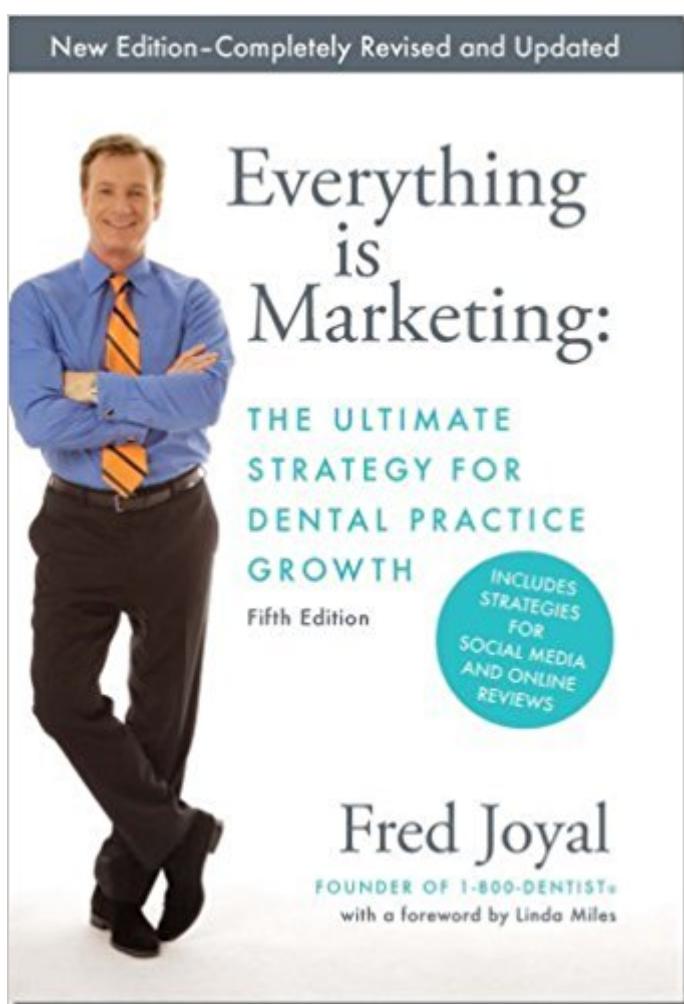


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# Everything Is Marketing: The Ultimate Strategy For Dental Practice Growth, 5th Edition



## **Synopsis**

Dentistry is one of the greatest professions in the world. It's also one of the most misunderstood. Narrated by author Fred Joyal, the expert in dental consumer marketing, this five-disc audio book reveals how every single thing you say and do in your practice communicates a message to your patients. Everything is Marketing takes you step-by-step through your business, showing how little changes can have a big impact. Want to attract new patients? Convert more calls into appointments? Increase your case acceptance? Marketing can make it happen. The first step is learning to recognize that you have the power to transform your patients' health, happiness and quality of life, then infusing that belief into everything-including your office, your team, your advertising and your chairside conversations. Drawing from over two decades of industry experience, Fred shares insight on topics like:  
\* Why dentistry's unique business model is such a huge advantage  
\* How to create an unexpected and unforgettable patient experience  
\* Why patients leave your practice-and how you can keep them for life  
\* Proven ways to boost patient loyalty and word of mouth  
\* Secrets to building a strong (and happy) team that your patients will fall in love with  
Fred's approach to marketing is practical, straightforward and easy to put into action today! It's an unbeatable strategy for capturing the hearts and minds of patients and experiencing explosive practice growth.

## **Book Information**

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## **Customer Reviews**

Dentistry is one of the greatest professions in the world. It's also one of the most misunderstood. Narrated by author Fred Joyal, the expert in dental consumer marketing, this five-disc audio book reveals how every single thing you say and do in your practice communicates a message to your patients. Everything is Marketing takes you step-by-step through your business,

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Yes, this book was written specifically for dentists. But it applies to EVERY business owner, whether you run a restaurant, shoe store or you do web design for other companies. It applies to accountants and people who own construction companies.I don't know the author and have never used his company's services. But this book is so filled with smart, VERY smart marketing advice, it goes way beyond being used just in a dental practice. He's got a new book out that I hear takes all of this one step further, but I'm re-reading this one. The advice in this book will work for you whatever you do and it will work for you 50 years from now.When it comes to marketing your business, the inescapable truth is communicated in the title of this book: Everything Is Marketing.

I have given so many copies of this book to my clients because it is soooooooooo good! This is one book that I read and refer to all the time. I have been in dentistry for over 24 years and worked for two dental practices. Now that I am helping dental practices in a consulting and training role I rely on good resources like Fred's book to help expand on a topic. Fred is funny and you will have a hard time putting it down because you want to hear what he has to say next.

My husband has been doing dentistry for about 40 years. We arrived in New Zealand at the end of 1989, and since then I have been responsible for marketing his business. And I wish that I had this book way back then. The information covered by Fred is extremely helpful and comprehensive. Many of the marketing books that I have previously referred to do not relate to the New Zealand way of doing things. But this book does. It is up-to-date and takes in the online media marketing that we

all need to get familiar with. It explains what our staff and our dentists need to learn and master, to be able to work together as a marketing team. Thank you Fred, brilliant job.

I've been looking through the limited number of books on this subject and this was, by far, the most comprehensive. Its title relates the main message that all aspects of the business must weave in marketing - from the scheduling phone call, to the new patient forms, to the first office visit, how the dentist explains work needed (and when), etc. Very helpful. Wish it could have been even more specific about the tools of advertising, and wish author hadn't plugged his own company 1-800-Dentist every few pages, but I cannot complain. This is a great guide with many useful tips and anecdotes written by someone who lends true insight from his years in the industry.

This book is NOT about how to design a perfect TV, internet, or radio ad campaign. It's much better than that. The basic thesis is that: all dentistry other than extraction of hurting teeth is elective. Thus, patients see dentistry as a good/service that is generally in competition with every other consumer good. While dentists would like to see themselves as healthcare professionals that do not need to advertise or "sell" themselves, that is simply not the case. While the book's author is the founder of 1-800-DENTIST and does make several (fairly well-placed, unsurprisingly) pitches for his company, in general his insight focuses on the fact that everything you do in your dental office, from the demeanor of you and your staff to the 'look' and style of the clinic, is marketing, and should be evaluated and treated accordingly. This is a great book!

Three words: Buy this book. There is so much in there to last your entire career and make significant improvements to your profitability and enjoyment of this profession of dentistry. Buy it for every member of your team...if they won't read it, then let them find a better place of employment that fits their attitude. Because this book WILL demand radical attitude and action changes! A must read (and reread...and mark up...then read again) for any dentist who wants have an impact beyond just the teeth alone.

This is one of the most interesting business books I have ever read. It is up-to-date and although it is written from the dentist industry practice perspective, I find this useful as a guide in my service business. This book is packed with lots of information that is useful right now for a business, especially a small business. Purchasing this book is a no-brainer.

Already part of a successful practice that does at least half of what is recommended in the book.

Can't wait to implement the rest.

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