

# 7 Habits For Neighborhood Newsletter Success



# 1

## **TALK IT UP!**

Tell everyone about your newsletter! It takes time to build awareness and this is a team effort. You and your staff can make a significant impact on response. Encourage all team members to take copies to hand out to family, friends, and to local business owners.

# 2

## **HOLD A STAFF MEETING PER ISSUE**

Read newsletter articles out loud at your staff meeting. Explain your program goals and ensure that your staff are committed to achieving them with you. Make sure everyone understands how to respond to questions about newsletter content, and knows how to turn inquiries into appointments.

# 3

## **BOOK AN APPOINTMENT**

Immediately get a name and phone number from a new patient inquiry. Keep the call short and get them into your office – make sure there is an appointment offer. Leave policies and procedures for later. Spend too much time on insurance or payment **BEFORE** the visit, and you may lose the appointment. Be consumer friendly.

# 4

## **KEEP NEWSLETTERS VISIBLE**

The more awareness your newsletter program receives, the more success you will experience! Post a copy in each operatory and consultation room, and display your newsletters in your reception area along with photo examples of your own dentistry. Keep magazines to a minimum.

# 5

## **OFFER STAFF INCENTIVES**

Does your staff want more new patients? If you want a team that is motivated to work harder and grow your practice with you – offer incentives that reward their efforts. Staff should personally ask for referrals, and they should generate new patients outside of your office. Encourage staff to take newsletters for personal recommendations ... and remember to reward.

# 6

## **TRACK RESPONSE**

Ask every potential patient if they've read/seen your newsletter. If they're not quite ready to schedule an appointment, offer to mail them a copy of your newsletter today – and get their name and address on the first call! It's all part of the marketing mix.

# 7

## **CONSISTENCY IS KEY**

Response improves with every distribution, and consistent mailings maximize results. Talk to your PNP Account Manager about how they can help keep your newsletter mailings on time. We'll do it all – including writing custom articles. Take advantage of this service – let us help!