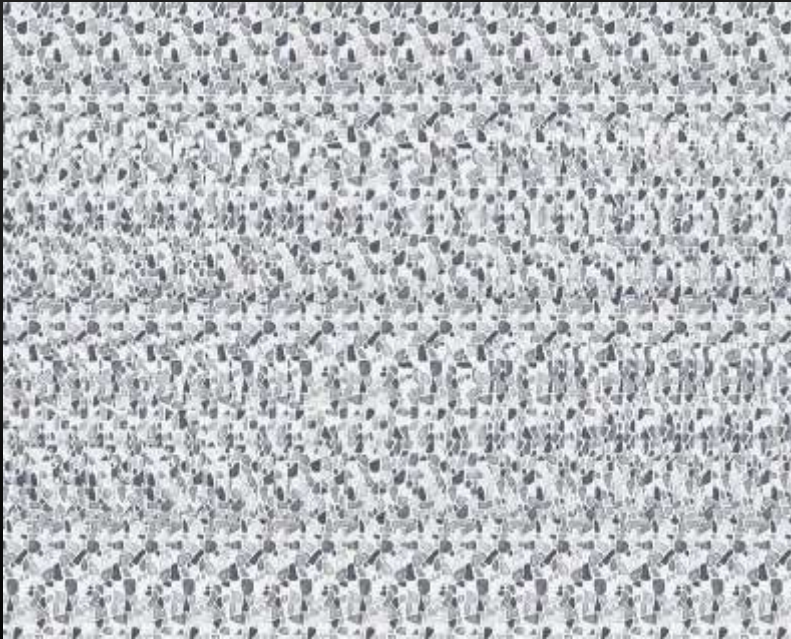


Cosmetic Dentistry Post COVID-19

Todd C. Snyder, DDS, FAACD,
FIADFE, ASDA, ABAD

1

What do you see?



YOU!

2

Dental School

- ◇ Set Schedule
- ◇ Fundamentals
- ◇ Map to Graduation



3

- ◇ No Training on:
 - ◇ Running a Business
 - ◇ Insurance Billing
 - ◇ Office Systems
 - ◇ Budget Skills
 - ◇ Annual Business Goals
 - ◇ Cosmetic Dentistry
 - ◇ Legal Issues
 - ◇ Sales Skills
 - ◇ Communication Skills
 - ◇ Marketing & Advertising



4

THE REIMBURSEMENT CRISIS

DENTIST EARNINGS WERE FLAT FOR 20 YEARS WITHIN A HIGH GROWTH MARKET!



The dental market grew 70% from 1990 to 2015...

...but general dentist earnings remained flat!

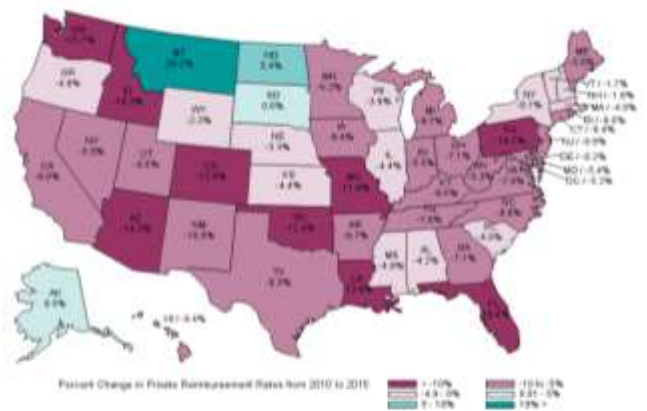
Source: ADA HPI Report: State of the Dental Market: Outlook 2018, December 2017

5

THE REIMBURSEMENT CRISIS

REIMBURSEMENT RATES DECLINED FROM 2010-2015 IN STATES THAT HOLD 99% OF ALL DENTISTS IN THE US!

Reimbursement rates increased in only 4 states during this time.



Source: ADA HPI Report: State of the Dental Market: Outlook 2016, December 2017

6

CONTENT VS COMPLACENT



Content is a state of happiness or satisfaction, being happy with where you are at. They can be hard working individual who makes goals and strives to something but is happy regardless of results.



Complacent is also an attitude but it is a negative one an opposite. is refusing to work to improve, the lack of caring of the outcome no matter what the result. So where are you?

7

Where are YOU?

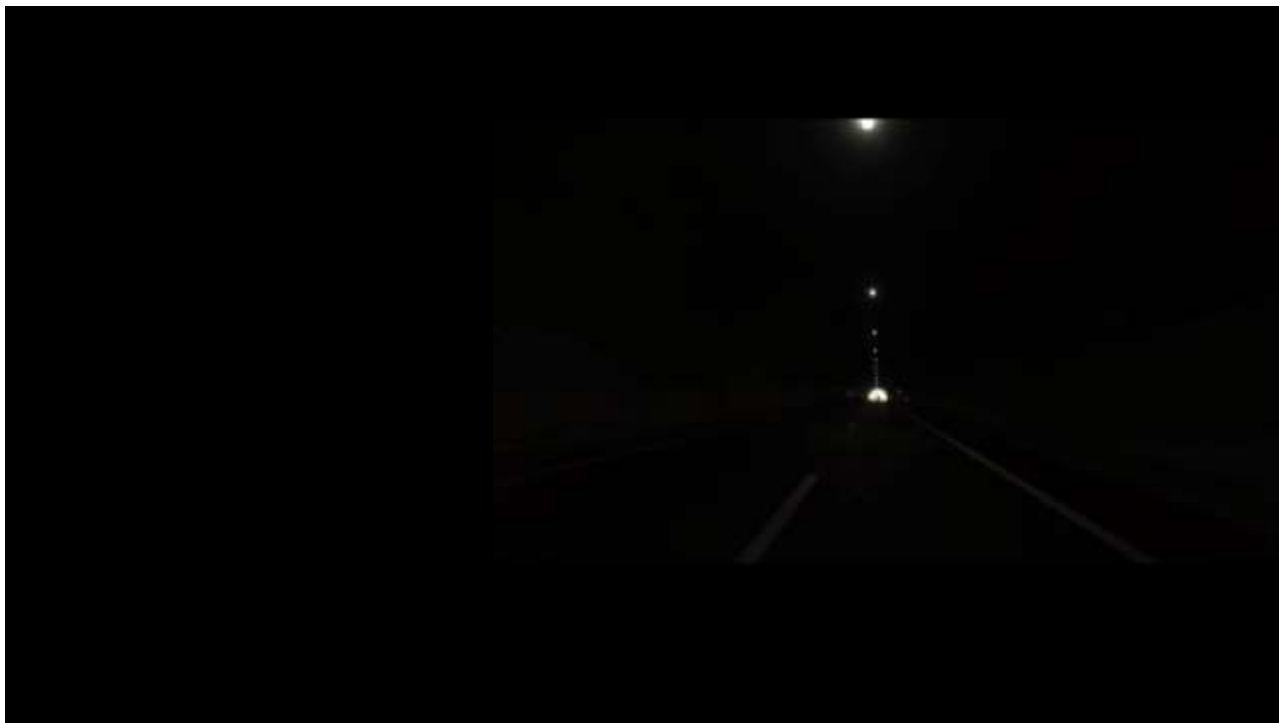
- ◆ Frustration
- ◆ Stress
- ◆ Burnout
- ◆ Fighting
- ◆ Financial Problems
- ◆ YOURS?????



8



9



10

YOU! are the Light at the End of the Tunnel!



11



12



13



14



15



16

YOU! are the Light in the Darkness!

17

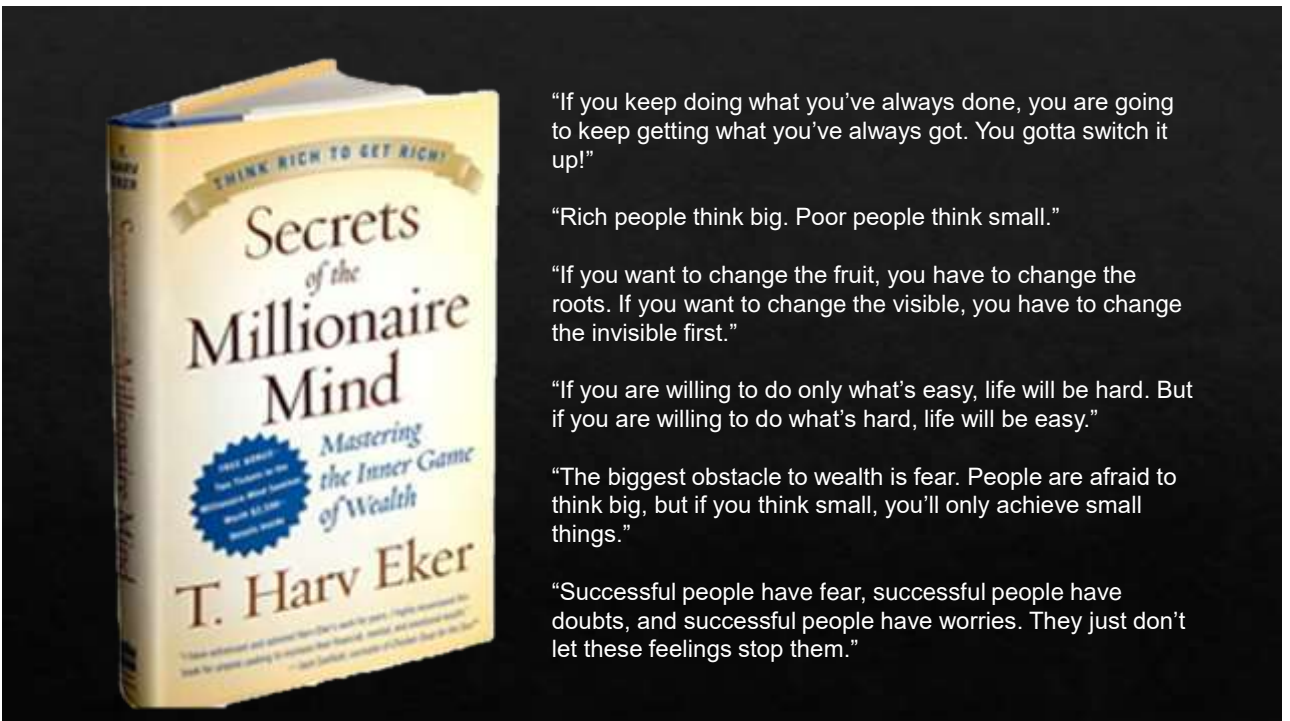


18

18



19



"If you keep doing what you've always done, you are going to keep getting what you've always got. You gotta switch it up!"

"Rich people think big. Poor people think small."

"If you want to change the fruit, you have to change the roots. If you want to change the visible, you have to change the invisible first."

"If you are willing to do only what's easy, life will be hard. But if you are willing to do what's hard, life will be easy."

"The biggest obstacle to wealth is fear. People are afraid to think big, but if you think small, you'll only achieve small things."

"Successful people have fear, successful people have doubts, and successful people have worries. They just don't let these feelings stop them."

20

Take Notes Your What & WHY?



- ◇ What type of practice do you have?
- ◇ What type of practice do you want?
- ◇ Why you have not gotten it yet.
- ◇ What is in your way?
- ◇ Why do cosmetic dentistry??
- ◇ Do you want to be a famous dentist amongst dentists?
- ◇ Or do you want to have more money and the freedom that it buys?
- ◇ Define your why??
- ◇ What is your Dream?
- ◇ How many days do you want to work?
- ◇ How many days do you want to be free?
- ◇ Do you want money? How much?
- ◇ Fame?
- ◇ Freedom?

21

Work on YOU!
Practice YOU Daily!

THE MORE
YOU SWEAT IN TRAINING
THE LESS YOU BLEED
IN COMBAT

22



23



24

“You don’t have to be great to start, but you have to start to be great”

Zig Ziglar

25



26

REALITY

- ◇ A dream written down with a date becomes a GOAL
- ◇ A goal broken down into steps becomes a PLAN
- ◇ A plan backed by action makes your Dreams Become REALITY!



27



28



INSANITY

“Doing the SAME Thing over and over again expecting a Different RESULT.”

—Albert Einstein

29



YOU!!

- Mindset
- Darkness/Fear/Comfort Zone
- Commitment
- Goals
- Leadership

30

Review

Define:

What the problem is.

Why is it a problem?

What is your S.M.A.R.T. Goal?

Plan

Execution by YOU!

31

TEAMWORK!

◆ You cannot do it alone!

32

Working Harder or Smarter?

- Look at your team
 - Is everyone trained to offer the same care and service repeatedly
- Protocols
 - Repetition and consistency
 - Scripts
 - Daily Procedures
- Accountability
 - Tracking & Monitoring Tasks
 - Business Phones



33

You Need A Coach.

- Corporate Dentistry has them
- Everyone needs assistance to excel
 - Staff training
 - Business advisors
 - Financial advisors
 - Marketing advisors
 - Retirement advisors



34

What happened to your piece of pie?



- More people working in the front than those producing the dentistry
- Layers of supervisors and managers, many of which have little or no patient contact
- A dental budget has:
 - rent at 5%
 - equipment at 5%
 - marketing needs at 3% to 10%
 - lab expenses at or more than 10%
 - dental supplies at 5%
 - total team expenses at 20%.
 - This item is one that you can control. It is the largest item in your budget. Most offices are staffed at closer to 30%.

35

97% of offices don't train.



36

An overwhelming majority of dentists report
staff-related issues as the
No. 1 stressor in their practices

Source: American Dental Association (ADA)

37

POOR EMPLOYEE TRAINING YIELDS:
3X more likely to leave
NEGATIVE IMPACT ON MORALE
STRESS!

Source: Harris Interactive Poll

38

Your business won't be profitable & your team won't be productive, if your environment is not healthy.

Avoid an environment that can be described by any of these

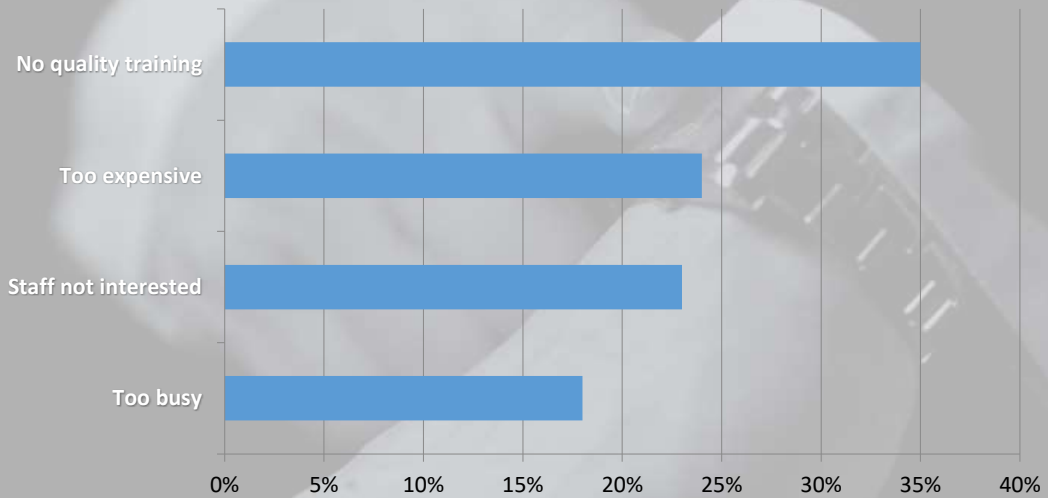
- Lack of expectations
- Lack of integrity
- Micromanagement
- Lack of trust
- Favoritism
- Lack of clarity
- Lack of communication
- Indifference
- Lack of recognition
- Lack of accountability

39



40

Training Barriers



Source: American Academy of Cosmetic Dentistry, The Digital Dentist, & All-Star Dental Academy 2014 Survey

41

Technology Online

- Efficiency 24/7
- Accountability



42



- 14 Modules
- Quizes
- Exam



Unit 1	Introduction Rapport
Unit 2	Foundation of Rapport
Unit 3	Fundamental Techniques in Handling People
Unit 4	Six Ways to Make People Like You
Unit 5	Mirroring & Matching
Unit 6	Outcome of Calls
Unit 7	How to Build Rapport
Module 5	Rapport 2: Personality types
Unit 1	The Know-it-All
Unit 2	The Storyteller
Unit 3	The Easy Peasy
Unit 4	The Rusher
Unit 5	The Informationalist
Unit 6	The Nervous Nelly
Unit 7	The Indecisive
Unit 8	The Price Shopper
Module 6	Rapport 3: Advanced rapport
Unit 1	Empathy
Unit 2	How Long to Build Rapport
Unit 3	VIP Process
Unit 4	Positive Language
Unit 5	Elements of the Rapport Process
Unit 6	Phone Success Quiz #02
Module 7	Engage: Foundation
Unit 1	Introduction to the Engage
Unit 2	What is Engage

43



SCHEDULING ADVANTAGE

- 13 Modules
- Quizes
- Final Exam



Module 5	Working with Emergencies
Unit 1	Emergencies
Unit 2	Scheduling Quiz #01
Module 6	Broken & Changed Appointments
Unit 1	Introduction
Unit 2	Broken Appointment Policy
Unit 3	Handling Broken Appointments
Unit 4	Broken Appointments COSTS
Unit 5	What patients must know
Unit 6	Important Points
Module 7	Confirmations
Unit 1	Confirmations
Module 8	Early and Late Patients
Unit 1	Early and Late Patients
Unit 2	Scheduling

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Home Courses Resources My Notes Expert Webinars Study Clubs Forum Support Logout

Resource Library

Search this website ...

Action Plan: Doctors
Start Now: Doctors
Doctors member guide to ongoing success with All-Star Dental Academy.
[Download](#)

Action Plan: Team
Start Now: Team
Team member guide to ongoing success with All-Star Dental Academy.
[Download](#)

Banish Broken Appointments Guide
Broken and rescheduled appointments have a massive negative impact on the health of your practice. This ebook helps you begin the process of putting together policies and training for your team to reduce or eliminate this insidious chain on practice pr...

Site Map

- Home
 - Manage Team
 - Start Here: Doctors
 - Start Here: Team
 - Tour
 - Instructors
 - Terms of Service
- Courses
 - Quick Start
 - Phone Success
 - Scheduling Advantage
- Resources
- My Notes

45

97% of offices don't train.



(954) 323-2220

1. Telephone Skills
2. Customer Care Protocols/Scheduling
3. Team's Role/Training
4. Resource Library
5. 24/7



46



47



48



49



50

Why Mobile Payments

Fast & Convenient

Keep payment data off your network

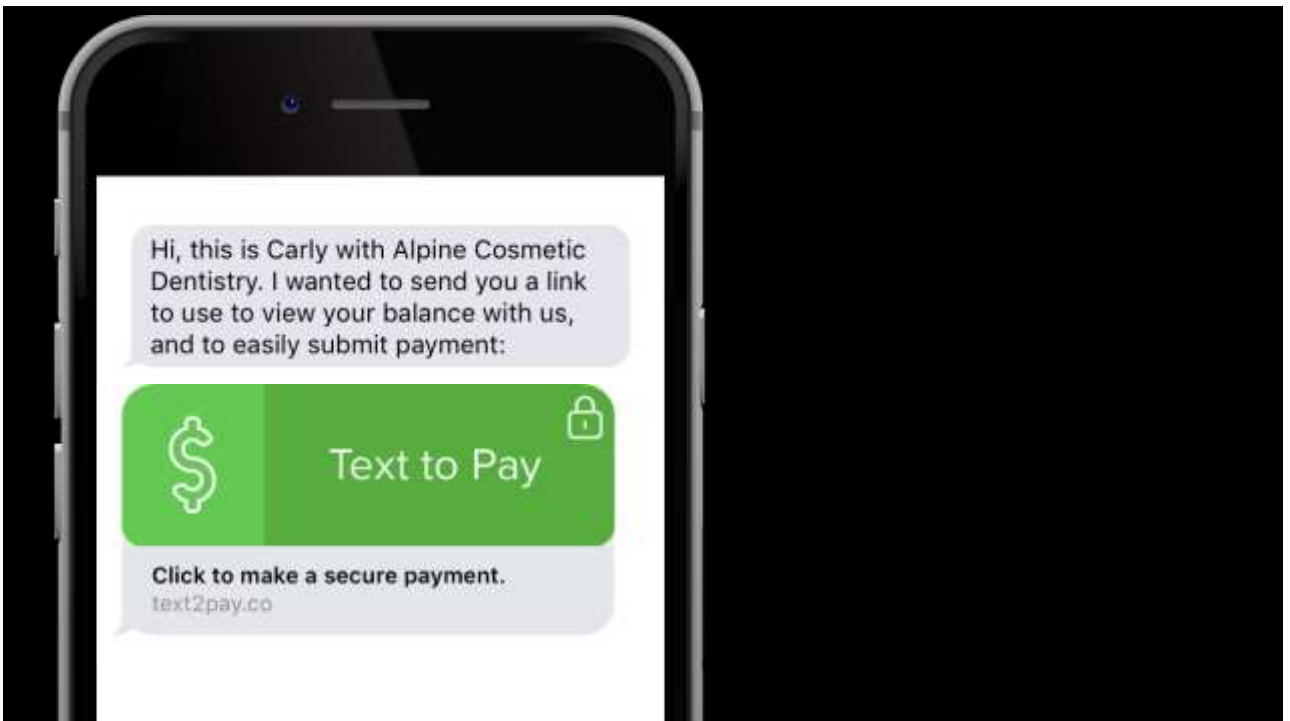
80% growth from 2015 - 2020

70% pay the day of mobile invoice

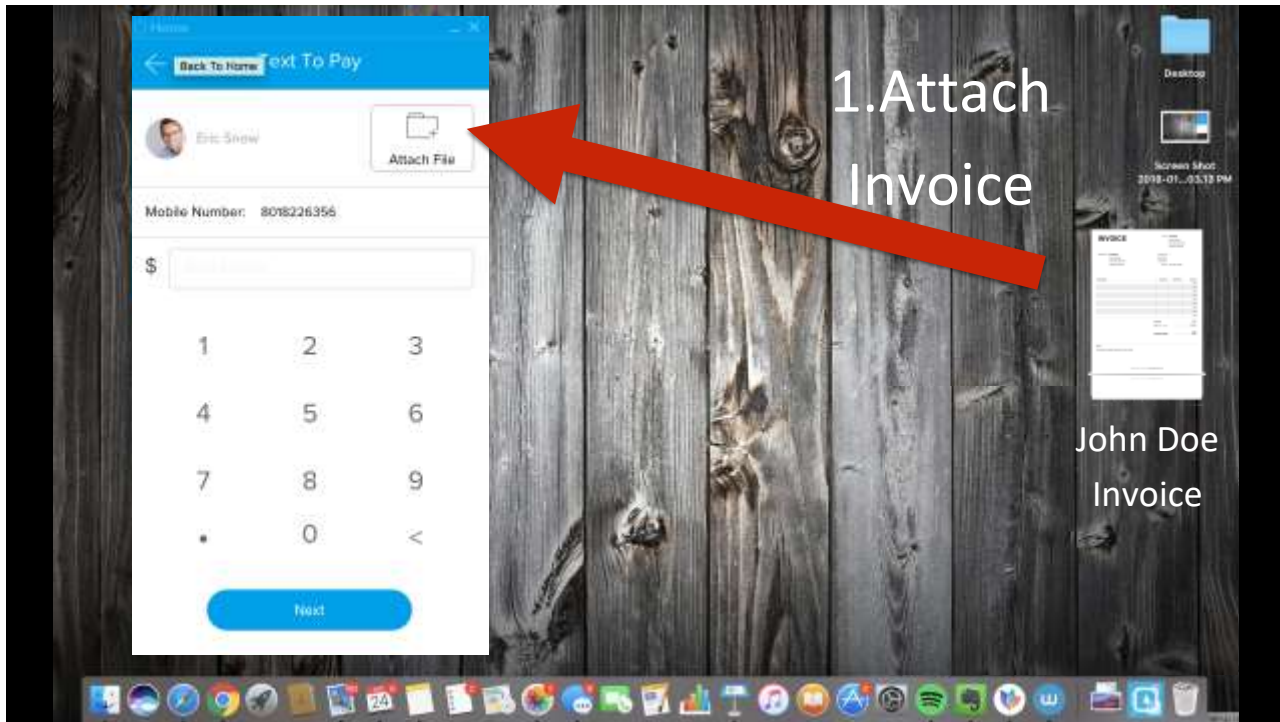
65% of Millennials prefer mobile pay



51



52



53



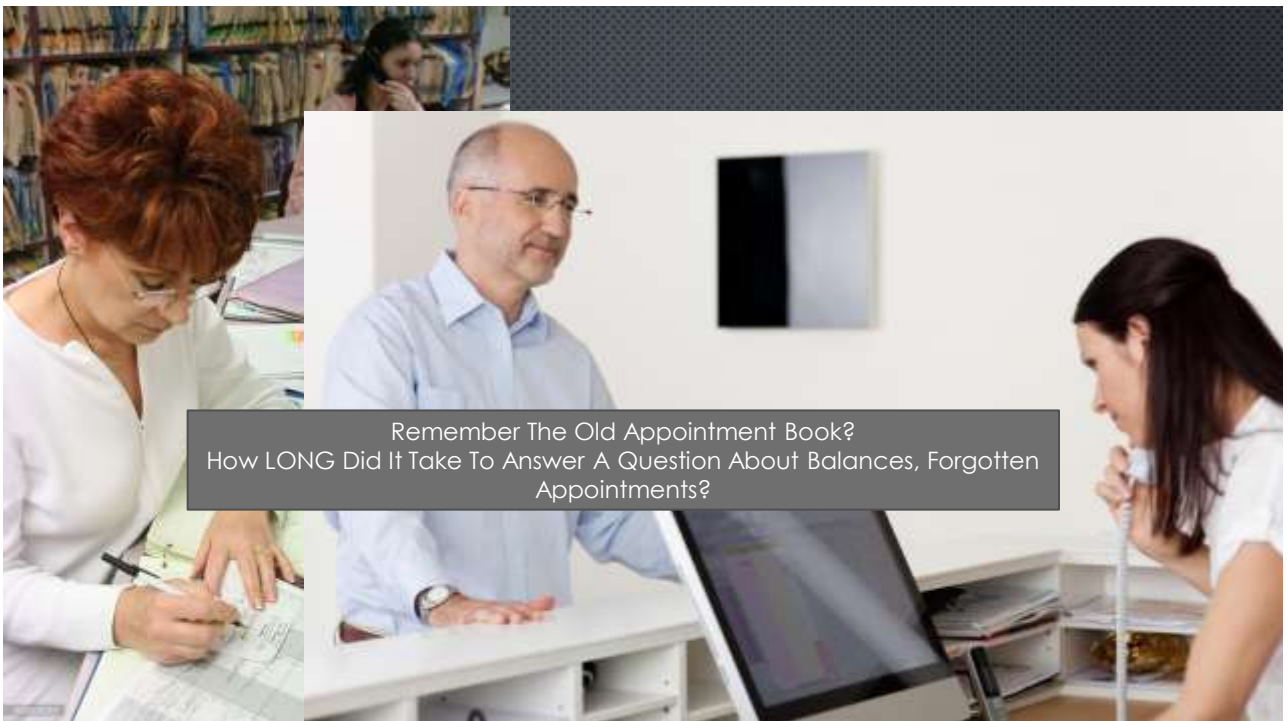
weave

54



weave

55



56

Patients..

- Attention Spans Have Dropped
- People Want Immediate Gratification/Results
- Post Cards, Mailers, Yellow Page Ads, Commercials.....are dying.
- Who are you?
- Why you?
- What do you offer?
- EMOTION...



57

Google dentist in laguna niguel ca

← Rating ▾ Hours ▾

Aesthetic Dental Designs 5.0 ★★★★★ (120) · Cosmetic den... 25500 Rancho Niguel Rd #230 (949) 643-6733 Closed · Opens 8AM Mon	WEBSITE DIRECTIONS
Sea Country Dental: Murray Hugh E DDS No reviews · Dentist 32341 Golden Lantern # B (949) 496-7910 Open · Closes 2PM	WEBSITE DIRECTIONS
Laguna Niguel Dental Office: Rahnama Houman DDS 5.0 ★★★★★ (2) · Dentist 28940 Golden Lantern # H (949) 363-2010 Closed · Opens 10AM Mon	DIRECTIONS
Springer Mae Lee DDS No reviews · Dentist 30131 Town Center Dr (949) 495-4500 Closed · Opens 9AM Mon	WEBSITE DIRECTIONS

Aesthetic Dental Designs

5.0 ★★★★★ 120 Google reviews
Cosmetic dentist in Laguna Niguel, California

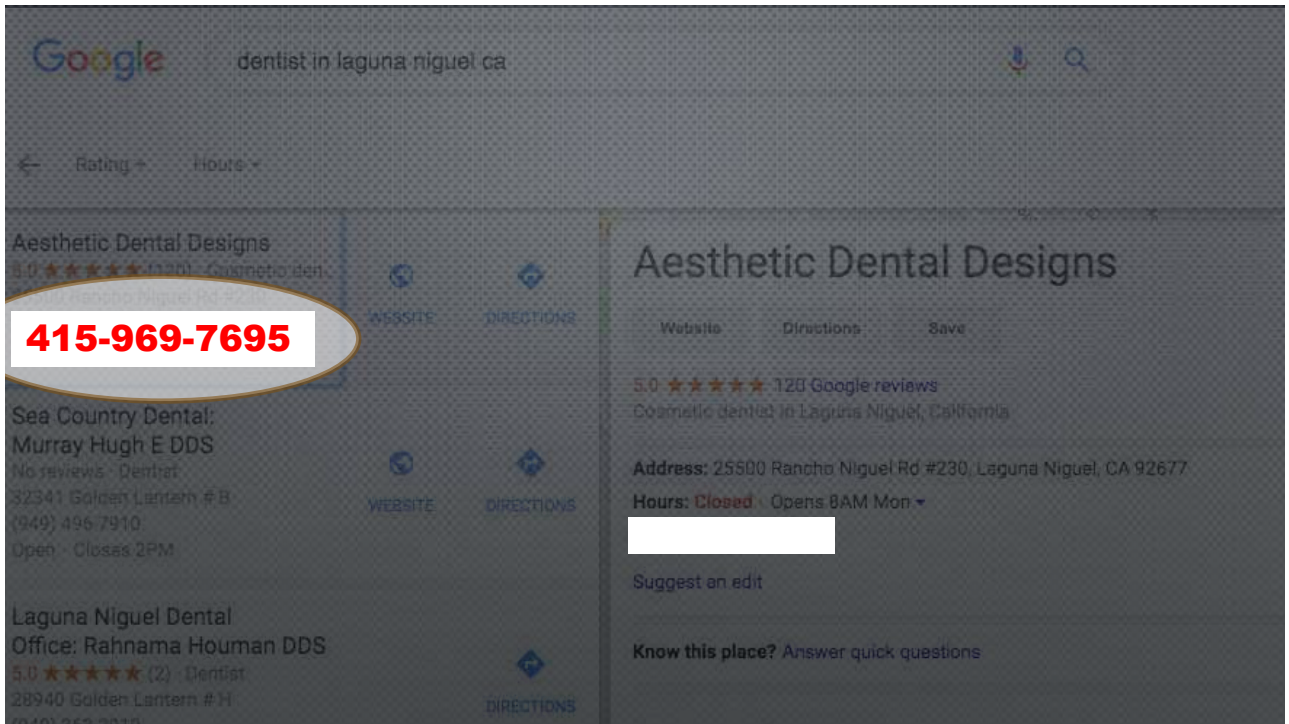
Address: 25500 Rancho Niguel Rd #230, Laguna Niguel, CA 92677
Hours: **Closed** · Opens 8AM Mon ▾
Phone: (949) 643-6733

[Suggest an edit](#)

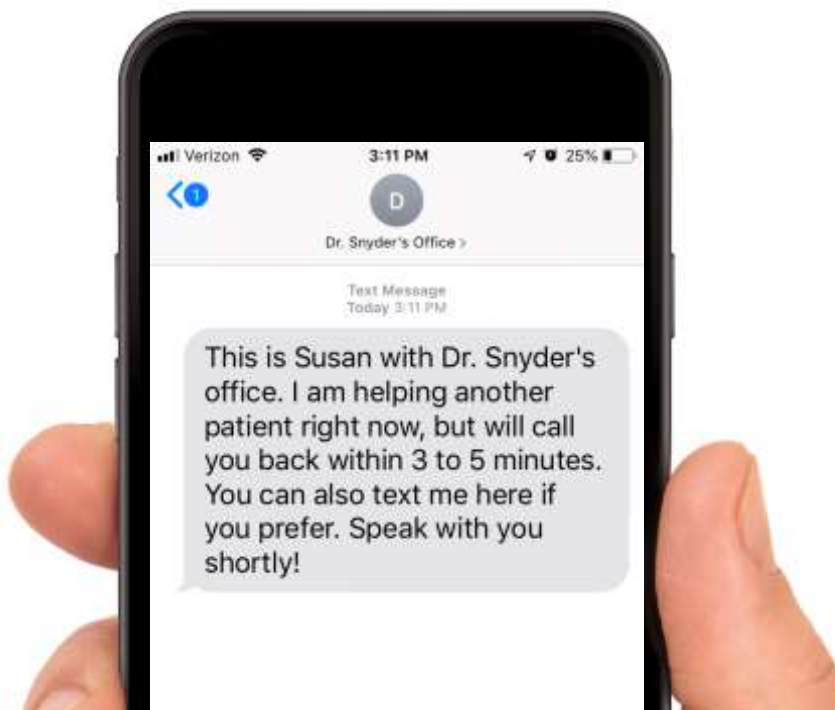
Know this place? Answer quick questions

Questions & answers
Be the first to ask a question [Ask a question](#)

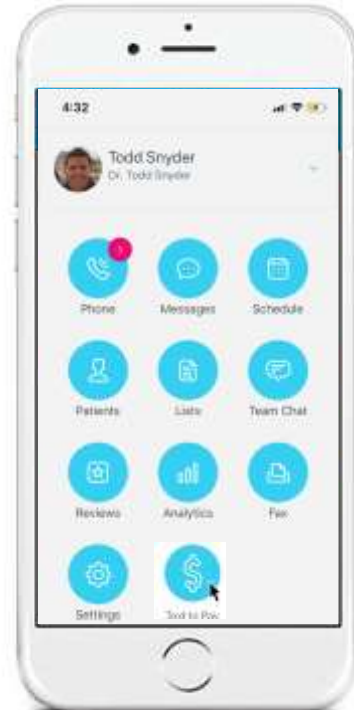
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60



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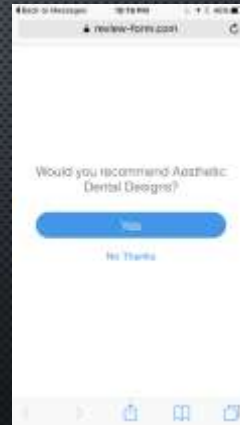
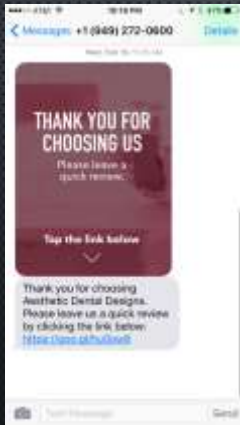
TEAMWORK

- AUTO CONFIRMS APPOINTMENTS AND ADDS TO THE PRACTICE MANAGEMENT SOFTWARE
- ANALYTICS
- MASS EMAILING, FAX, TEXT, PAY BY PHONE
- AUTO BIRTHDAY MESSAGES
- AUTO PROPAGATION OF MESSAGES
- EASY TO IMPLEMENT WITH MINIMAL TIME TO USE.
- IMPROVE BUSINESS OPPORTUNITIES DRAMATICALLY
- CUTS DOWN ON CURRENT EMPLOYEE TIME BY STREAMLINING MANY TASKS
- SAVES MONEY ON TRADITIONAL PROCEDURES
 - LESS POSTAGE
 - LESS PAPER GOODS
 - LESS EMPLOYEE TIME

62



REVIEWS TEXT MESSAGE



63



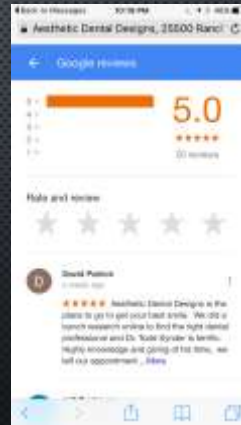
REVIEWS TEXT MESSAGE



64



REVIEWS TEXT MESSAGE



65



66



67

WEAVE IS THE BEST SOFTWARE TOOL I OWN

- IT LETS ME DO MORE IN LESS TIME THAN WHAT IT WOULD TAKE THREE PEOPLE TO DO IN AN HOUR.
- IT REPLACES YOUR EXISTING PHONE WITH A VOICE OVER INTERNET PHONE THAT ATTACHES TO YOUR PRACTICE MANAGEMENT SOFTWARE.
- IT GIVES YOU THE ABILITY TO CUT YOUR PHONE BILL AND BE REPLACED WITH A MODERN PHONE PLATFORM THAT ALLOWS YOU TO.
 - TEXT YOUR PATIENTS
 - RECORD ALL PHONE CALLS
 - AUTOMATED APPOINTMENT REMINDERS, FOLLOW-UPS, POST-OP NOTICES, BIRTHDAY GREETINGS, AND MORE
- COLLECT BALANCES INSTANTLY VIA TEXT
- SEE UNSCHEDULED PATIENTS AND HAVE THE ABILITY TO INSTANTLY SEND AUTOMATED TEXT MESSAGES TO FILL GAPS IN THE SCHEDULE
- NEWSLETTERS AND PROMOTIONS, ANALYTICS, FAX MACHINE
- SO MUCH MORE..... YOU HAVE TO GET A DEMO IT IS AMAZING!!
- THE COST IS TYPICALLY THE SAME AS YOUR EXISTING PHONE BILL BUT YOU GET RID OF YOUR PHONE, FOR THE SAME COST YOU REPLACE IT WITH SOMETHING BETTER THAT MAKES MONEY!

68

“People won’t
REMEMBER
what you did or said, but they
will remember
HOW YOU MADE THEM FEEL”

- Maya Angelou

69

EVERY NEW PATIENT GETS A TEXT OR EMAIL AFTER THEIR FIRST APPOINTMENT

- PUT THEIR NAME ON IT AND SOMETHING UNIQUE FROM THE APPOINTMENT THAT THEY WOULD REMEMBER. (HAVE YOUR STAFF SEND IF YOU WANT.)
- THANK THEM FROM YOU AND THE STAFF FOR THEIR HAVING CHOSEN YOU AND THAT YOU HOPED YOU AND YOUR STAFF EXCEED THEIR EXPECTATIONS
- YOU CAN THEN ADD LINKS TO YOUR SOCIAL MEDIA, BLOG, YOUTUBE, PODCAST, REVIEW LINKS
- RE-EMPHASIZE THE TIME AND EXPERIENCE YOU GAVE AND WHY THEY NEED TO SHOW UP ON TIME AND THAT YOU SEE ONE PATIENT AT A TIME

70

Review

LEADERSHIP

ACCOUNTABILITY

TRAIN your Team

Give them TOOLS for Success

Create OPPORTUNITIES

Give them APPRECIATION (think of the 4 love languages)

71

COSMETIC DENTISTRY!

- ◆ ITS EVERYWHERE!!
- ◆ IF YOU KNOW WHERE TO LOOK

72

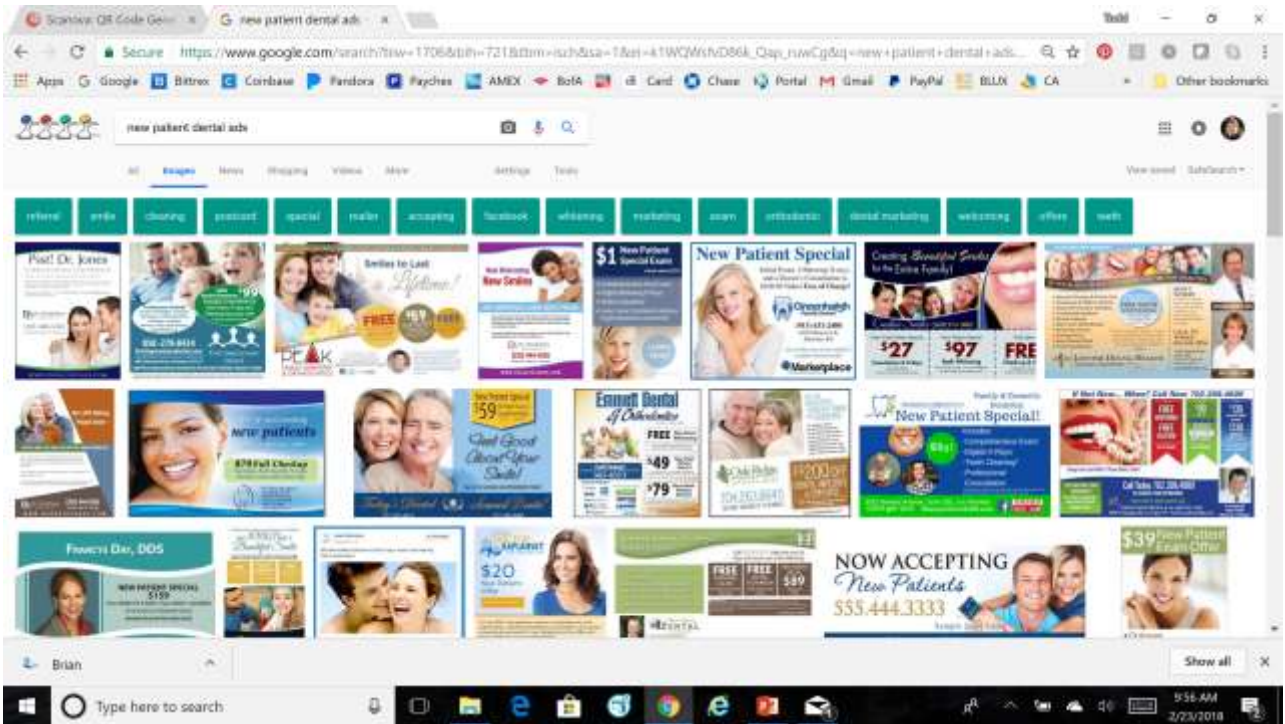
According to the American Academy of Cosmetic Dentistry 50% of patients are unhappy with their smiles and 3 out of 5 people will invest in their smiles.

73

Consumer/Patient Impression

- Do they know what a Cosmetic Dentist is?
- Do they perceive you are one?
- Will they go somewhere else because they think you are a family dentist?
- Do they think you are capable of providing a great smile for them?
- How can you alter their perception?
- What is your brand image?
 - Your office appearance?
 - Website?
 - Your ads?
 - Your social media?

74



75

Modern Tools**

<p>Invest in technology.</p> <ul style="list-style-type: none"> -Office iPad (Large) -35mm Digital Camera -Big Lobby Television -Software Systems 	<ul style="list-style-type: none"> Personal Case Books Office Displays Referral Cards Gift Cards Custom Smocks & Bleach Kits
---	---

76



77



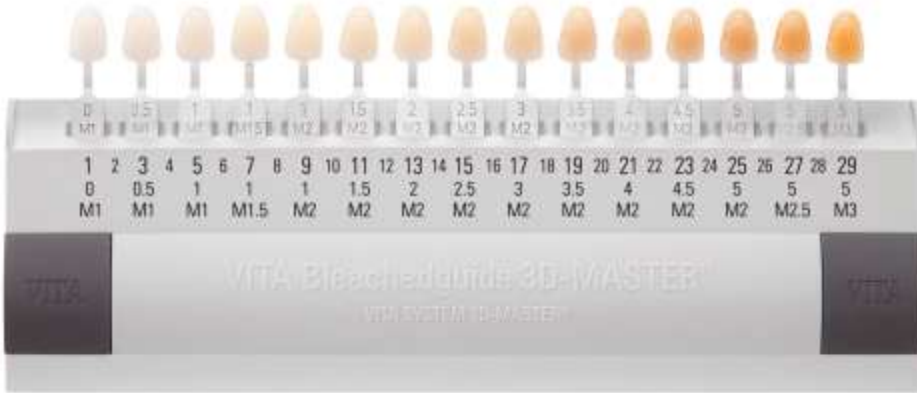
One of the most powerful & fastest tools you own to create cosmetic opportunities??



78

#1

Start Here



Immediate Call to Action Motivator

79



Over-the-Counter **Teeth Whiteners**: \$1.4 billion (MSNBC) ... (Consumer Reports).

80

Over The Counter Whitening



81

Whitening



82



83

Opalescence Go Sample Tower



84

Opalescence **GO!**

- *Fast, Easy, Effective, Better Experience*
- *Convenient & affordable professional whitening to **GO***
- *Pre-loaded, disposable UltraFit™ tray for a custom-like fit*
- *Molar-to-molar coverage*
- *No chair time*



85

“Total annual revenue in the teeth whitening industry topped \$11 billion at the beginning of 2015, with \$1.4 billion spent on teeth whitening products. These figures suggest a steady annual increase in the teeth whitening market industry, which is expected to continually climb over the next 10 years” AACD Research

86



87

Cosmetic Alterations

- How many of you want to buy something sight unseen?
- How many of you want to experience something first before investing?
- Your patients are no different!
- They are concerned about how it will look and feel. They want to be excited and happy!
- Don't Just Tell.....

Show & Tell!



88

The Key to Success:

Visualization

What is the patient's perception or desired outcome in their mind to create the EMOTION and DESIRE?

89



75% of all Learning is Visual

90



91



92

What do they want or envision?
Look at books or your cases.
Bring in examples of smiles.



93

Everyone has an
opinion & priorities
How WHITE?
Translucency?
What Texture?
Color Transitions



94

What about example pictures?



95

Photographic Manipulation

- Cosmetic “Imaging” Software
 - SmileFy app
 - PreVue app
 - SmileVision
 - DentalGPS
 - DSD
- Digital Agents
 - Virtual Smiles (\$125/image)
 - DreamSmiles (<\$4000 a year?)
- Ivoclar/Kapanu?

#2



96



When you hand a Digital Simulation to your patient, you plant a seed of what is possible, a constant reminder of what their potential new smile can be. They can show it to their friends and family, you can put a copy in their chart for follow-up, have them hang it on their refrigerator...!

97

Aesthetic Dental
CENTERS

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Web: www.aestheticdentalcenters.com



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February 18, 2020

<https://prevudental.com/>

An enhanced smile for Briette [REDACTED] provided by Dr. Todd Snyder

99



100



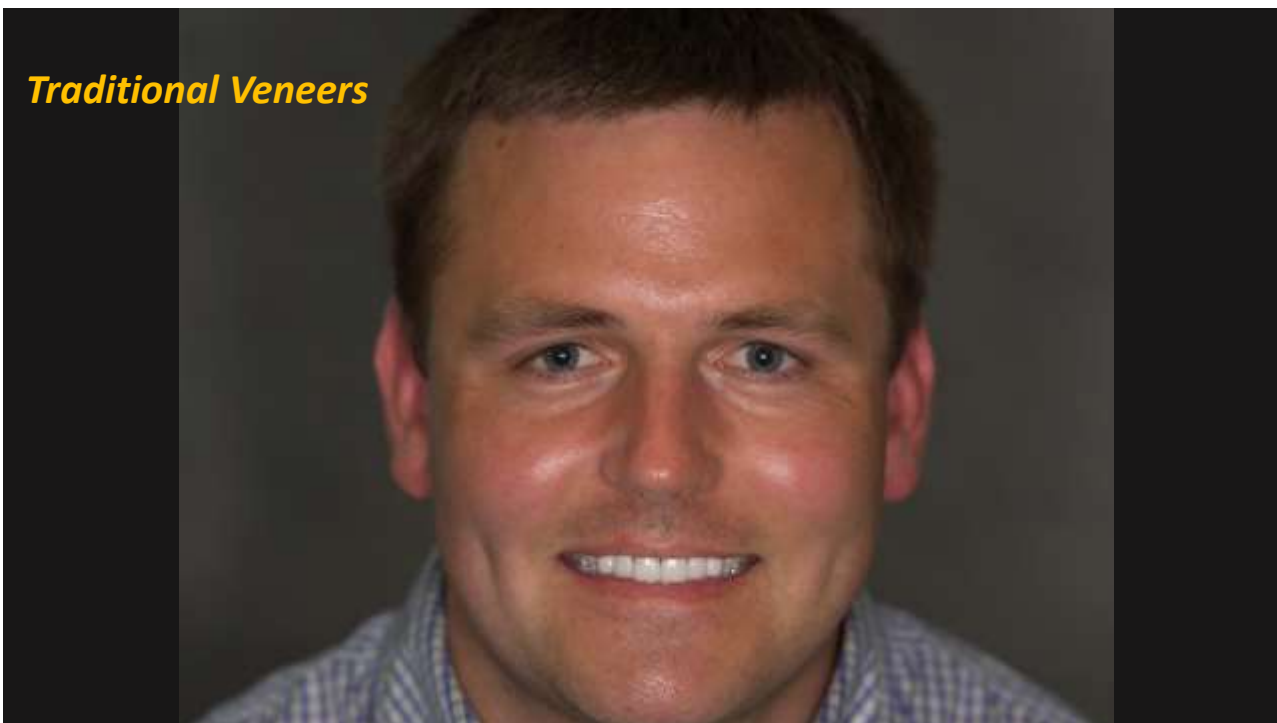
101



102



103



104



105



106



107



108

Do you know "THEIR" desired outcome?



109



110



111



112



113



114

Minimal Prep Case: 3

- Waxup
- Mockup
- Preparation
- Provisional
- Bonding to Enamel
- Material Options



Minimally Invasive Veneers....
Why? Benefits??

115



Baseline Provisional Mockup

116



Mockup

117



Depth Cuts

118



Photos for Laboratory Technician

119



Provisional Restorations

120



Final Restorations

121



Provisionals Mimic The Final Restorations

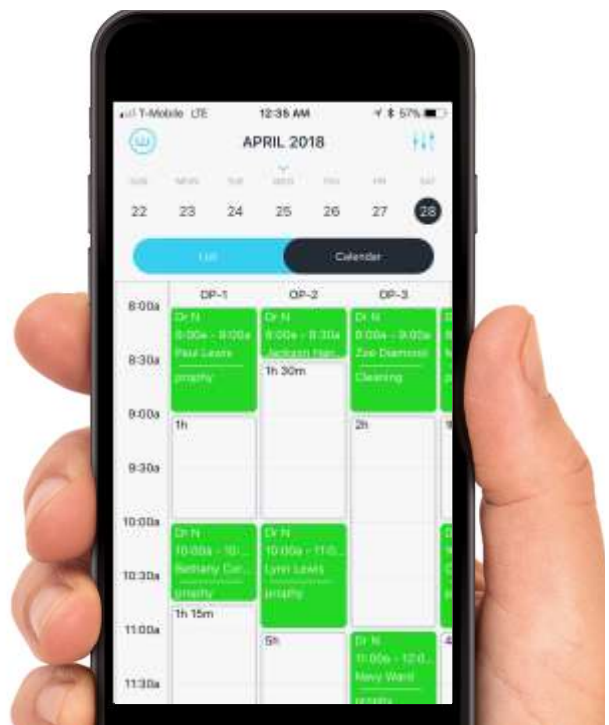
122



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5 Minute Plan

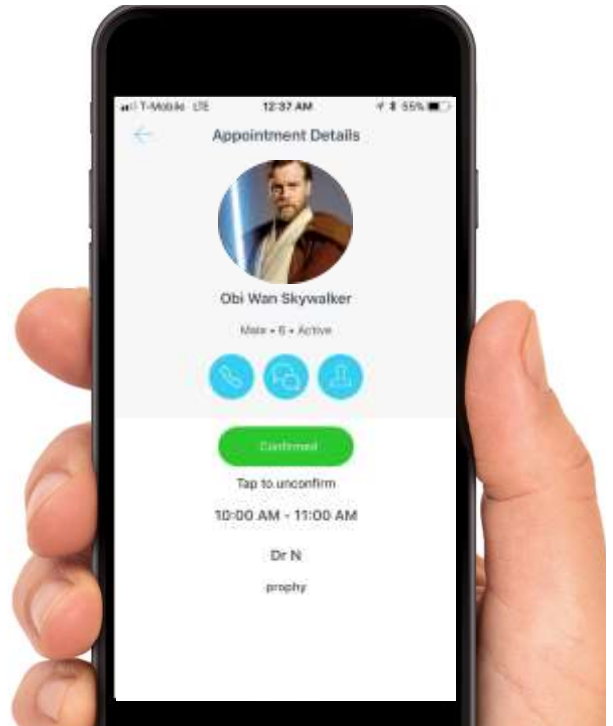
- EVERY new patient
- Post-op Follow-up
- Pre-op Information



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5 Minute Plan

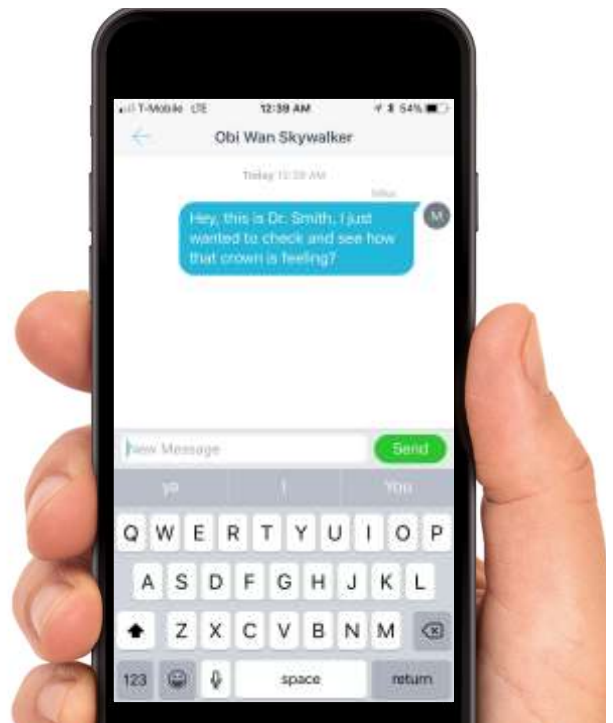
- EVERY new patient
- Post-op Follow-up
- Pre-op Information



125

5 Minute Plan

- EVERY new patient
- Post-op Follow-up
- Pre-op Information



126

#5



127

Provisionals

- Visalys (Kettenbach)
- TempSmart (GC America)
- Inspire (Clinician's Choice)
- Luxatemp Ultra (DMG)



128

Simplified Provisionals**



Siltech Putty Matrix

CONTINUING EDUCATION

BEAD LINE VENEER PROVISIONAL RESTORATIONS

Paula Spector, DDS*

Patient expectations for aesthetic restorations, particularly in the anterior region, have extended to the delivery of bead-line-free provisionals during the joint immediate/transition period. Contemporary provisionals serve to diagnose both clinical defects, and construction devices to improve the patient's existing condition and ensure development of an optimal restoration. This article discusses the use of the Impression Plus to provide improved aesthetics and speech while delivering a bead-line-free veneer provision.

Learning Objectives:
 This article contains the use of an efficient provisionalization technique to provide improved function, periodontal health, and aesthetics during the immediate/transition period. Upon completing this article, the reader should:

- Recognize the role of the provisionalization period as a critical aesthetic and form.
- Understand the procedure required to ensure aesthetic provision fabrication using a working model and new impression.

Key Words: provisionalization, anterior, aesthetics, new impression, bead line, work!

*Dental Practice, Laguna Hills, California; provisional, Universal Bond, California; Seal-Bond, 484, 10108 Avenida Miguel Ruiz, Suite 200, Laguna Hills, CA 92653; Dr. Spector@drps.com • Email: spector@dentalspecialty.com • Website: www.dentalspecialty.com

Pract Proced Aesthet Dent 2009;21(3):E1-E7

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Cosmetic Provisionals (Bead Line Technique)

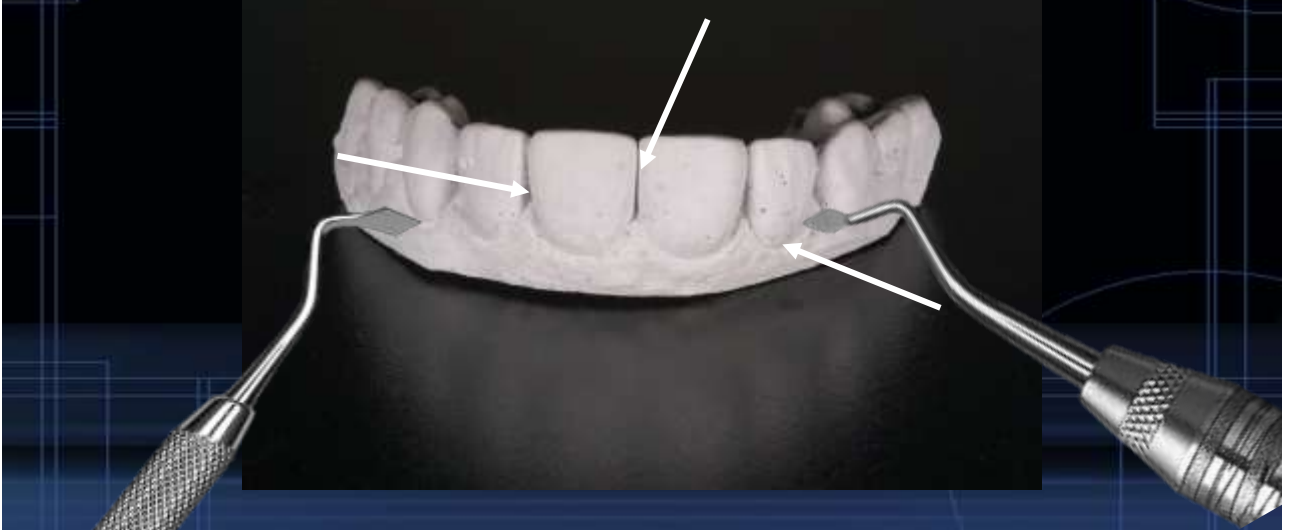


Bead Line Veneer Provisional Restorations. Pract Proced Aesthet Dent 2009;21(3):E1-E7.

130

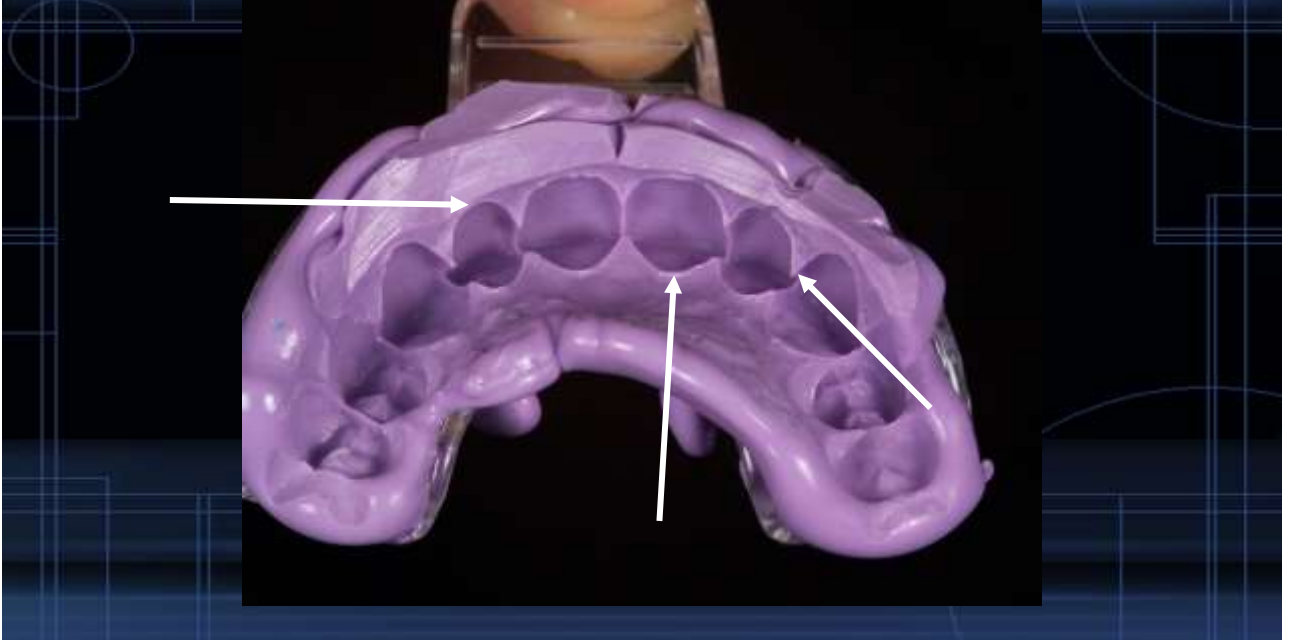
Cosmetic Provisionals (Bead Line Technique)

Scribe a 0.5mm-1mm groove into tissue & a little on tooth

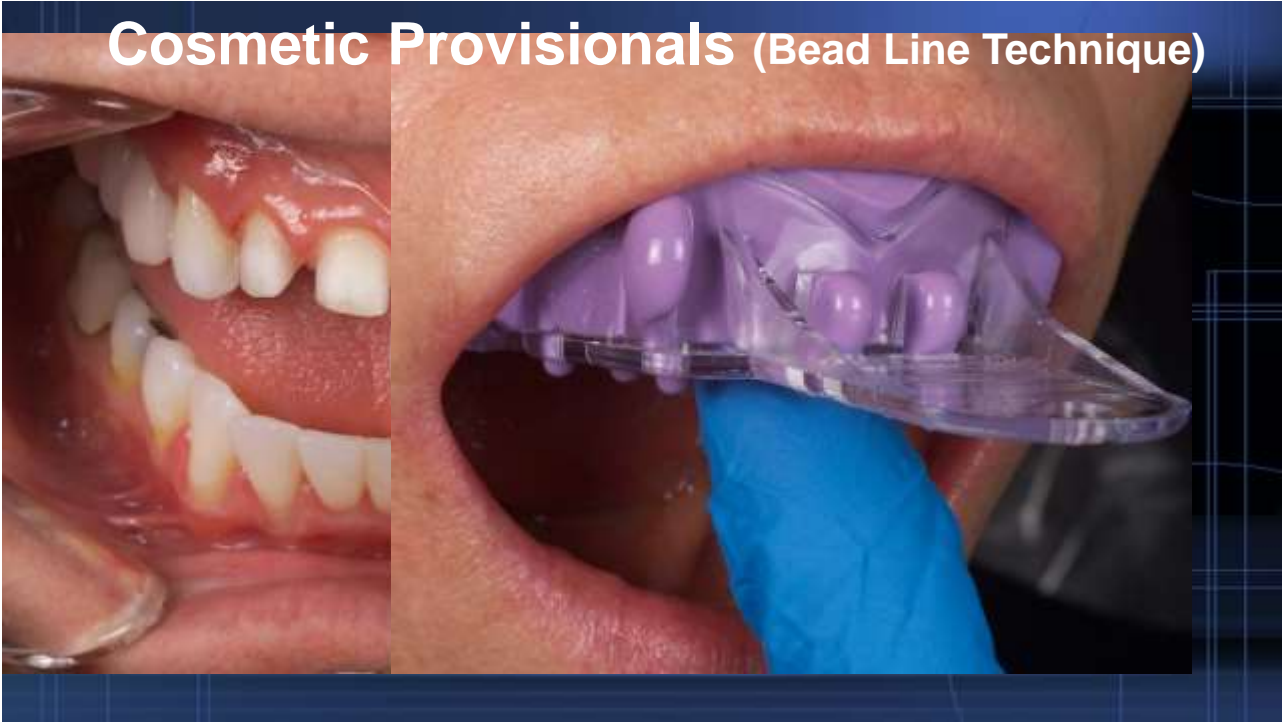


131

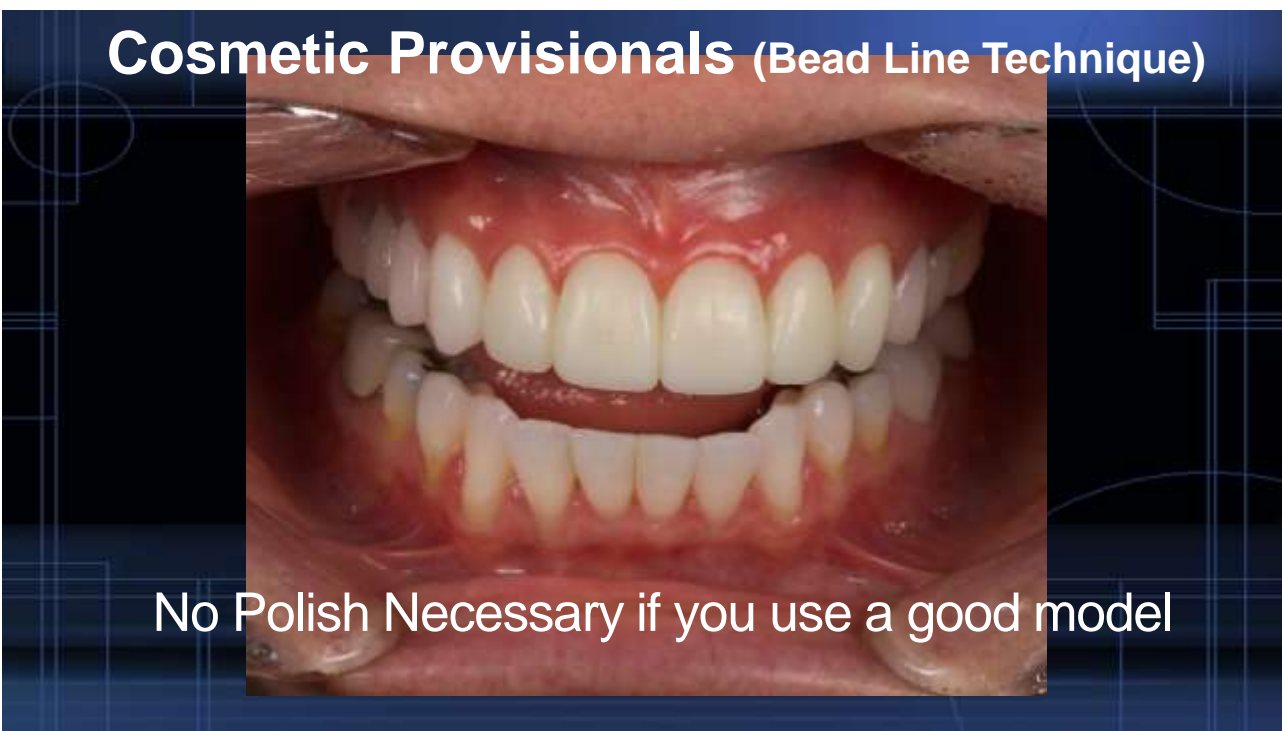
Cosmetic Provisionals (Bead Line Technique)



132



133



134

Cosmetic Provisionals (Bead Line Technique)



135

Cosmetic Provisionals (Bead Line Technique)



136

Cosmetic Provisionals (Bead Line Technique)



137



138

Kettenbach

Panasil Initial Contact (VPS)

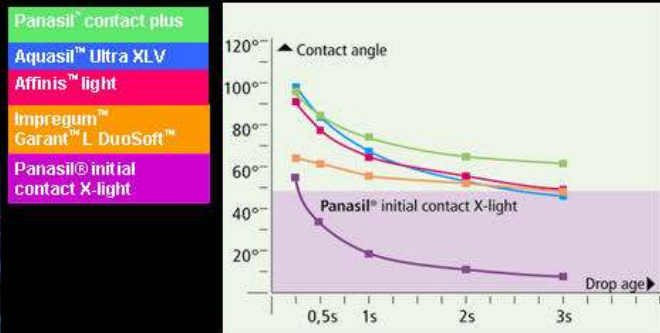


139

Kettenbach

Panasil Initial Contact

- Lowest contact angle of any VPS impression material
- Fast set and Regular set



140

Cracked tooth

Kettenbach



141

Panasil Initial Contact

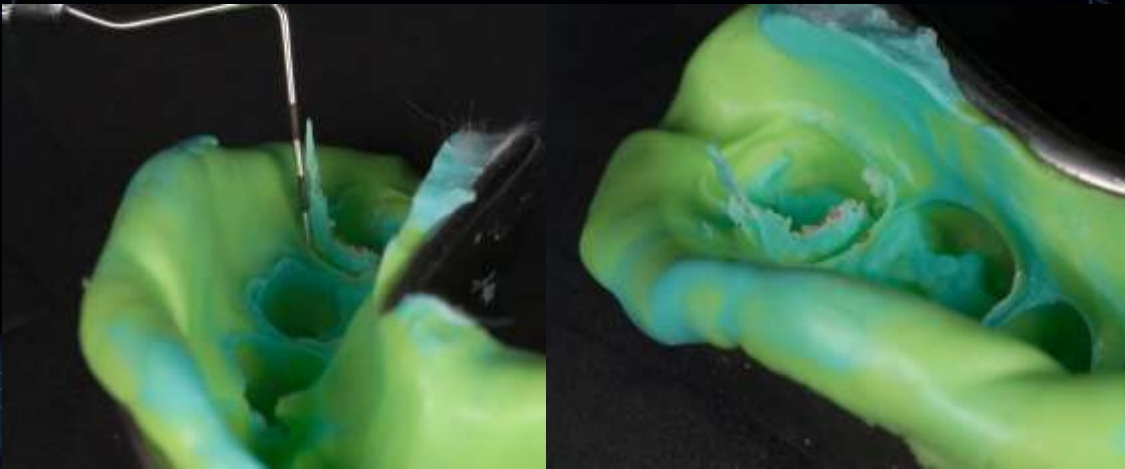
Kettenbach



142

Panasil Initial Contact

Kettenbach



143

Identium (Vinylsiloxanether-VSXE)

Kettenbach



144

Kettenbach

Identium for single teeth



145

*Identium for multiple teeth
-two cord technique*



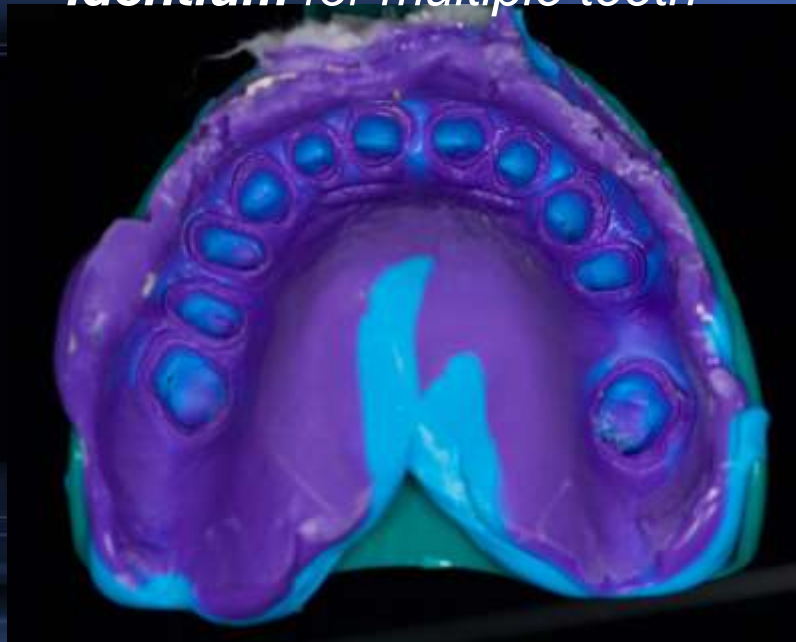
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Identium for multiple teeth



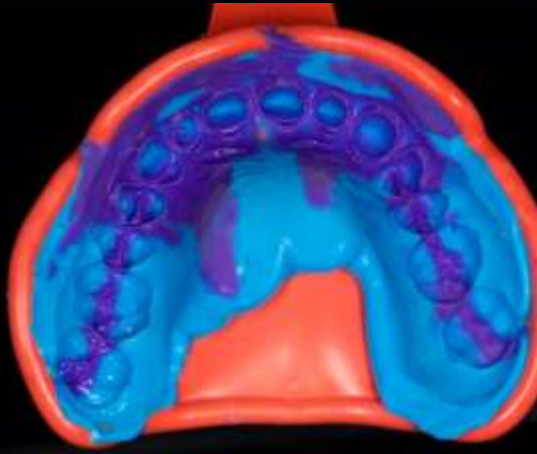
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Identium for multiple teeth



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Identium for multiple teeth
Make cases easy



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Make cases easy, make your patients happy



150

Make cases easy, make your patients happy



151

COMPOSITE CORE MATERIAL



Visalys Core *(Kettenbach)*



THE DENTAL ADVISOR

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MARKETING

- ◇ Changing a filling
- ◇ Fixing a cavity
- ◇ Doing a crown
- ◇ Any dentist
- ◇ OR YOU- “YouNique-ness” Your “SINGULARITY”

154

TRADITIONAL MARKETING

- ◇ Business Profiles on Google, Bing, Yahoo
- ◇ Website and Facebook pages for your practice
- ◇ PPC
- ◇ Cards for your patients to give friends seeking referrals
- ◇ Signage in your office
- ◇ Writing articles for local newspapers and blogs
- ◇ Print ads
- ◇ Direct mail

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MODERN MARKETING

- ◇ Facebook ads
- ◇ Instagram ads
- ◇ Google ads
- ◇ Online videos
- ◇ Podcast
- ◇ Funnels
- ◇ Reverse Targeting

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DEFINE

- ◇ **Marketing** refers to preparing a product for the marketplace.
- ◇ **Advertising** is making your product and service known to an audience or marketplace.
- ◇ **Advertising** is a specific step of **marketing**.
- ◇ **Advertising** uses the data and research collected by **marketing** strategies to best communicate the brand.

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Your Ideal
Patients....



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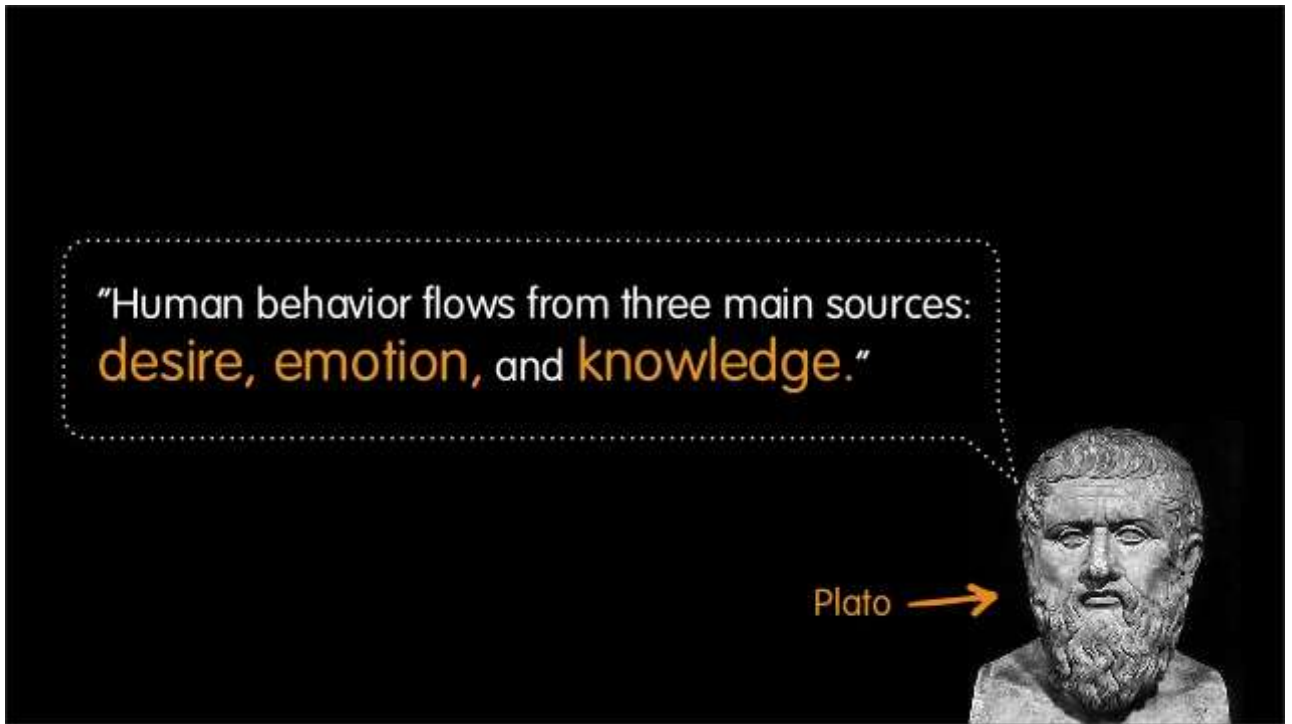
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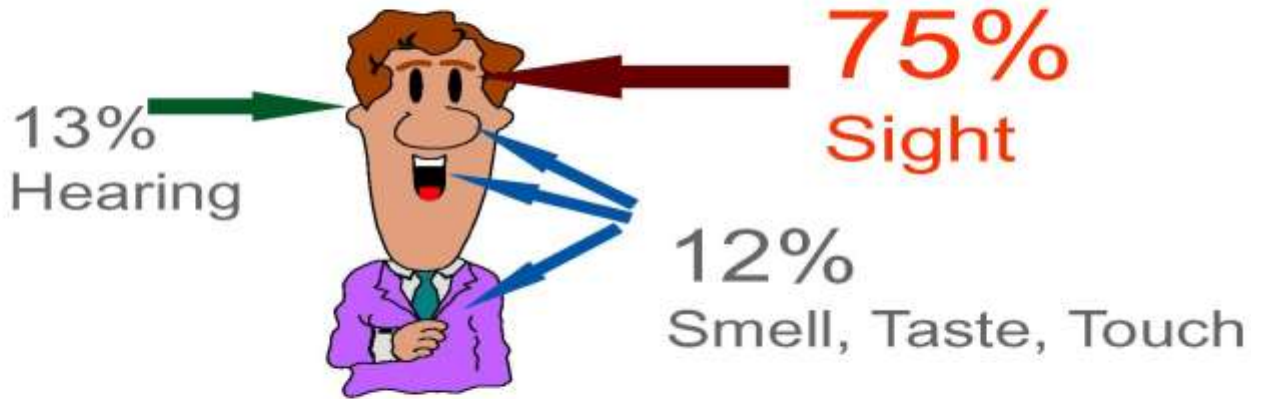
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75% of *all* Learning is Visual

169

Funnels, Ads, Animations, Videos, Email Campaigns, eBooks and Text Messages



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171

Everyone is a Cosmetic Dentist?

- ◆ Patient perception
- ◆ Marketing Message
- ◆ Do one thing well or do you do everything?
- ◆ Websites, Instagram everyone can do veneers.
- ◆ OR are they?
- ◆ They are selling a product.... You are selling an EMOTION, Experience and a Better Life
- ◆ They are selling a fee.... You are selling an EMOTIONAL DESIRE & VALUE

172

“YouNique-ness”

- ◇ YOU
- ◇ Who?
- ◇ Why?
- ◇ Your **SINGULARITY**

173

Personal Development...

Public Speaking & Sales Training

- Dale Carnegie
- Toastmasters
- Online & Live Groups



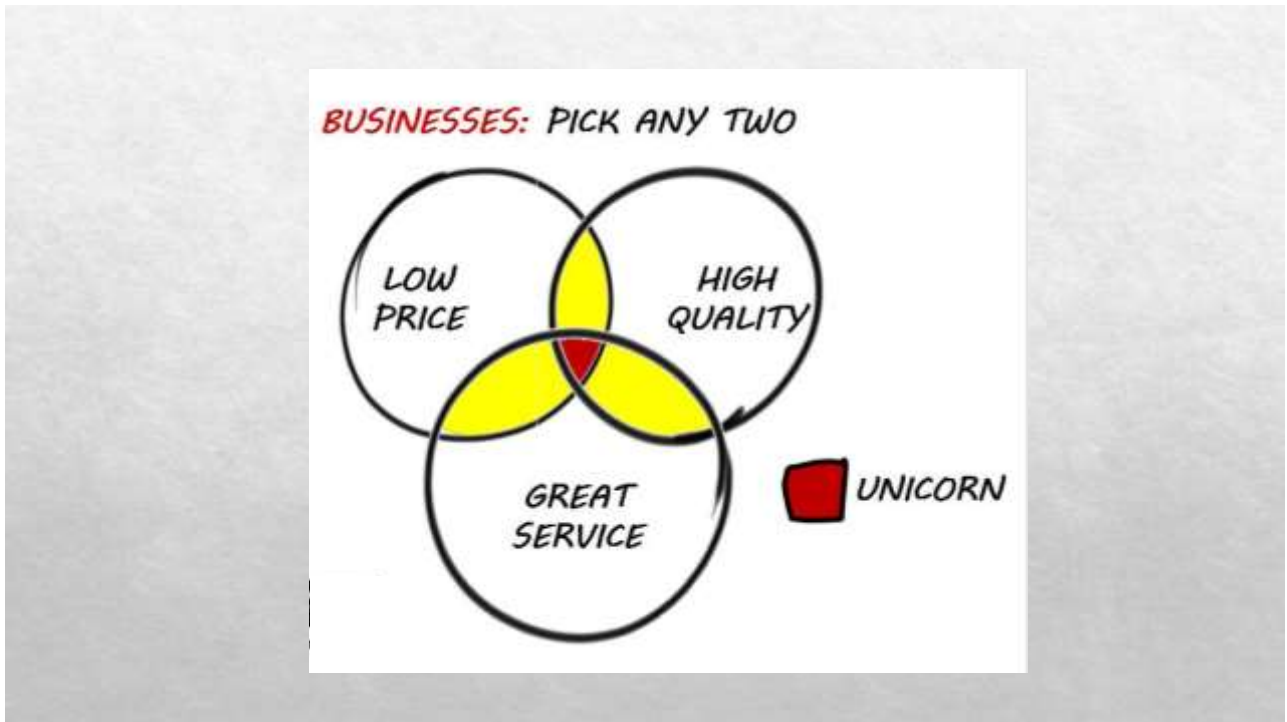
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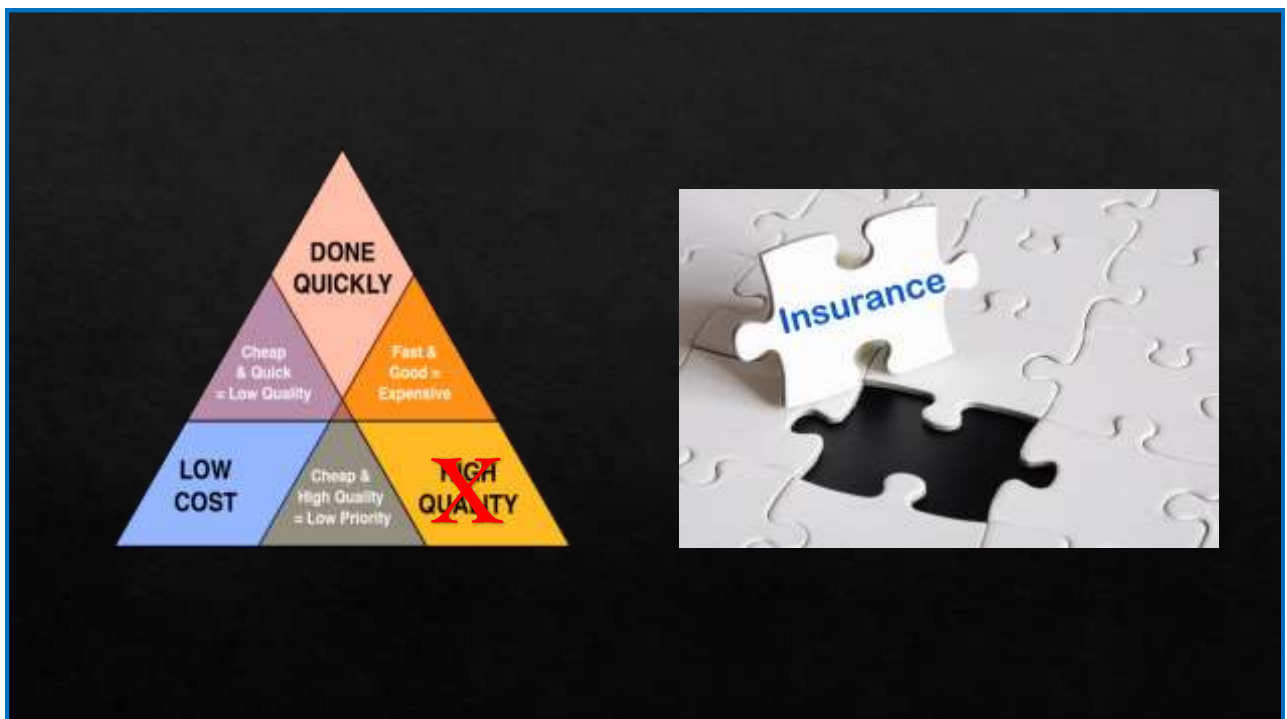
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What's your marketing angle?

- What does the patient see?
- Insurance dentist?
- Family dentist?
- Discount dentist?
- Who are you?
- You need to know
- Patient Referrals



182

What you Offer

- Its not dentistry
- Its what is unique about YOU!
- What Emotion can you evoke?
- Why YOU?

183

YOU ARE SELLING!

4 E's:

Exclusivity*

Emotion*

Engagement*

Experience*



184

BE VISIBLE ON SOCIAL MEDIA

- Social Media
 - Facebook
 - Instagram
 - Twitter
- Social media also boosts your SEO on the internet.



185

You are not a brand they know...So BUILD IT!



186

• Solidify the BASICS



187

- **Following the 4 E's of social media content: Educate, Empower, Entertain and Engage can help you achieve success.**
- Educate: Focus on providing valuable information to your clients that helps them understand what you offer, why they need you and what problem you are solving for them. ...
- Empower: ...help them to help themselves
- Entertain: ... We want to see something interesting
- Engage: ...Interact, Leave comments..

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Modern Website

- Emphasize your YOU'Nique offering.
- Post Emotional Content
- Post Video
- Clean and Simple design
- Fast page speed
- Link to Social Media
- Free offering to capture leads via email opt in.

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Increasing Traffic

BECOME THE PERSON WITH ANSWERS FOR THE PUBLIC

- YouTube/Vimeo – visualizations for people to better understand what you offer
- Podcast – topics that help people and sell you
- Be....'YOU'nique

- Repost into Social Media
 - Facebook
 - Instagram
 - Twitter

Capture LEADS.... Give them something for free in return for their email

190

Tip #1

- YOU must be involved with your MARKETING
- YOU decide how much or delegate. But you need to participate
- WHY?

191

THE FUTURE is NOW!

More Engagement Than Ever
Targeted Marketing
Engineered Leads
Automated Follow-ups
Prequalified Patients

IMPLEMENT TECHNOLOGY TO CREATE EMOTION AND GIVE
THE PATIENT WHAT THEY ARE LOOKING FOR

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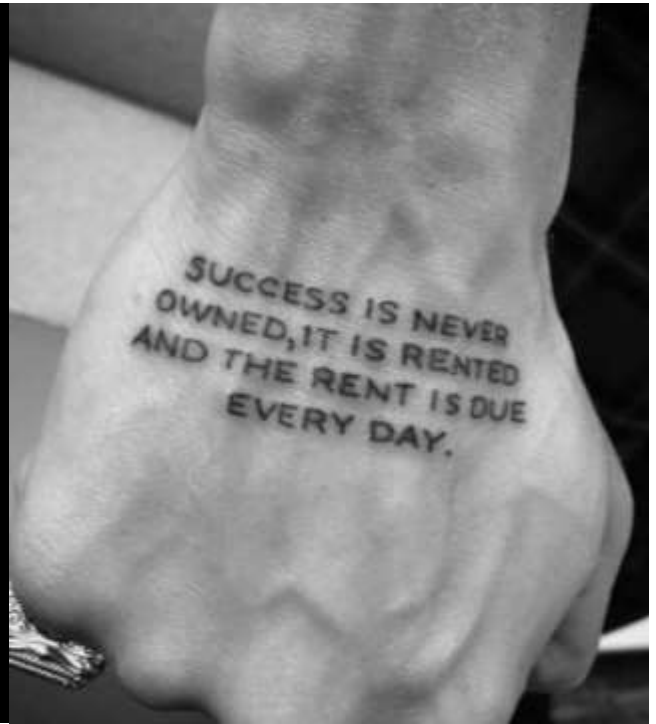


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194

What can you
do every day to
grow you and
your business?



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Todd Snyder, DDS, FAACD

Lecture Schedule 2019

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Complete the form below to gain access to
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Digital Handouts

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Todd Snyder, DDS, FAACD Lecture Schedule 2018 [f](#) [t](#) [g+](#) [e](#) [in](#)

CONGRATULATIONS!

You've unlocked some great offers, courtesy of Dr Todd Snyder. Check them out below.

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NGenys

Want an amazing website? Heard it before right? DISRUPTIVE INTEGRITY is their approach? See for the first time what is being done for you to justify why you pay a monthly fee. See an amazing new website and internet presence unlike any company has ever done before. They build an internet brand and presence in addition to Websites and Social Media. Contact NGenys to see what they can do for you.

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34 Ways To Increase Patient Retention

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Patient retention is built on touchpoints.
What do your touchpoints with your patients look like?



More Elective Cosmetic Dentistry

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Porcelain Veneers, Smile Makeovers:
The Business of More Elective
Cosmetic Dentistry
TODD C. SNYDER, DDS, FRACD

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