



THE BUSINESS FORMULA

FOR

DENTIST

FOUNDATIONS

Marketing is not persuasion or manipulation.

Marketing is not turning a no into a yes

Marketing is about finding your customers who already want to be saying yes.

You must understand your market, so you can talk specifically to them, so you aren't the white noise, but instead you stand out in the market place.

If you don't know your market you are going to have to sell hard also.

You can't be everything to everybody.

Jack of all trades, master of none.

The key to turning a prospect into a client is less about them understanding you, and more about them feeling completely understood by you!

Your goal is to be a big fish in a small pond, so you want to have all the right people as clients instead of all the wrong people.

When you niche down and position yourself in the market then selling becomes a lot easier.

Make up artist

Make up artist that specialises in weddings.

If you are getting married which one would you go to?

Business Coach

Physio Business coach

If you are a physio looking for a business coach which one pulls you in?

3 key principles to market domination

Find your pond ---- Your market

What you do (What do you really do) ----- A to Z

Pain to Pleasure

Who you serve. Your Hero Client

The 20% of the clients that get the best results.

Who are they, What is their ideal future, Their dream, Their nightmare, What keeps them up at night?

Wants, desires, fears, frustrations.

Where you stand

Generalist (Red Ocean)

Specialist

Authority (Blue Ocean)

You need to get specific on who you serve. Find an under served affluent section of your market place and become the best provider for them. Allows you to charge more

Attracts better clients

Get better, more consistent, results

Your aim is to be a big fish in a small pond

You are a solution provider, People just want solutions. There's a market out there wanting solutions, your job is to find them and provide it for them.

You are in the business of helping people

FOUNDATIONS

Identify your fish

Your avatar

Your business success hinges on identifying the needs of your market and creating a solution.

You only talk to one person when any of your marketing message goes out.

Name

Job

Income

Family? Do they have a partner? Kids? How old?

What do their days look like?

Daily wins?

Daily frustrations?

What do they really want?

What holds them back from achieving this?

What do they tell themselves around this? What are the stories that limit them?

What problem do they think they want solved?

How will this change the day to day or their life, week to week and month to month?

When their problem is solved how will they feel?

Cast your net

Survey your current market, there is no better way to find out what they want than to ask them.

How?

Create a survey in Survey Monkey and Email your list.

Post to your Business or Personal profile asking the question

Post a Poll or Question in your Current Client Group on Facebook

Once you ask them what they want, and how do they want it.

Keep it Simple - 3 - 5 questions at the most. And Questions that drive straight forward answers. If it is too hard people won't want to participate.

If you could solve one thing with "Fat Loss right now" what would it be ?

or

What is the current trend that is causing movement right now in your industry?

Ride the wave.

Message -

All we are competing for right now is attention.

We all have so much going on, so many platforms, everyone is distracted, there is more and more noise now than ever before.

As a society we have gone from viewing 500 ads a day to 5000 ads a day.

With 5000 ads a day all shouting at you, competing for your attention means often all you hear is white noise.

You need to standout, be different, be heard, be seen.

For most of you you just need to get momentum, you just can't the traction that will get you going in business.

WHY?

FOUNDATIONS

You need to get your message dialled into your market place.

It's needs
It's wants

to be so good that people stop and want to listen, they pay attention,
and then they start to take action.

Imagine if people actually wanted to hear your message, they looked forward to your ads.

3 KEY PRINCIPLES TO YOUR MESSAGES

Know your Why

Most people start with WHAT they do, instead of WHY they do it.
As Simon sinek says, no one cares what you do, they care why you do it.

One of the main reasons they do it with you over others is resonance, they resonate with your why, They love where you come from, and they also feel the same about what you stand for. Here your likability increases.

People are led by there feelings, if they like you, they want to listen to you

Your WHY is the energy that your WHAT feeds off.

WHY / HOW / WHAT

WHY

Your reasoning, the reason you do what you do.

HOW

Your USP, the method, the vehicle buy which you deliver the What.

WHAT

The outcome you provide

What are you really selling? Your Solution

A better life, Better status, think about your solution

*Why do people drive a Ferrari?
Status
Self expression
Its how it makes them feel
Self confidence
How it positions them to other people
Its a symbol that they succeeded*

This comes back to the market match

Their fears and frustrations, their pains and pleasure that they want, their desires.

People don't buy what you have, they buy why they want it

They buy the outcomes.

Afterall the Ferrari is just another car.

You need to create SOMETHING... a THING... a SOLUTION

All around you people are providing a reason that you have achieved/ succeeded in the past. People need to blame something, and to have something to pin their hopes on. as soon as they are buying "new" then you have won them, It's because they haven't tried your XYZ, that's why they haven't succeeded... YET

FOUNDATIONS

So what are the 3 main things you do that gives the results, and what are 3 key breakdowns inside those that gets each point achieved, now this is the frame work for your WHAT, your 9 piece signature system

How do we do this?

Start with the statement of what you do and an explanation

Concept / Meaning / Tactical / Point / Essence

Then break that down into STUFF

Content / Details / Story / Case study / Research / Example / Process / Steps

You need minimum 3 "stuffs"

Then finally you have the BIG PICTURE

The metaphor A model

Make it Sexy

No one wants to buy boring, I promise everyone wants to buy the dream.

Seth Godin talks about this as the purple cow

What would happen if you were driving through the pastures and there are cows everywhere but all of a sudden there is a purple cow, sitting there just with in all the others.

This cow would stand out more than any other, so much because you haven't seen a purple cow before, you would stop take a picture and share it with someone?

So does your message make people stop?

Do you make people stop?

Is your message so sexy and different that people share it?

4 Steps to building the Solution

Diagnose the pain

Differentiate the pain

Demonstrate the gain

Deliver to the reptilian brain - the fight or flight, if overwhelmed what decision do they make?

Naming strategy

WHAT IS IT

Program / Service that does X

WHAT IS THE BENEFIT

There life day to day, week to week

HOW DOES IT MAKE THEM FEEL

Write 3 emotions

ARE THERE ANY METAPHORS THAT YOU CAN USE TO DESCRIBE THIS

Now the naming

The name starts with THE

Take 1 or 2 words from how they

End with a Think (system / blueprint / process / method)

BOOM ... done

FOUNDATIONS

MAGNET MAKEOVER

How to create a magnet that gets you heard, manufactures celebrity and brings in a flood of leads for your business.

Your magnet is a TOOL, that people the right people want to attract them into your business.

No magnet?

You don't really have voice

You won't be heard

You aren't memorable

You won't have any prospects

You won't grow your business

You do have a magnet?

People know, like and trust you before they even meet you

You create a buzz

A Celebrity

When you are a celebrity people want to buy from you

Then you have a constant flow of people wanting to buy from you

So what is a magnet?

A bite sized piece of value added content that you offer to the market place

Gary V would say its your Jobs.

You can't just go out there swinging.

We must always give before we receive

YOU CAN'T ALWAYS BE SELLING

The rule is generally

3 gives to 1 take

If all you do is sell then people will move past you onto someone else who actually solves problems.

Who gives the solution in a consumable piece.

Golden rules

Must give before you take or ask

Every step of the marketing process must be valuable in itself, it must enhance their life

Make everything you do, provide value to your prospect

We are paid in direct proportion to the value you bring to the market place

Service is your model not sales, when people know like and trust you, they will buy

What is the purpose?

WHY DOES EVERY BUSINESS NEED AN OFFER?

It means you are seen and heard

It starts the conversations or transactions with your potential clients

Initiates the law of reciprocity'

Generates a list or an audience - This allows you to communicate with them weekly

Give them more and then take

FOUNDATIONS

4 keys to structure a magnet

Insight over Information; people want the secret sauce, the solution, the one way, the blueprint.
They don't want to work it out themselves

They must be short, quick grabs of information

Video: 3-5 minutes

Read: Under 10 minutes

Highly actionable

Implemented immediately

Get them closer to their goal

Easy enough for a Newbie; no overwhelm or overly technical

If they feel they can get a quick win, they will want more from you, it's science.

People have a good experience they will come back for more

What is DOES?

Small immediate solutions to your clients problem

Empowers them with education (you demonstrate authority through education, but remember education that provides solutions)

If you educate they want more

It must also engage, they should interact with you, they need to feel that you understand them, that you really get them.

You then need to inspire, to take more action, to believe in themselves, to believe it's actually possible

What FORM does it take?

Blueprint / Cheat sheet / Template / Discount Offer / WIN / Webinar / Seminar / Case Study / V.V

Must be easy to consume

Must be a high desire for your niche

You should have 2-4 magnets, to talk to the different frustrations, build different beliefs, gain higher trust
Easiest is a WIN/ D.O / Cheat Sheet / Case Study

Flow

Intro, who you are or what you do - quick no one actually cares

Set up, this A will help you X so you can Y

The meat, the 1 thing that help do X, and the 3 components that make that happen

The Call To action, booking a call, watching a webinar / video/ buying a D.O

Your stuff cannot look like crap, outsource things if you need to make it look good/ professional

NOW let's map this all out for you.....

FOUNDATIONS

NICHE

20-35 Female in local area
20-35 Male in local area

FRUSTRATION / PAIN

Picture Perfect Teeth
With they were straighter
Wish they were whiter
Everyone else it seems has perfect teeth - low confidence - fake smiles.
Closed lip smiles every photo. Hate Natural photos of themselves

DESIRE / PLEASURE

Look and feel confident in every photo
Talking to people with confidence,
White perfect teeth
Smile without fear of judgement

SOLUTION PROVIDED

Could consider focussing on: Smokers, Coffee drinkers, Red Wine lovers
Teeth Whitening is the Intro

MESSAGE

Years of damage undone in just XYZ minutes
Look and feel great EVERYTIME you smile
Stop the Fake Smiles

FUNNEL

DISCOUNT

COPY STYLE

AIDA

INTRO OFFER

Discount Teeth Whitening Offer for \$X dollars (\$47-97)
Sell into a full treatment or upsell into straightening/ whitening / etc....

COPY TEMPLATES

COPY IDEAS

PAS

Problem - Agitate - Solution

Problem

Refer to your avatar description. Then paint the problem they're going through. The more vividly you paint the picture for them, the more you show that you understand their problem. This is the fast track to getting an emotional response from your reader. It also creates trust fast.

Agitate

Rub salt in their wounds. Make them realise that if they don't solve this problem, it will cause certain negative things to happen in their lives. Make them worry, or explain the problem they're dealing with is not something they should ignore or put away.

Solution

Simply state you have a solution to their problems. Tell them the benefits of taking up your offer. A simple trick is to state the opposite of their problems - the positive side of it.

AIDA

Attention - Interest - Desire - Action

Attention

Call out your readers, or state something that will cause your target prospect to stop and read because it's about them. The more personal you can get, the better. What do your prospect care most about in relation to your offer?

Interest

Paint a picture of what their lives will look like in the future after they take up your offer. A simple way is to ask "What if.." questions. Make them interested in what you have to say. The questions should relate to your solution or offer. Get them interested in what you have to say in relation to the offer.

Desire

Increase their desire for your offer by stating the benefits here. If the benefits are apparent, (and depending on the copy), sharing social proof here like testimonials and reviews from happy customers will work too.

Action

Simply tell your reader what to do to get what you're offering. Be specific!

COPY TEMPLATES

COPY IDEAS

EXAMPLES

LOOK AT THAT SMILE... WOW

You shudder at the thought

Link to your landing page

You can't remember the last time you smiled your biggest smile.

Smiling without worrying, what will they think of my teeth.

You are not alone, we have helped hundreds of women just like you regain their Smile Confidence.

Pull out your Phone and take your last closed lip, fake smile, selfie

Take a picture of the last time you cringe at the idea of a close up photo.

The next photo you take will be of a brand new confident you, pearly whites on show.

Click the link now to find out how you can have perfect pearly whites for just \$47 TODAY.

Link to your landing page

FOUNDATIONS - or write your own

NICHE

FRUSTRATION / PAIN

DESIRE / PLEASURE

SOLUTION PROVIDED

MESSAGE

FUNNEL

COPY STYLE

INTRO OFFER