients on autopilot.**

It's working for others and it will work for you, if you implement this.

It will BRING IN as many patients as you can handle, and fill your practice to capacity.

WHERE TO FIND WINNING OFFERS

“Special Offers Working For Other Dental Practices”

The fastest way to see what others are doing is to go to the website Groupon.com, and take a look at the offers being run there.

Another resource is to go to the Facebook Library, and take a look at competitor adverts and see what they are up to.

The great thing about Groupon is that you get to see the exact offer, PLUS you get to see how many people have purchased that offer.

So you can see exactly which offers are popular and which ones are not by the amount of people that purchased.

Then take those offers that are working and duplicate them for your Facebook Advertising campaigns.

By duplicating these offers and presenting them on Facebook, you will get a much better result and return because of the targeting we are able to implement, and the split testing we are able to perform within Facebook.

Another bonus is, you do not have to share the money that comes in with Groupon, you get to keep all of it... you have complete control.

Taking a look at Groupon is a trick many FB Ad Agency's use to come up with those winning offers, and you are also able to search different cities within Groupon to see what's working in your city.

No need to re-invent the wheel here... simply implement offers that are already working for others.

Here Are Some Winning Offers

(Summary of Offers found in Groupon by City)

Chicago – Groupon Offers

	Redemptions	Cost	Offer
1	880	\$50.15	One exam, x-rays, and teeth cleaning
2	790	\$69	Professional Cleaning, Digital X-Rays and Exam
3	590	\$42.50	Dental Exam, X-Ray, And Basic Cleaning or Teeth Whitening Treatment
4	360	\$33.15	Dental Exam, Basic Cleaning, X-rays with In-Office Teeth Whitening
5	310	\$39	One Dental Checkup with Exam and Cleaning with X-Rays for Adult or Child
6	300	\$76.50	Dental Package with Cleaning, X-Rays, Exam, and Take-Home Teeth Whitening for Adult or Child
7	180	\$55.25	XRays, Exam, Cleaning & Oral Cancer Screening or Take-Home Whitening Kit
8	180	\$65.55	Adult Dental Package with Exam, Cleaning, and X-Rays
9	110	\$50.15	Comprehensive Dental Exam, Cleaning, and Bitewing X-Rays
10	70	\$67.15	Dental Exam, Digital X-Rays, Cleaning, and Take-Home Whitening Kit for Adults
11	70	\$16.99	Comprehensive Dental Exam with Necessary X-Rays
12	80	\$47.60	New Patient Exam, X-Ray, and Cleaning
13	20	\$58.65	Complete Exam, Dental Cleaning, and Four Bitewing X-Rays
14	70	\$50.15	Dental Exam, X-Ray with Optional Basic Cleaning or In-Office Whitening

As You Can See There Is a Common “Theme Here” With All Of Them.

The top performing Ads are all very similar.

Offer 1 – 880 patients took them up on a \$50 package for:
(Exam, X-Rays + Teeth Cleaning)

Offer 2 - 790 patients took them up on a \$69 package for:
(Cleaning, X-Rays + Exam)

Offer 3 - 590 patients took them up on a \$42 package for:
(Dental Exam, X-Rays + Basic Cleaning or Teeth Whitening Treatment)

Offer 4 - 360 patients took them up on a \$33 package for:
(Dental Exam, Basic Cleaning, X-rays with in-Office Teeth Whitening)

Offer 5 – 310 patients took them up on a \$39 package for:
(Check-up with Exam and Cleaning with X-Rays for Adults or Child)

Offer 6 – 300 patients took them up on a \$76 package for:
(Dental Package with Cleaning, X-Rays, Exam, and Take-Home Teeth Whitening for Adult or Child.)

MARKET RESEARCH: Combinations Used

So based on this research, I would take this information and create a Facebook Advert offering the same.

- I can use a few different combinations and create different offers.
- Then split test them in Facebook, testing them side by side.
- Until I find the offers that deliver the most amount of patients.
- At the cheapest possible cost per lead.
- Then cancel non performing ads.
- And throw the entire Ad-Budget behind the top performing offers.

List To Work With (make combinations from these)

1. Teeth Cleaning
2. Teeth Whitening
3. Exam
4. X-Rays
5. \$10 OFF the initial Special Offer
6. Teeth Whitening Kit
7. Price Range between (\$33 - \$76)... or FREE

SALES COPY FORMULA

Call out your customer
(pain/location/desire)

Who Am I?

What awesome thing do i have?

Be attractive
(honest/entertaining/human)

Scarcity

Where can you get it?

Hey Phoenix 📧

I'm Dr Smith and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening PLUS X-Rays! For ONLY \$69... (SAVE 87%)... \$556 Value 🤩

We only have 18 spots left out of the 50 available 📅

Get one NOW 📞 📍 <http://www.hollywoodsmilepros.com>



Summary of Facebook Offers Created

(Based off market research)

OFFER #	Description of Offer	Value Amount	Sales Amount	% Disc	BONUS Included on ThankYou Page	Comments
FREE OFFERS						
Offer 1	Free Teeth Cleaning Offer	\$299	\$0	100%	Free Exam	Simple Offer
Offer 2	Free Teeth Cleaning Offer	\$299	\$0	100%	Free X-Rays	Simple Offer
Offer 3	Free Teeth Whitening Offer	\$499	\$0	100%	Free Exam	Simple Offer
Offer 4	Free Teeth Whitening Offer	\$499	\$0	100%	Free X-Rays	Simple Offer
Offer 5	Free Teeth Cleaning + Exam Offer	\$299	\$0	100%	Free X-Rays	More Value
Offer 6	Free Teeth Cleaning + Exam Offer	\$299	\$0	100%	Teeth Whitening Kit	More Value
Offer 7	Free Teeth Whitening + Exam Offer	\$499	\$0	100%	Free X-Rays	More Value
Offer 8	Free Teeth Whitening + Exam Offer	\$499	\$0	100%	Teeth Whitening Kit	More Value
DISCOUNTED OFFERS						
Offer 9	Discounted Teeth Cleaning Offer	\$295	\$35	88%	Free Exam	Simple Offer
Offer 10	Discounted Teeth Cleaning Offer	\$295	\$35	88%	Free X-Rays	Simple Offer
Offer 11	Discounted Teeth Whitening Offer	\$556	\$69	87%	Free Exam	Simple Offer
Offer 12	Discounted Teeth Whitening Offer	\$556	\$69	87%	Free X-Rays	Simple Offer
Offer 13	Discounted Teeth Cleaning + X-Rays Offer	\$400	\$49	87%	Free Exam	More Value
Offer 14	Discounted Teeth Cleaning + X-Rays Offer	\$400	\$49	87%	\$10 OFF Special	More Value
Offer 15	Discounted Teeth Whitening + X-Rays Offer	\$593	\$53	90%	Free Exam	More Value
Offer 16	Discounted Teeth Whitening + X-Rays Offer	\$593	\$53	90%	\$10 OFF Special	More Value
Offer 17	Discounted Teeth Cleaning + X-Rays + Exam Offer	\$556	\$69	87%	Teeth Whitening	Full Package
Offer 18	Discounted Teeth Cleaning + X-Rays + Exam Offer	\$556	\$69	87%	\$10 OFF Special	Full Package
Offer 19	Discounted Teeth Whitening + X-Rays + Exam Offer	\$750	\$91	87%	Teeth Cleaning	Full Package
Offer 20	Discounted Teeth Whitening + X-Rays + Exam Offer	\$750	\$91	87%	\$10 OFF Special	Full Package

Any one of these Special Offers should work and bring in a flood of new patients into your practice... as per market research.

You can choose to run a discounted offer, or even a free offer.

We then take that offer and create a Facebook Advert, like examples below.

And run that advert to targeted people in your area and flood your practice with new patients.

COLLECTION OF 20 OFFERS YOU CAN RUN TODAY!

[illegible]

FREE SPECIAL OFFER EXAMPLES

FREE TEETH CLEANING OFFERS

BONUS = Free Exam or X-Rays

OFFER 1: Free Teeth Cleaning (BONUS = Free Exam)

Main Offer: Teeth Cleaning.. ~~Was \$299~~, Now FREE (Save 100%)

Thank You Page Offer: Free Exam if you schedule with office in next 5 minutes

News Feed (PC display)

 **Hollywood Smile Pros**
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a FREE Teeth Cleaning 😊
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OFFER 2: Free Teeth Cleaning (BONUS = Free X-Rays)

Main Offer: Teeth Cleaning.. ~~Was \$299~~, Now FREE (Save 100%)

Thank You Page Offer: Free Exam if you schedule with office in next 5 minutes

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FREE TEETH WHITENING OFFERS

BONUS = Free Exam or X-Rays

OFFER 3: Free Teeth Whitening (BONUS = Free Exam)

Main Offer: Teeth Whitening.. Was \$499, Now FREE (Save 100%)

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OFFER 4: Free Teeth Whitening (BONUS = Free X-Rays)

Main Offer: Teeth Whitening.. Was \$499, Now FREE (Save 100%)

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FREE TEETH CLEANING + EXAM OFFERS

BONUS = Free X-Rays or Teeth Whitening Kit

OFFER 5: Free Teeth Cleaning + Exam (BONUS = Free X-Rays)

Main Offer: Teeth Cleaning + Exam... ~~Was \$399~~, Now FREE (Save 100%)

Thank You Page Offer: Free X-Rays if you schedule with office in next 5 minutes

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OFFER 6: Free Teeth Cleaning + Exam (BONUS = Teeth Whitening Kit)

Main Offer: Teeth Cleaning + Exam.. ~~Was \$399~~, Now FREE (Save 100%)

Thank You Page Offer: Free Teeth Whitening Kit, if you schedule with office in next 5 minutes

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FREE TEETH WHITENING + EXAM OFFERS

BONUS = Free X-Rays or Teeth Whitening Kit

OFFER 7: Free Teeth Whitening + Exam (BONUS = Free X-Rays)

Main Offer: Teeth Whitening + Exam.. ~~Was \$499~~, Now FREE (Save 100%)

Thank You Page Offer: Free X-Rays if you schedule with office in next 5 Minutes

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OFFER 8: Free Teeth Whitening + Exam (BONUS = Teeth Whitening Kit)

Main Offer: Teeth Whitening + Exam.. ~~Was \$399~~, Now FREE (Save 100%)

Thank You Page Offer: Free Teeth Whitening Kit, if you schedule with office in next 5 minutes

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DISCOUNTED SPECIAL OFFER EXAMPLES

DISCOUNTED TEETH CLEANING OFFERS

BONUS = Free Exam or X-Rays

OFFER 9: Teeth Cleaning (BONUS = Free Exam)

Main Offer: Teeth Cleaning.. ~~Was \$295~~, Now Only \$35 (Save 88%)

Thank You Page Offer: Free Exam if you schedule with office in next 5 minutes

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OFFER 10: Teeth Cleaning (BONUS = Free X-Rays)

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DISCOUNTED TEETH WHITENING OFFERS

BONUS = Free Exam or X-Rays

OFFER 11: Teeth Whitening (BONUS = Free Exam)

Main Offer: Teeth Whitening.. Was \$556, Now Only \$69 (Save 87%)

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DISCOUNTED TEETH CLEANING + X-RAYS OFFERS

BONUS = Free Exam or \$10 OFF

OFFER 13: Teeth Cleaning + X-Rays (BONUS = Free Exam)

Main Offer: Teeth Cleaning + X-Rays... .. ~~Was \$400~~, Now Only \$49 (Save 87%)

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OFFER 14: Teeth Cleaning + X-Rays (BONUS = \$10 OFF)

Main Offer: Teeth Cleaning + X-Rays.. .. ~~Was \$400~~, Now Only \$49 (Save 87%)

Thank You Page Offer: Get an Addition \$10 off on Special... ~~Was \$49~~, Now Only \$39 if you schedule with office in next 5 minutes.

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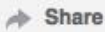


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DISCOUNTED TEETH WHITENING + X-RAYS OFFERS

BONUS = Free Exam or \$10 OFF

OFFER 15: Teeth Whitening + X-Rays (BONUS = Free Exam)

Main Offer: Teeth Whitening + X-Rays ~~Was \$593~~, Now Only \$53 (90% Discount)

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OFFER 16: Teeth Whitening + X-Rays (BONUS = \$10 OFF)

Main Offer: Teeth Whitening + X-Rays ~~Was \$593~~, Now Only \$53 (90% Discount)

Thank You Page Offer: Extra \$10 off on Special... ~~Was \$53~~, Now Only \$43 if you schedule with office in next 5 minutes.

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Sponsored

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays for ONLY \$53... (SAVE 90%)... \$593 Value 😊
We only have 18 out of the 50 spots left 🚫
Claim your spot here ➡️ ➡️
<http://www.hollywoodsmilepros.com>



Hey Phoenix! Get Your Teeth Whitening + X-Rays For Only...

HOLLYWOODSMILEPROS.COM

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CLEANING + X-RAYS + EXAM OFFERS

BONUS = Free Teeth Whitening or \$10 OFF

OFFER 17: Teeth Cleaning + X-Rays + Exam (BONUS = Teeth Whitening)

Main Offer: Teeth Cleaning + X-Rays + Exam... ~~Was \$556~~, Now Only \$69, (87 % Discount)

Thank You Page Offer: Free Teeth Whitening, if you schedule with office in next 5 minutes

News Feed (PC display)

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We only have 18 out of the 50 spots left 🚨
Claim your spot here 📺📺 <http://www.hollywoodsmilepros.com>



Hey Phoenix! Get Your Teeth Cleaning + X-Rays + Exam For Only \$69 (SAVE 87%)... \$556 Value

We are giving away 50 vouchers for a Teeth Cleaning, plus X-Rays, plus Exam for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) 📺📺 <http://www.hollywoodsmilepros.com>

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Hey Phoenix! Get Your Teeth Cleaning + X-Rays + Exam F...

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OFFER 18: Teeth Cleaning + X-Rays + Exam (BONUS = \$10 OFF)

Main Offer: Teeth Cleaning + X-Rays + Exam... ~~Was \$556~~, Now Only \$69, (87 % Discount)

Thank You Page Offer: Extra \$10 off on Special... ~~Was \$69~~, Now Only \$59 if you schedule with office in next 5 minutes.

News Feed (PC display)

**Hollywood Smile Pros**
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Hey Phoenix! Get Your Teeth Cleaning + X-Rays + Exam F...

HOLLYWOODSMILEPROS.COM

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DISCOUNTED TEETH WHITENING + X-RAYS + EXAM OFFERS

BONUS = Free Teeth Cleaning or \$10 OFF

OFFER 19: Teeth Whitening + X-Rays + Exam (BONUS = Teeth Cleaning)

Main Offer: Teeth Whitening + X-Rays + Exam... ~~Was \$750~~, Now Only \$91
(87% Discount)

Thank You Page Offer: Free Teeth Cleaning, if you schedule with office in next 5 minutes

News Feed (PC display)

**Hollywood Smile Pros**
Sponsored

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Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😊
We only have 18 out of the 50 spots left 🚨
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam For Only \$91 (SAVE 97%)... \$750 Value

e are giving away 50 vouchers for a Teeth Whitening, plus X-Rays, plus Exam for ONLY \$91... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

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Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam...

HOLLYWOODSMILEPROS.COM

Sign Up

 20

562 Comments 311 Shares

 Like  Comment  Share

OFFER 20: Teeth Whitening + X-Rays + Exam (BONUS = \$10 OFF)

Main Offer: Teeth Whitening + X-Rays + Exam... ~~Was \$750~~, Now Only \$91
(87% Discount)

Thank You Page Offer: Extra \$10 off on Special... ~~Was \$91~~, Now Only \$81 if you
schedule with office in next 5 minutes.

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e are giving away 50 vouchers for a Teeth Whitening, plus X-Rays, plus Exam for ONLY \$91... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡️ ➡️ <http://www.hollywoodsmilepros.com>

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We only have 18 out of the 50 spots left 🚨
Claim your spot here ➡️ ➡️
<http://www.hollywoodsmilepros.com>



Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam...
HOLLYWOODSMILEPROS.COM

Sign Up

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 Like  Comment  Share

ADDITIONAL OFFERS YOU CAN RUN

OFFER 21: Dental Implants Consultation

(BONUS= Free X-Rays or Gift)

Main Offer: Dental Implant Consultation, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

Want to know how our patients are getting rid of their dentures?

Our patients have discovered the secret to feeling great again with dental implants.

Now they can eat, laugh, and smile with confidence.

Dental implants are the most comfortable, permanent and natural looking way to fix missing teeth. Getting dental implants also:

- ➡ Restores your smile
- ➡ Increases self-esteem
- ➡ Functions just like a natural tooth

Click [HERE](#) to schedule a FREE Implant consultation to discuss what's possible. > > >
👉👉 <http://www.hollywoodsmilepros.com/>

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](http://www.hollywoodsmilepros.com)
Are Dental Implants A Good Option?... BOOK NOW!

LEARN MORE

OFFER 22: Invisalign Exam (BONUS = Free X-Rays or Gift)

Main Offer: Invisalign Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

Hey [Name of City]!

Want to hear how our patients are straightening their teeth and transforming their smiles while avoiding traditional metal braces?

(Name of Practice) offers the latest technology of Invisalign Clear Braces, the ultimate alternative to conventional braces!

Invisalign:

- Clear, natural and attractive
- As if you're not wearing braces
- Removable so much easier to clean
- Minimal Maintenance
- More comfortable than metal braces

Is Invisalign a Good Option? The first step is to schedule a FREE consultation to discuss what's possible. 👍👍 [INSERT LINK]

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM
Is Invisalign A Good Option?
Schedule a FREE Consultation!

BOOK NOW

OFFER 23: Cosmetic Dentistry Exam (BONUS = Free X-Rays or Gift)

Main Offer: Cosmetic Dentistry Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

Hey [NAME OF CITY]!

Want to learn how our patients are transforming their smiles with cosmetic dentistry?

Here is what Cosmetic Dentistry can fix:

- ➡ Discoloration
- ➡ Uneven and chipped teeth
- ➡ Crooked or crowded teeth
- ➡ Missing or broken teeth

Is Cosmetic Dentistry a Good Option? The first step is to schedule a FREE smile consultation to discuss what's possible. 🙌🙌 [insert link]

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



Is Cosmetic Dentistry An Option?

HOLLYWOODSMILEPROS.COM
Is Cosmetic Dentistry a Good Option?

BOOK NOW

OFFER 24: Pre-Wedding Smile Consultation

(BONUS: Free X-Rays or Teeth Whitening Kit)

Main Offer: FREE Pre-Wedding SMILE Evaluation, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Rays or Teeth Whitening Kit, if you schedule now.

**Hollywood Smile Pros**
Sponsored · 🌐

Attention (City) Ladies!

Do you have a big day planned and want to look extra special for it with a big sparkling smile?
💄

Book a free Pre-Wedding Smile consultation at our dental practice in [NAME OF CITY] today to find out what we can do for you!

Here is what Cosmetic Dentistry can fix:

- ➡ Discoloration
- ➡ Uneven and chipped teeth
- ➡ Crooked or crowded teeth
- ➡ Missing or broken teeth

Have questions or want to book a consultation this week? The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



[HTTP://WWW.HOLLYWOODSMILEP...](http://www.hollywoodsmilepros.com)
FREE Pre-Wedding SMILE Evaluation★★★★★

BOOK NOW

OFFER 25: Orthodontics (Braces) Consultation

(BONUS = Free X-Rays or Gift)

Main Offer: Orthodontics FREE Evaluation, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

[NAME OF CITY] Want to hear how our patients are straightening their teeth and transforming their smiles?

This week we are offering FREE consultations to discuss what's possible.

We also offer 24 months interest-free financing and affordable long-term payment plans to cover the rest of the treatment costs.

Now you can get Braces for as low as \$[ENTER AMOUNT]/month with zero-interest!

Have questions or want to book a consultation this week? The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].



Are Braces a Good Option?

[HTTP://WWW.HOLLYWOODSMILEP...](http://www.hollywoodsmilepros.com)
Are Braces a Good Option★★★★★

BOOK NOW

OFFER 26: Six Month Smiles Exam (Clear Braces)

(BONUS = Free X-Rays or Gift)

Main Offer: Clear Braces Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

Hey [NAME OF CITY]!

Considering straightening your teeth and transforming your smile but want to avoid wearing traditional metal braces for 1 to 3 years?

(NAME OF PRACTICE) offers the latest technology of Braces, Six Month Smiles®.

They are clear braces with tooth-colored wires and can gently and discreetly straighten teeth in as short as 6 months!

Click the link to learn more and schedule a complimentary consultation [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



Apply for a
FREE
6 Month Smiles®
Consultation

HOLLYWOODSMILEPROS.COM
Is Six Month Smiles® a Good Option★★★★★

BOOK NOW

OFFER 27: Pediatric Dentistry (BONUS = Free X-Rays or Gift)

Main Offer: Pediatric Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Rays/Toy, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 

Hey [NAME OF CITY]!

Looking for a local dentist for the little ones?

We are known as the #1 place for kids due to our fun and relaxing environment.

They even get to go to the TOY BOX first!

We'll make sure our patients have a positive experience at the dentist and get the best and most comfortable treatment to ensure they have healthy teeth as they continue to grow.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



The Best Place for Kids

HOLLYWOODSMILEPROS.COM
[NAME OF PRACTICE]
★★★★★

BOOK NOW

OFFER 28: Periodontics Exam (*Gum Health & Gum Disease*)
(BONUS = Free X-Rays or Gift)

Main Offer: Periodontics Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 

Hey [NAME OF CITY], want to hear how our patients are keeping their gums happy?

47.2% of adults in the U.S. have some kind of gum disease.

Signs include:

- ➡ Easily bleeding gums when brushing or flossing
- ➡ Swollen, bright red gums
- ➡ Unpleasant breath
- ➡ Loose or separating teeth

Hi I'm [DR. NAME], owner of [NAME OF PRACTICE] and I have [ENTER NUMBER] years experience in the prevention, diagnosis, and treatment of gum disease.

If there are concerns about gum disease, contact us or schedule an appointment with our
★★★★★ dental practice today! [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM
Is Gum Treatment a Good Option?

BOOK NOW

OFFER 29: Oral Surgery Exam (BONUS = Free X-Rays or Gift)

Main Offer: Oral Surgery Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

Hey (City)

Should adult wisdom teeth be removed?

Many adults wait far too long to have their wisdom teeth removed. This can make the process more difficult and the surgery and recovery process harder, especially if there is an infection.

There might also be complications as the wisdom teeth grow in, including shifting and crowding of the rest of the teeth, pain, infection and increased risk for tooth decay and gum disease and tooth loss.

Wisdom teeth are much easier to remove and the recovery is less painful if they are removed BEFORE there's a problem.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM
Adult Wisdom Teeth Facts
Many adults wait far too long to hav...

BOOK NOW

OFFER 30: Meet the Dentist (BONUS = Free X-Rays or Gift)

Main Offer: Meet the Dentist Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 

Hey (City)

Come check out [NAME OF PRACTICE], one of [NAME OF STATE]'s top dental offices and we're right here in [NAME OF CITY]!

Come See why [DR. NAME] is more than a regular dentist...

We focus on long-term relationships and our patients appreciate the time taken to LISTEN and give them PEACE OF MIND.

Have questions or want to book a consultation this week?

The first step is to schedule an appointment to discuss what's possible. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in at [ADDRESS].



[HOLLYWOODSMILEPROS.COM](https://hollywoodsmilepros.com)
Meet [DR. NAME], one of [NAME OF CITY]'s top Dentists

BOOK NOW

OFFER 31: Sweepstakes/Contest/Raffle/Competition

(BONUS = Free X-Rays or Gift)

Main Offer: Sweepstakes/Contest/Raffle/Competition

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes.

**Hollywood Smile Pros**
Sponsored · 🌐

...

"Hey (City)!

[NAME OF PRACTICE] is running a raffle! Enter to win a FREE Teeth Whitening + X-Rays Package! (\$697 VALUE!)

Enter here to win. 🙌🙌 [INSERT LINK]

We will choose 1 local resident to win! And we'll choose 10 local residents to win 50% off a Teeth Whitening + X-Rays + Exam! 😊

So there's two different prizes you could potentially win!

Why are we doing this? Well for every entrant into our raffle we will be donating \$1 to the xyz charity.

We thought this would be a fun way to give back to the kids and have the community involved.

And if you're curious what kind of work we do, rest assured it's the best.

[NAME OF PRACTICE] has 36 Five star reviews on Yelp, serves 1300 local residents, has been in business since 2006, and offers state of the art equipment to ensure our patients receive the absolute best care.

Enter now to win. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located at [ADDRESS].



HOLLYWOODSMILEPROS.COM

Enter to win a FREE Teeth Whitening + X-Rays Package

APPLY NOW

OFFER 32: Dentures Consultation (BONUS = Free X-Rays or Gift)

Main Offer: Dentures Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes

**Hollywood Smile Pros**
Sponsored · 🌐

Hey (city name)!

Considering dentures to help rebuild your smile?

Cosmetic benefits:
Dentures supply back missing teeth to prevent further shifting of remaining teeth and support facial structure. Dentures can give your cheek and mouth its original definition, restore back your smile and promote a more youthful appearance.

Functional benefits:
Dentures allow patients to maximize oral function, as well as better speech and better quality of communication.

Affordable price:
Dentures remain to be the least costly solution for replacing missing teeth.

Have questions or want to book a consultation this week?

The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM
Are Dentures a Good Option★★★★★

BOOK NOW

OFFER 33: Endodontist Exam (Root Canal & Oral Pain)
(BONUS = Free X-Rays or Gift)

Main Offer: Endodontist Free Exam, ~~Was \$593~~ (100% Discount)

Thank You Page Offer: Free X-Ray/Gift, if you schedule in next 5 minutes

**Hollywood Smile Pros**
Sponsored · 🌐

Hey (city name)!

Want to learn more about root canal treatment?

Signs you may need root canal therapy include:

- ➡ Prolonged tooth pain.
- ➡ Sensitivity to hot or cold temperatures.
- ➡ Discoloration of the tooth.
- ➡ Swelling and tenderness in nearby gums.

A root canal is a procedure to remove the inflamed or infected pulp from the inside of the tooth.

And performed by a specialist dentist known as an endodontist.

It is important to address the root canal as the infection can spread, causing health issues beyond your mouth.

Have questions or want to book a consultation as soon as possible?

The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM
Is Root Canal Treatment a Good Option?

LEARN MORE

Ivan Notes: On Running FB Campaigns

These examples are all combinations, very similar to the ads we took a look at and will work. Simply decide on one that you would like to run and let's implement a Facebook Ads Campaign for your practice.

You can also come up with your own combinations and decide on the price point you wish to use. As per the research popular price points are anywhere from \$33 -\$97. These prices are resonating within the market.

You can also decide on a Free Offer as per my examples, if you wish to bring in new patients even faster.

We will run your offer plus create variations of that offer, and run them side by side in Facebook and do a **Split Test** to see which ones convert the best at the lowest price.

Then we find the Winning Offer, we cancel the others and run with that winning advert and put the entire Ad Budget behind the winning offer.

When testing new offers you do not need to have a large budget. You can literally spend \$1,000 to split test adverts and audiences and Facebook will very quickly tell us which ones are going to work.

The adverts I have supplied are all you need to test with.

Once you have the adverts dialled in and running properly, they will deliver as many patients as you need.

We will then know the exact cost to bring in one patient.

And you can then decide how many new patients you want to bring in per month by increasing or decreasing your ad spend.

We can also get creative and test different offers you may have in mind.

We would love to set this up for you... If interested go ahead and schedule a free call with me to discuss how we can help.

WHAT TO DO NEXT:

PICK ONE: Take a look at the offers and “**PICK ONE OFFER**” you would like us to implement for you.

GOAL – To bring in patients using a \$1,000 Ad Budget & deliver patients at the cheapest possible cost.

MONEY BACK GUARANTEE – I guarantee at a bare minimum to bring in patients to the value of what you spend with us... If not I will refund you the difference!

BOOK A CALL: Schedule a call with me by visiting my calendar booking page... *(Click the link below)*

www.DentalLeadConsulting.com/Private-Consultations

Work Involved Running a Proper FB Ads Campaign

1. Creating The Facebook Adverts.
2. Marketing Video.
3. Building out the Funnel Pages.
4. Setting up Email Reminders.
5. Creating the Re-targeting Facebook Ads.
6. Audience Research & targeting the correct audience
7. Split Testing different Ad-Variations.
8. Finding the winning Offers and running with them.

More Research: Groupon Examples

From different cities... All the same!

Las Vegas Offers

	Purchases	Groupon Offer Title
1	1000	Exam, x-rays, and cleaning
2	1000	Dental exam, cleaning, and x-rays
3	920	Organic Laser Teeth Whitening Session for One
4	570	Comprehensive Dental Exam, Cleaning, and X-rays
5	370	Dental Checkup with Cleaning, X-Rays and Exam for One Person
6	210	One 60-Minute Organic DaVinci Teeth Whitening Session
7	160	Lucid Smile Teeth Whitening Kit and LED Mouth Tray + Shipping + Free Gel for Life Coupon Code
8	130	Cleaning, X-Ray with Exam
9	130	45-Minute LED Teeth Whitening
10	120	One Dental Exam, X-Ray, Cleaning, and Whitening
11	110	Dental Exam, X-Ray, and Cleaning for One
12	70	Full pediatric dental exam: exam, full-mouth x-rays, and a regular cleaning
13	30	\$1500 Value Towards Invisalign

Houston Offers

	Purchases	Groupon Offer Title
1	190	Dental Exam, X-Ray, and Cleaning for One
2	140	Dental Exam, Cleaning, and X-Rays
3	70	Dental Exam, Digital X-Rays and Cleaning
4	70	Implant Package: \$1,300 towards Dental Implant Work, Two Teeth Cleanings, and One Zoom Teeth Whitening Treatment
5	60	Dental Exam, X-Ray, and Standard Cleaning
6	50	Dental Comprehensive Exam with X-Rays and Prophylaxis Cleaning for One
7	50	Cleaning, Exam, and X-Rays
8	50	Dental Cleaning and X-Rays with \$1,500 Value Toward One Dental Implant, Abutment, and Crown

Orlando Offers

	Purchases	Groupon Offer Title
1	1000	Exam, cleaning and X-rays
2	540	New patient exam, routine cleaning, and panoramic x-rays
3	480	Cleaning, X-rays, Exam
4	260	One Dental Package
5	30	X-Ray, Exam, and Propy Cleaning

Dallas Offers

	Purchases	Groupon Offer Title
1	1000	Dental Checkup with Cleaning, X-Rays, and Exam for One
2	640	Dental Checkup featuring Cleaning, X-Rays, and Exam for One Person
3	610	New patient dental exam, cleaning, x-rays and 20% off any restorative treatment
4	170	One dental exam, one cleaning, and x-rays
5	150	Dental Exam, X-Ray, Cleaning, and Whitening for One
6	120	Dental Exam, X-Ray, Cleaning, and Whitening for One
7	100	Dental Exam, X-Rays, Cleaning, and Teeth Whitening for Life for One
8	80	Dental Package: Exam, X-Ray, and Basic Cleaning for One Adult
9	80	Two Sessions of Zoom! Teeth Whitening, Exam and X-Ray
10	80	Dental Exam, Cleaning, and X-Rays for One Person
11	60	One Routine Extraction, Panoramic X-Ray and Consultation
12	60	Dental Exam, X-Ray, Cleaning, and Whitening for One
13	50	Two Sessions of Zoom! Teeth Whitening with Dental Exam and X-Ray
14	50	Exam, X-Rays, Teeth Polishing and Opalescence Take-Home Whitening Kit
15	10	A Dental Exam and Cleaning with X-rays, and an Optional \$1,000 Towards a Complete Invisalign Treatment

San Diego Offers

	Purchases	Groupon Offer Title
1	1000	Dental exam with x-rays and cleaning
2	490	Teeth-whitening package
3	490	One in-office teeth whitening treatment
4	440	One New Patient Dental Exam with Cleaning and X-Rays
5	340	Complete Invisalign
6	310	One dental exam and cleaning with x-rays
7	290	45-Minute In-Office Teeth-Whitening Session with Home Maintenance Kit
8	230	Dental Exam, X-Rays and Cleaning
9	180	One Exam, X-Rays, and Cleaning
10	100	Dental Exam, Cleaning, and X-Rays
11	80	Dental Exam, X-Rays, and Basic Cleaning
12	70	Dental exam, x-ray, and cleaning

Tampa-Bay Area Offers

	Purchases	Groupon Offer Title
1	1000	Dental checkup including cleaning, X-Ray and exam
2	1000	New Patient Complete Examination and X-Rays, including Panorex, and a Cleaning
3	1000	One comprehensive dental exam with X-rays and cleaning or full-mouth debridement
4	360	One In-Office BleachBright Teeth Whitening Session
5	190	One Exam, Cleaning, and X-Ray with \$100 Off Diagnosed Treatments
6	190	One 45-Minute Laser Teeth Whitening Session
7	120	Dental Checkup with Cleaning, Exam, and X-Ray and \$100 Off of Services of \$500 or More

Bonus Swipe File – Ads from other Dentists

From Facebook Library (34 Examples)

Note: These are Ads currently being run by different dental practices. I wanted to show you real life examples.

They are all spending money on these Ads because they are generating patients and booked appointments.

On many of the Ads I found, they are not following our proven formula.

- Offering a very specific Special Offer
- Using persuasive Sales Copy
- Including a Video in the advert
- Sending them to a Landing Page, to capture contact details
- Then directing them to a Thank-You Page, offering another bonus if they take action in the next 5 minutes by scheduling an appointment.

But have also found examples of dental practices doing it correctly.

THIS IS EXCITING!

- Because it means very few are doing it properly.
- Which equals Huge Opportunity for YOU



Below are a few examples of dentists doing it correctly that understand the value of free or discounted special offers.

That understand the concept of the “Value Ladder”

And importance of filling up their practice with a predictable stream of new patients every month.

Patients they can now help and make money from:

- By delivering Special Offers.
- PLUS delivering “One Time Services” patients need to take care of NOW.
- PLUS upselling specials and continuity programs you offer.
- That understand each patient has a Lifelong Value that equals profits.

Scroll down for collection of 34 Adverts.

Includes examples of free offers & discounted offers being run by dental practices.

EXAMPLES OF FREE OFFERS BEING RUN

 **A Dental Care**
Sponsored

Would you like to get a Hollywood smile? Sign up NOW to get a coupon for FREE Teeth Whitening! Hurry up, this offer is limited 🤩👁



FREE Teeth Whitening
Top Rated Dental Center

[Sign Up](#)

 **A Dental Care**
Sponsored

Would you like to get a Hollywood smile? Sign up NOW to get a coupon for FREE Teeth Whitening! Hurry up, this offer is limited 🤩👁



FREE Teeth Whitening
Top Rated Dental Center

[Sign Up](#)

 **Chester Road Family Dental**
about a month ago 

Chester 🧡

We have a gift for you this Valentine's Day. We want you to have the brightest smile possible for your big date. So for the entire month of February, we are giving away Free Teeth Whitening for new patients.



SPECIALS.CHESTERROADFAMILYDENTAL.COM
Valentines Days Teeth Whitening Special
after purchase of Exam, X-Rays & Cleaning

 **A Dental Care**
Sponsored

Smile brighter today! Visit us at Union Dental in Houston and leave with an extra vibrant smile. Dr. Lalani is proud to offer a complimentary teeth whitening treatment as our thanks. LIMITED TIME OFFER.



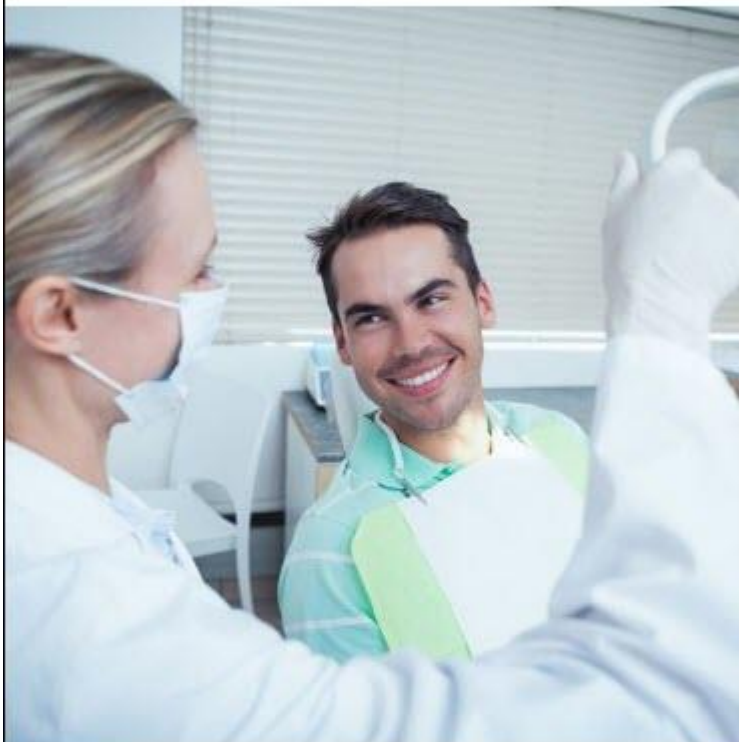
Free Teeth Whitening in Houston
Smile with confidence
ADENTALCARE.US

[Get Offer](#)



BLVD Dentistry
Sponsored

Act today and receive **FREE Smile Perfected Whitening** with a new patient cleaning, exam and x-rays!



FREE Teeth Whitening!

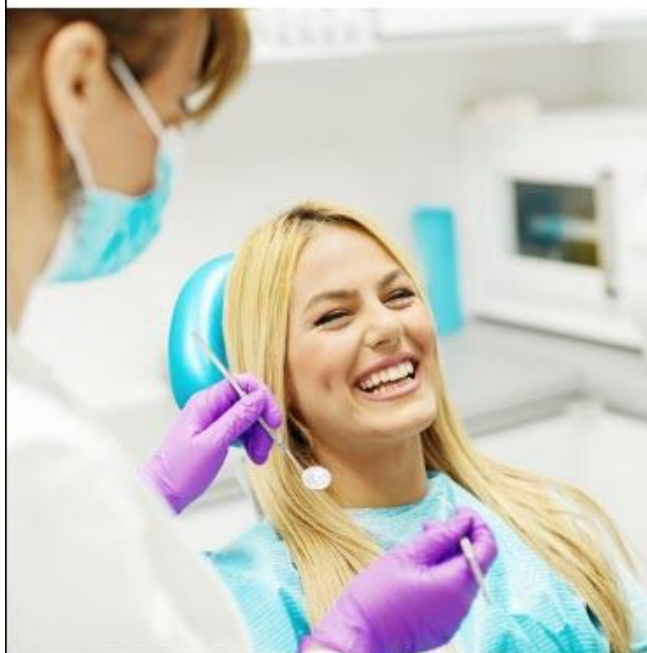
Valid for 90 days. New patients only. Cash paying patients only. Full retail value \$840. Terms & conditions may apply. No cash value; m...
WWW.BLVDDENTISTRY.COM

[Learn More](#)



BLVD Dentistry
Sponsored

Take advantage of our Invisalign Special on February 27 and receive a **FREE** consult plus \$1000 OFF treatment!



ONE DAY ONLY! Invisalign Savings!

Valid with same-day full Invisalign treatment start only on February 27, 2020 at BLVD Dentistry & Orthodontics-Heights. Consultation...
WWW.BLVDDENTISTRY.COM

[Learn More](#)



Devine Dentistry
Sponsored

[Like Page](#)

Attention Ladies! Do you have a Big Day planned that you want to look extra special for? All new patients get a **FREE Teeth Whitening Session at Devine Dentistry!**

This is perfect for upcoming weddings, proms or vacations!



Get Your **FREE Teeth Whitening Session**

This offer is valid for New Patients only. Sign up to claim your **FREE** session now!

[HTTP://DEVINEDENTISTRY.COM](http://DEVINEDENTISTRY.COM)

[Sign Up](#)

[Like](#) [Love](#) [Wow](#) 20

27 Comments 83 Shares

[Like](#) [Comment](#) [Share](#)



24 Hour Deals

Just now · 🌐

Your Pictures are Right Around the Corner.



Jonesboro Dental "Wedding Day White" Special

Get Ready for your Big Day with a Free Teeth Whitening from Jonesboro Dental (claim while spots last)

FEARLESS.CLICKFUNNELS.COM | BY JONESBORO DENTAL



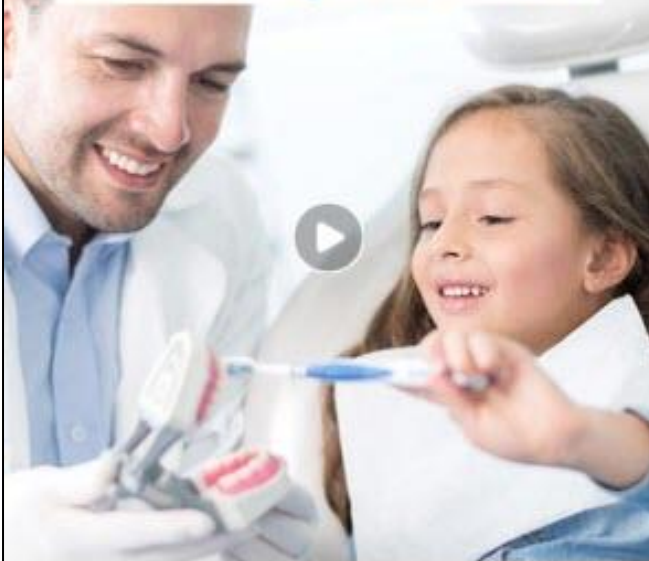
The Smile Center
Sponsored

The Smile Center offers GUARANTEED financing - good credit, bad credit, or no credit - we've got you covered!

Join our Dental Discount Plan today & get 60% OFF Treatment + FREE Exams and X-Rays starting at only \$29/year.

Hurry & book today - appointments fill fast!...

"They worked their hardest to stay within our budget." - Veronica B.



Request An Appointment Today
Hurry - limited time deals!

THESMILECENTERUSA.COM

Book Now



The Smile Center
Sponsored

Your orthodontist misses you! And because we miss you, we are offering patient appreciation specials for the New Year 🥰
FREE Orthodontic + Invisalign consultations ✓ Braces for as low as only \$165/month ✓ Invisalign for \$0 down, 0% interest Hurry & book today - appointments fill fast! Terms apply.



Take The Final Step To a Straight Smile For Life!

Book your appointment today!

TAKE THE FINAL STEP TO A STRAIGHT SMILE FOR LIFE!

Book Now



BLVD Dentistry
Sponsored

Take advantage of our Invisalign Special on February 27 and receive a FREE consult plus \$1000 OFF treatment!



ONE DAY ONLY! Invisalign Savings!

Valid with same-day full Invisalign treatment start only on February 27, 2020 at BLVD Dentistry & Orthodontics-Heights. Consultation...
WWW.BLVDENTISTRY.COM

Learn More



Omega Dental Specialists
Sponsored

832-432-1744

<https://fb.com/book/OmegaDentalSpecialists/>

- Implants special starting at \$65 a month.
- Free Exam and X-Ray.
- Zero down payment.
- Zero interest

Dental Implant
\$65 /Month



Dental Implants \$65 /Month

832-432-1744 <https://fb.com/book/OmegaDentalSpecialists/> ➤
Implants special starting at \$65 a month.

Apply Now

EXAMPLES OF DISCOUNTED OFFERS BEING RUN

Hey Spring Hill! I'm Dr. Smith and I am doing something CRAZY to promote our Dental Office! We are giving away 50 vouchers for a Teeth Cleaning for only \$10! Only 50 vouchers available! Get one NOW by clicking this link: <http://bit.ly/IFHzvO>



Hey Spring Hill! Get Your Teeth Cleaned for Only \$10!

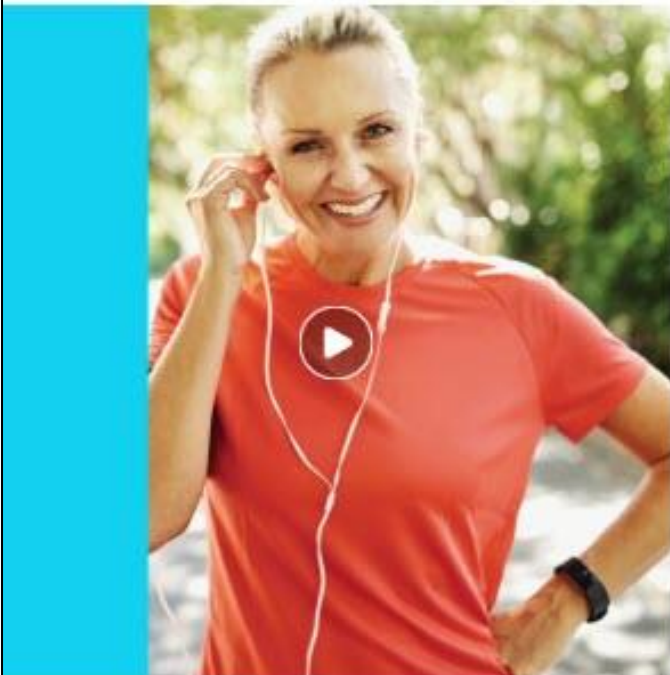
We are giving away 50 vouchers for a Teeth Cleaning for only \$10! Only 50 vouchers available! Get one NOW by clicking this link

SPRINGHILLDENTAL.COM

Sign Up

 **Pomona Dentistry**
Sponsored

Making resolutions for the new year? Include your smile and use your new dental benefits.



\$59 Cleaning, Exam & Digital X-Rays†
†Limitations apply. View terms and conditions.
POMONADENTISTOFFICE.COM

Learn More



San Diego Teeth Whitening Center
Sponsored

Call or text to book 📞 1-858-260-6149 📅 Same day appointments available. ✅ Download free 30-day voucher. San Diego's Teeth Whitening Center features state-of-the-art technologies that are safe, industry-unique and very cost-effective. Our teeth whitening system utilizes the latest blue light whitening technology. Our Blue Light Systems are calibrated precisely for optimal activation of our exclusive hydrogen peroxide based...



\$99 Laser Teeth Whitening (reg \$378) Download Free Voucher
Get that amazing white smile you've always wanted. Fast, guaranteed results in just one visit.

\$99 LASER TEETH WHITENING (REG \$378) DOWNLOAD FREE VOUCHER

Download



Embassy Dental
about 2 months ago



Hey Bellevue!! All new patients receive a FREE electric toothbrush upon completion of a cleaning.

Same day emergencies. Accepts most insurances!

\$59 New Patient Special! Includes exam and x-rays.



EMBASSYDENTAL.COM

Call today to schedule an appointment!

Embassy Dental is a leading dental practice in Nashville TN. We also hav...



San Diego Teeth Whitening Center Sponsored

Call or text to book 📞 1-858-260-6149 📅 Same day appointments available. ✅ Download free 30-day voucher. San Diego's Teeth Whitening Center features state-of-the-art technologies that are safe, industry-unique and very cost-effective. Our teeth whitening system utilizes the latest blue light whitening technology. Our Blue Light Systems are calibrated precisely for optimal activation of our exclusive hydrogen peroxide based...



**TEETH WHITENING
IS NOT EXPENSIVE**

\$99 Laser Teeth Whitening (reg \$378) Download Free Voucher
Get that amazing white smile you've always wanted. Fast, guaranteed results in just one visit.

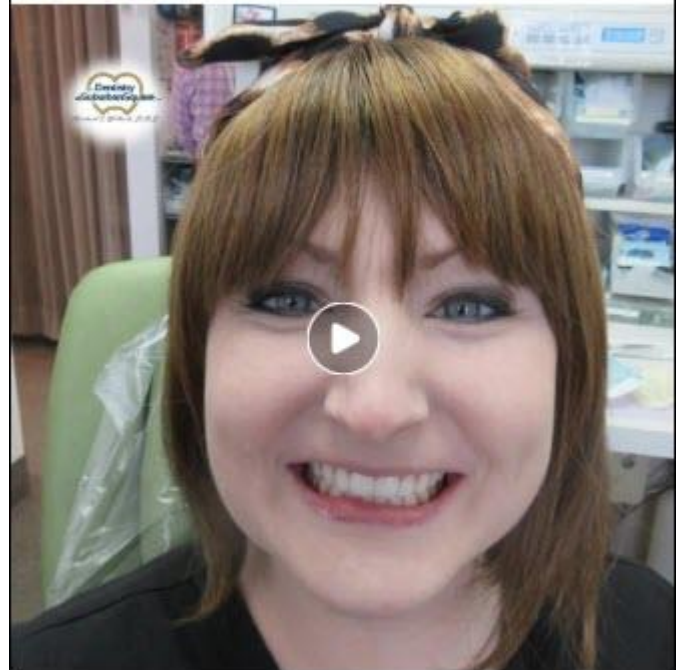
[Download](#)

\$99 LASER TEETH WHITENING (REG \$378) DOWNLOAD FREE VOUCHER



Dentistry at Suburban Square Sponsored

Get a smile you'll love with Invisalign. Our convenient monthly payment plan is only \$84 a month.



Start With a Free Consultation
We're an Elite Invisalign Provider!

[Send Mess...](#)



Desert Sky Family Dental Sponsored

Financing for Braces... \$99 per month in-house financing makes braces available for more parents and families. - No credit check - No-Cost office visit to get an estimate. - Initial consultation, including x-rays is at no cost... - No hidden fees. - Without Dental Insurance: \$200 down payment. - With Dental Insurance: No Down Payment - No third party financiers We offer: Same-Day Braces Metal Braces Invisalign Adult and Children Orthodontics ...



Desert Sky Family Dental Sponsored

Financing for Braces... \$99 per month in-house financing makes braces available for more parents and families.

- No credit check
- No-Cost office visit to get an estimate.
- Initial consultation, including x-rays is at no cost...
- No hidden fees. ...



\$99/month Braces
Message us to get started

[Send Mess...](#)



Dentistry at Suburban Square

Sponsored

Get a smile you'll love with Invisalign. Our convenient monthly payment plan is only \$84 a month.



Invisalign for \$84/Month

Start With a Free Consultation
We're an Elite Invisalign Provider!
START WITH A FREE CONSULTATION

[Learn More](#)



Hornbrook Center For Dentistry

Sponsored

It's not just about the results from implants & dentures; it's about who's on your team, helping you achieve those results.

At Hornbrook Dentistry, we proudly partner with our patients through the process. But don't just take our word for it-- visit San Diego's Top Cosmetic Dentist start a smile-makeover today!



Premium Dentures- A Spa-Like Experience!

Visit San Diego's Top Cosmetic Dentist and smile with a brand new set of dentures!

HORNBOOK.COM

[Learn More](#)



Freedom Family Dentistry

Sponsored · 🌐



Many people suffer from dental anxiety preventing them from enjoying a great smile. Schedule a consultation with us to learn how we can make you comfortable during your visit.



Sedation Dentistry - Your Visit Will Be Painless

freedomfamilydentistry.com

[Learn More](#)

👍❤️ 131

48 Comments 26 Shares

👍 Like

💬 Comment

➦ Share



Hornbrook Center For Dentistry

Sponsored

We believe healthy and straight teeth start with custom dental care. At Hornbrook Dentistry, we take a personalized approach to clear aligners with Invisalign®, all in our spa-like office.

Visit our site and see why we're the top dentistry near you in San Diego!



Top Invisalign® Dentist- Spa-Like Dentistry!

Visit our site and schedule your Invisalign® consultation today!

HORNBOOK.COM

[Learn More](#)



Dentistry at Suburban Square

Sponsored

We straighten your teeth for \$84/month with clear & comfortable Invisalign aligners.



3 Times Faster Than Braces

Start Invisalign treatment with a FREE consultation.

DENTISTRYATSUBURBANSQUARE.COM

[Learn More](#)



Active

Started running on Dec 4, 2019

ID: 2562587000515614



Hornbrook Center For Dentistry

Sponsored

It's not just about the results from implants & dentures; it's about who's on your team, helping you achieve those results.

At Hornbrook Dentistry, we proudly partner with our patients through the process. But don't just take our word for it-- visit San Diego's Top Cosmetic Dentist start a smile-makeover today!



Premium Dentures- A Spa-Like Experience!

Visit San Diego's Top Cosmetic Dentist and smile with a brand new set of dentures!

WWW.HORNBOOK.COM

[Learn More](#)



Bay Area Kids Dentist

Sponsored

Bay Area Kids Dentist provides pediatric dental services for infants, children, and adolescents in Santa Clara and the surrounding areas. Call 408-868-5503 to Schedule an Appointment Today!



Where Your Kids Come First

See why so many parents trust us for their children's dental needs.

BAYAREAKIDSDENTIST.COM

[Contact Us](#)



Excellent Dental Specialists

Sponsored

Dental implants are a proven treatment option to rebuild and refresh your smile. Take Dr. Weber's 🧑🏻‍⚕️ FREE dental implant quiz to learn if dental implants are right for you. 📞 Ready now? Call (210) 610-1273 to schedule your consultation! 🗣️ Se habla Español.



Take Dr. Weber's FREE Dental Implant Quiz 🧑🏻‍⚕️
Click learn more to take our dental implant quiz.
TAKE DR. WEBER'S FREE DENTAL IMPLANT QUIZ 🧑🏻‍⚕️

Learn More



Omega Dental Specialists

Sponsored

📞 832-432-1744

<https://fb.com/book/OmegaDentalSpecialists/>

- > Implants special starting at \$65 a month.
- > Free Exam and X-Ray.
- > Zero down payment.
- > Zero interest

Dental Implant

\$65 /Month



Dental Implants \$65 /Month

📞 832-432-1744 <https://fb.com/book/OmegaDentalSpecialists/> > Implants special starting at \$65 a month.

Apply Now



DDS Dentures + Implant Solutions

Sponsored

It's true! A great smile can make you more confident and outgoing. Too often chipped, cracked, discolored or unsightly teeth cause us to fall out of love with our smiles. The smiles team at DDS® Dentures+Implant Solutions® wants to help you fall in love with your smile again. Call today to take advantage of our great offer of 10% off custom full denture sets. We want you to be happy and we want you to love your smile!

10% OFF

Any **Denture**
SET / SINGLE ARCH



10% Off Any Denture
Connect with us.

Send Mess...



DDS Dentures + Implant Solutions

Sponsored

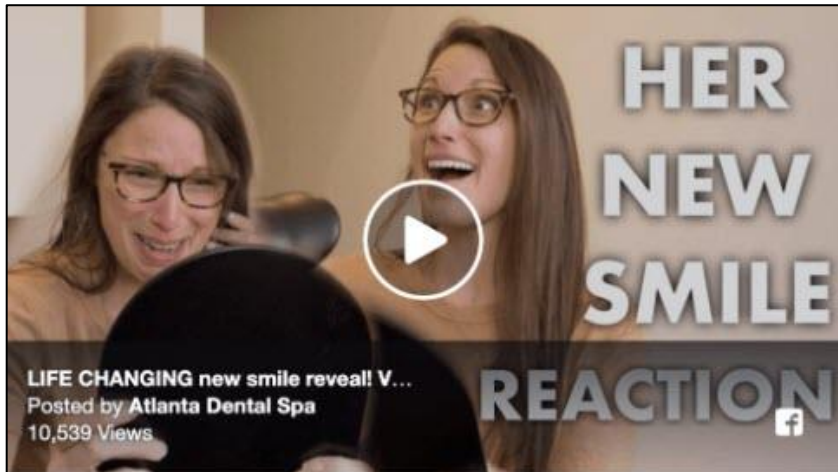
Thinking it's time to transition to dentures? We are here to help you out! The Immediate Denture Wearer Package was created for patients who are first time denture wearers. For a limited time we are offering 10% off the price of the Immediate Denture Wearer Package. Let the experts at DDS® Dentures + Implant Solutions® help you get that new smile you deserve with an Immediate Denture Wearer Package at a great price. Call today for an...

10% OFF
**NEW
IMMEDIATE
DENTURE
WEARER
PACKAGE**



10% Off NDWP
Connect with us.

Send Mess...



HER NEW SMILE REACTION

LIFE CHANGING new smile reveal! V...
 Posted by Atlanta Dental Spa
 10,539 Views

THIS is why we do this! Grab your tissues and take a few minutes to watch this beautiful smile transformation. Nothing makes us happier than our patients seeing a smile they love for the first time.



The Smile Center
 sponsored

No dental insurance? No worries! Join the Smile Center Discount Plan and save up to 60% on dental services.



ONLY \$29 a year!
 High-quality family dental care.
 THESMILECENTERUSA.COM

[Book Now](#)



HENRY The Dentist
 about a month ago

Help Schindler Elevator Corporation! A \$20 Amazon Gift Card could be yours! All first-time patients and returning patients who participate in our referral program will receive one! Don't forget to book your appointment through our website. We'll see you March 7th-8th!

all first-time patients receive a
\$20 Amazon Gift Card!

HENRYthedentist.com



The onsite dentist is here!

[Learn More](#)



The onsite dentist is here!

How To Create A Marketing Calendar

Fill your practice every month!

(Create a 12 Month Plan)

What you want to do is plan and schedule offers over a period of time.

There is no reason not to be running different kinds of offers. Every practice should have a marketing plan in place.

Without patients you don't have a business!

Plan this out once a year... and know exactly how you will grow your practice and keep the doors open.

Example Marketing Calendar (12 Month Plan)

- Month 1:** (Offer 11) - Discounted Teeth Whitening Offer... (Only \$69)
- Month 2:** (Offer 24) - Pre-Wedding Smile Consultation
- Month 3:** (Offer 22) - Invisalign Offer
- Month 4:** (Offer 14) - Dental Cleaning + Exam + X-Rays... (Only \$49)
- Month 5:** (Offer 30) - Sweepstakes/Contest/Raffle/Competition
- Month 6:** (Created) - Teeth Whitening Program (5 Sessions) + X-Rays (\$497)
- Month 7:** (Offer 26) - Six Month Smiles (Clear Braces)
- Month 8:** (Created) - Orthodontics
- Month 9:** (Offer 21) - Dental Implants
- Month 10:** (Offer 29) - Oral Surgery
- Month 11:** (Offer 28) - Dentures
- Month 12:** (Offer 27) - Pediatric Dentistry

With this "Swipe-File" it's now easy.

Simply pick offers and run them or create your own programs... Never run out of ideas again!

Add all the holidays in a year and we could create another 30 Ads based on holidays alone... Plus we can target birthdays, weddings, anniversaries, etc.

At the end of each month track the offers - Do The Money Math!

Create a spreadsheet and track your numbers.

It will only take you or your secretary 2 hours a month... and you will know exactly how much money is coming into your practice... Full Control.

Things To Track:

How many people took you up on **your offer** – how much did that bring in?

How many people needed **one-time services** – How much came in?

How many packages/continuity **programs did you upsell** – How much came in?

Compare the monthly offers over time - which ones were most profitable?

How much did you spend on Ads for the month – versus income generated?

What was the ROI on each campaign – expenditure vs income?

Which ones were the easiest to implement and fulfil?

Never worry about your marketing again.

It does not take much to plan your yearly marketing – stay on top of this!

And if you're looking for a **Done-For-You Service!**

Where we take care of all of this for you... *this is what we specialise in.*

Let's hop on a call together and make it happen... [Book your call here](#)

My Risk-Free Guarantee To You!

We offer a guarantee on our work.

If we do not at least deliver patients to the value of what 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 us as an integral part of your team, and you will be wanting to take out an insurance policy on our work 😊

P.S. We only work with a maximum of 7 dental practices at a time.

So we can focus on getting results for our clients. And will only work with one dentist per city. First come first serve “**book this service now**” to avoid missing out and thank me later once we fill your dental practice with new patients.

In Closing

I hope this Swipe-File helps and you got some valuable ideas and you are able to implement this into your own dental practice.

And again if you would like some help with this, and you're looking for an automated Done-For-You service.

Where we focus on one thing only... delivering you RESULTS!

Plus you are backed by our **No-Risk Guarantee**.

All you have to do is visit my Calendar-Page to book a call with me.

Book-A-Call Here: www.dentalleadconsulting.com/private-consultations

And if you have not yet had a chance to watch the training **Video**, that explains everything in detail and accompanies this Swipe-File.

Plus I have included a **Guide** on how we run facebook campaigns from start to finish. Explaining a 3 step process called the Waterfall Campaign.

You can access the video & guide by clicking the link below.

Watch Video + Guide Here – www.DentalLeadConsulting.com/Info-Kit

I look forward to hearing from you, all the best.

Thanks

-Ivan

My Contact Details

Ivan du Plessis | Founder

DENTAL LEAD CONSULTING

Dental Marketing Specialist

Info-Kit Download: www.dentalleadconsulting.com/info-kit

(Includes Video, Swipe-File, FB Guide)

Visit Website: www.dentalleadconsulting.com

Book A Call: www.dentalleadconsulting.com/private-consultations

Pricing Page: www.dentalleadconsulting.com/pricing

Email: ivan@dentalleadconsulting.com

Pvt FB Messenger: www.messenger.com/t/IvanduPlessis21



Ivan du Plessis