

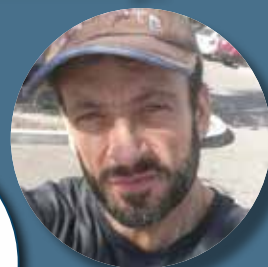
BINDER  
05

eLaunchers.com

# Ultimate Conversion Concepts Platform

## BUSINESS KAMASUTRA CAMPAIGN & REFERRAL CULTURE

With input and contributions from  
**Guest Expert Dan Kennedy,**  
**Dr. Carlo Biasucci,**  
**Tony Policci**  
and others.



Infusionsoft Campaigns  
Conversion Funnels  
Referral Culture Print Material  
Referral Culture Training



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A Complete End-to-End System for Lead Conversion & Prospect Followup  
Business Kamasutra & Referral Culture Template Implementation Binder

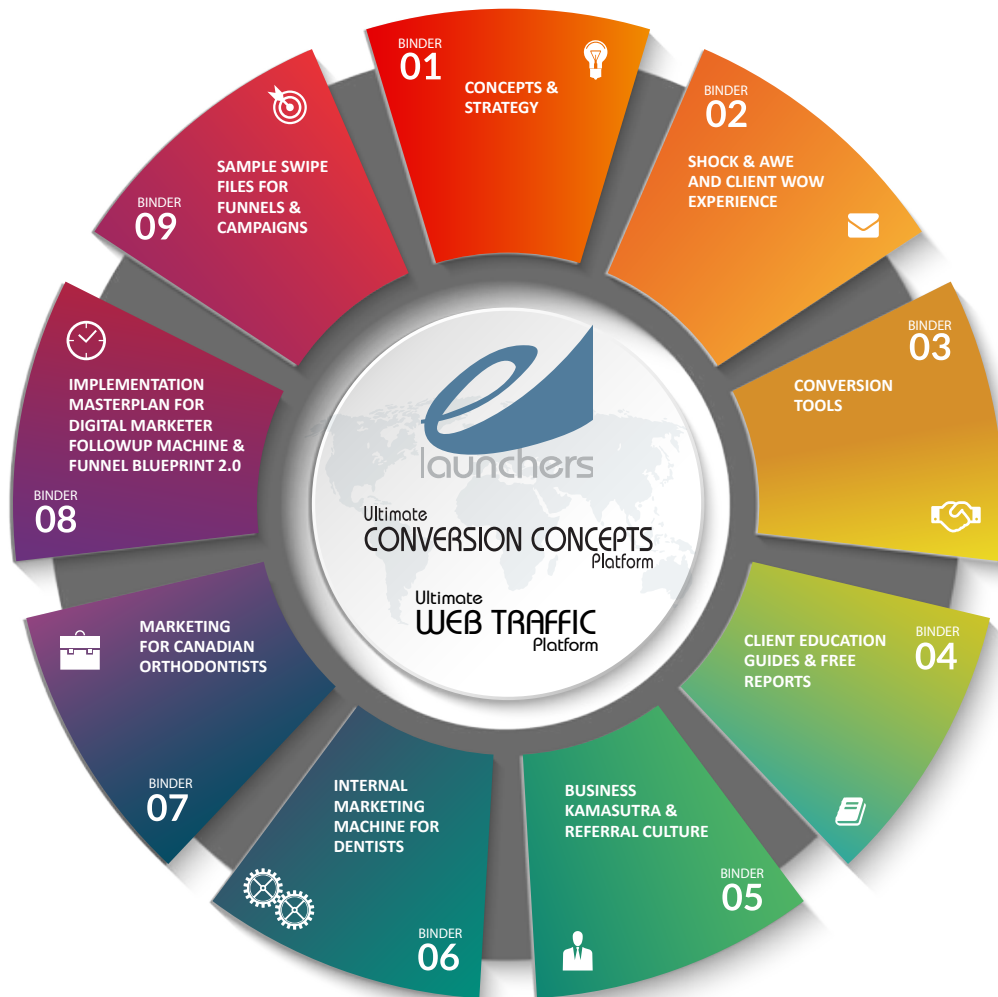
# BUSINESS KAMASUTRA & REFERRAL CULTURE





## eLaunchers.com Ultimate Conversion Concepts Platform

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## Business Kamasutra & Referral Culture

Business Kamasutra & Referral Culture, (Binder 5 of 9) is an integrated part of the complete system that we call “The Ultimate Conversion Concepts Platform”. Actually, this is the CORE campaign for most businesses. Some dentists will use elements from IMM Series Campaigns (Binder 6) or Campaigns for Orthodontists (Binder 7).

While this binder is built with swipe copy for a dentist’s office, this work flow is appropriate for almost ANY business.

Business Kamasutra is the eLaunchers.com lead capture and prospect nurture/follow up system. This is a set of Infusionsoft campaigns, professionally designed and customized to your needs. If the copy is already provided by you or eLaunchers.com, we can begin campaign beautification and once you approve the campaign beautification the engineering team will finish the implementation.

Once a campaign set is implemented and tested, we schedule CEO training and staff training before going live.



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# How eLaunchers Business Kamasutra and Referral Culture Implementation Kit Will Change The Way You Communicate with Your Clients Forever.

Dear Friend,

First - thank you for your interest in eLaunchers.com and CONGRATULATIONS! If you are reading this binder, you have either purchased a license to Ultimate Conversion Concepts Platform or you are a member of my study club, accessing this binder from my library. Either way, we are going to be study buddies, and I can't wait to work with you, play with you & study with you! WELCOME!

You now hold in your hands the opportunity to change your practice dramatically through automated prospect communication and marketing "funnels". You now have a copy of the "controls" the winners from the years of testing. I've selected only the best campaigns that consistently provide the results for our clients. My private clients of all over USA, Canada, Australia and Europe. These tested controls will serve as your benchmarks. Please, use these samples as a starting point. Test your market and patient list so that you can "beat the controls" but remember.. the controls work. In my experience, at least 6 months of consistent investment in the marketing automation plan (MAP) is necessary in order to realize the maximum return on investment.

As you embark on this journey, remember one thing. eLaunchers.com Ultimate Conversion Concepts Platform is not an info-product. This is not a swipe file. This is not a mindset thing. There are no audio CDs, video DVDs or online training. It is an installation and implementation of a SYSTEM.

The Business Kamasutra Campaign Bank is an integrated part of eLaunchers Ultimate Conversion Concepts Platform. If you are a dentist or Orthodontist, other campaigns will be recommended. This is the place where content meets the code. This platform is the central digital nerves system for your business. On top of this DNS (Digital Nerves System) you will build your marketing assets. This is the marketing symphony orchestra where you will play your melody.

This is a pure, do it yourself tech-hell. (unless you decided to go with a complete 'done for you' implementation by eLaunchers.com. Yes, you can do this yourself, but you will need a competent team of implementers, internal and external to actually implement this. You will also need to invest in some core technology infrastructure with multiple software and systems. You may already have some or all of this infrastructure in place. Most people who will buy this will probably already have a relationship with Infusionsoft, Click Funnels and Web.

Before you go any further, please STOP right now, and answer following questions:

- Will you be willing to use a pre-configured ensemble of technologies put together in an optimized system that will take over your prospect/client communication?
- Have you already picked out your team of implementers including your graphic designer(s), copywriter(s), webmaster, CISO (Chief Information Security Officer), database administrator, marketing activities coordinator and sales activities administrator?
- Are you culturally and technically ready for this transformational marketing makeover? Are you fiscally and emotionally committed to throw adequate resources and follow through with this process?

The 'do it yourself' program is not for the faint of heart. SOMEONE will have to do all this work. This will take longer than you think. This will be more painful than you think. This will cost more than you think. There is a strong probability that life will figure a way to screw this up in a way you never thought possible. This will not be easy.

To your success,

Parthiv Shah, President, eLaunchers.com





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## About Dr. Friendly Smilemaker

Dr. Friendly Smilemaker is a fictitious avatar dentist that I invented so we can create swipe files and templates of all our work in one cohesive brand identity.

As you are reading this binder, put yourself in the shoes of Dr. Friendly Smilemaker.

Dr. Smilemaker is a successful, success minded, highly educated, affluent dentist. Like most dentists on main street, this highly skilled 'super-dentist' is struggling to differentiate himself from less expensive alternatives available to his patients. Dr. Smilemaker has been practicing for several decades and now wants to let the associates take the lead role in his clinical practice and he wants a system and a process that can put lead generation, patient follow up and prospect nurture on a cruise control so when he stops putting in clinical hours the practice will continue to grow and prosper.

Dr. Smilemaker made a heavy investment in his practice. He put his whole life building and growing his practice just like a bird builds a nest: one twig at a time. Dr. Smilemaker wants to shift the burden of carrying the practice from his shoulder to the competent shoulders of his team and he is leaning on the Internal Marketing Machine to facilitate automated follow up between his practice and his patients. To Dr. Smilemaker, Internal Marketing Machine will help him carry his legacy.

As you are reading this binder, ask yourself this question. What do YOU expect from implementation of Ultimate Conversion Concepts Platform? What change do you want to see in your practice that you think this machine can bring? Do you think this machine can be the change you want to see in your practice? How will you justify the hefty investment? How will you measure ROI? What is your definition of success? What are your win conditions? What is at risk? What if this does not work out? Can you afford to write off your losses and move on?

**Would YOU be the next Dr. Friendly Smilemaker in your town?**

## Limited License Certificate

With your investment of this platform, you have automatically received certain right to use certain materials included in the Kit. Here are the terms of the agreement:

This Certificate authorizes (only) the purchase/licensor to use, for the purposes of advertising and marketing your own products, services and business, and or all of the marking documents or ideas themes, actual copy contained within the marketing documents designated as "Copyright Free." **Until you purchase a license to eLaunchers.com Ultimate Conversion Concepts Platform, you do NOT have right to use this material in your business.** Materials included in this Kit not so designated are not covered by this license and may be separately copyright protected. This License is non-transferable. This License does NOT convey the right to use or reproduce any of the included materials for re-sale or replication or distribution. License is voided should Kit be returned for refund, and an individual returning Kit for refund is then precluded from subsequently using, in part or whole, any of the materials included herein, including those designated as "Copyright Free." It is our policy to enforce our copyrights and protect our intellectual property. A License Agreement of this type frequently and typically involves the payment of royalties or annual renewal fees by the licensee to the licensor, however in this case, all such fees are waived. This is a Lifetime License. This License does not imply continued service through any third party vendor, including InfusionSoft nor does this License include continued coverage through third-party consultants hired by Licensee to implement the marketing system. This License only covers the material presented in the Kit. Questions should be directed to eLaunchers.com, Germantown, MD 20876.

Note: no warranties have been made as to the result any individual may expect to obtain from use or any or all of the materials and instructions in the Kit. No claim is made that the information contained here is free from errors or omissions. No claim is made that use or implementation of this system will actually result in increased revenue or profit. Licensee is fully responsible for determining the legality of use in his particular geographic area and/ or industry and specific application. Neither the author, publisher, nor licensor accepts any liability for same.



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## Copy writing by Master Copywriter Russell Martino that was clinically curated by Dr. Greg Wych and Dr. Carlo Biasucci

Dear Friend

People ask me all the time: "How will YOU give me an ROI on my investment?"

My answer is always the same. "I don't give you an ROI on your investment. Your copywriter will give you an ROI on your investment on his fees and my fees and the printing cost and everything else that goes on in your marketing department. I am the copywriter's 'delivery man'. I am the systems and process guy. I build the machine that delivers the right copy to the right person at the right time. Think of me as a 'FedEx' of copy writing."

Elements of eLaunchers Ultimate Conversion Concepts Platform, Internal Marketing Machine and email marketing swipe files are professionally written by master copywriter Russell Martino under clinical guidance of Dr. Greg Wych, Dr. Carlo Biasucci and other doctors.

If you are a dentist (GP, Ortho, Pedo, Perio or Endo) you are welcome to use this content as-is and have the graphic designers 'tweak' them to your taste. If you practice an ailment or a treatment modality that is not mentioned in this binder, please consider hiring a professional copywriter to write copy that is appropriate for your situation.

While you are welcome to use the copy as-is, our graphic designers will help you choose the appropriate images from shutterstock or other royalty free image library. It is NOT OK to get an image from Google and use in your marketing. That violates copyright law and it can get both of us in trouble.

Even if you are going to use the copy from our content bank, you may want to consider hiring a professional copywriter to read over your final copy and give you a critique-opinion. You may send your work for copy critique to Russell Martino, one of my other writers or Dan Kennedy. You will be given an opportunity to participate in a 'Copy Day With Dan Kennedy' where you will bring all your material to Cleveland, spend a couple of days with Dan Kennedy along with other people who went through similar experience and have your copy examined by the peer group and Dan Kennedy. We will let you know when such opportunity becomes available.

Once again, THANK YOU for allowing me to work with you. I am looking forward to a long term, multi-year relationship with your company.

To your success,

Parthiv Shah, President eLaunchers.com



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**Business Kamasutra Referral Culture**





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### **Business Kamasutra Followup**

- 1 Free Report Digital Delivery, Lead Capture
- 2 Free Report Mail Staff Notification, Ship & Followup
- 3 New Lead Sequence
- 4 Appointment Confirmation Sequence  
Left Voice Mail Followup email  
Tried to leave voice mail email followup
- 5 New Client Welcome Sequence
- 6 Appointment No Sale
- 7 Appointment No Show
- 8 Long Term Nurture
- 9 Contact Us Page Response

### **BK Campaign Referral System**

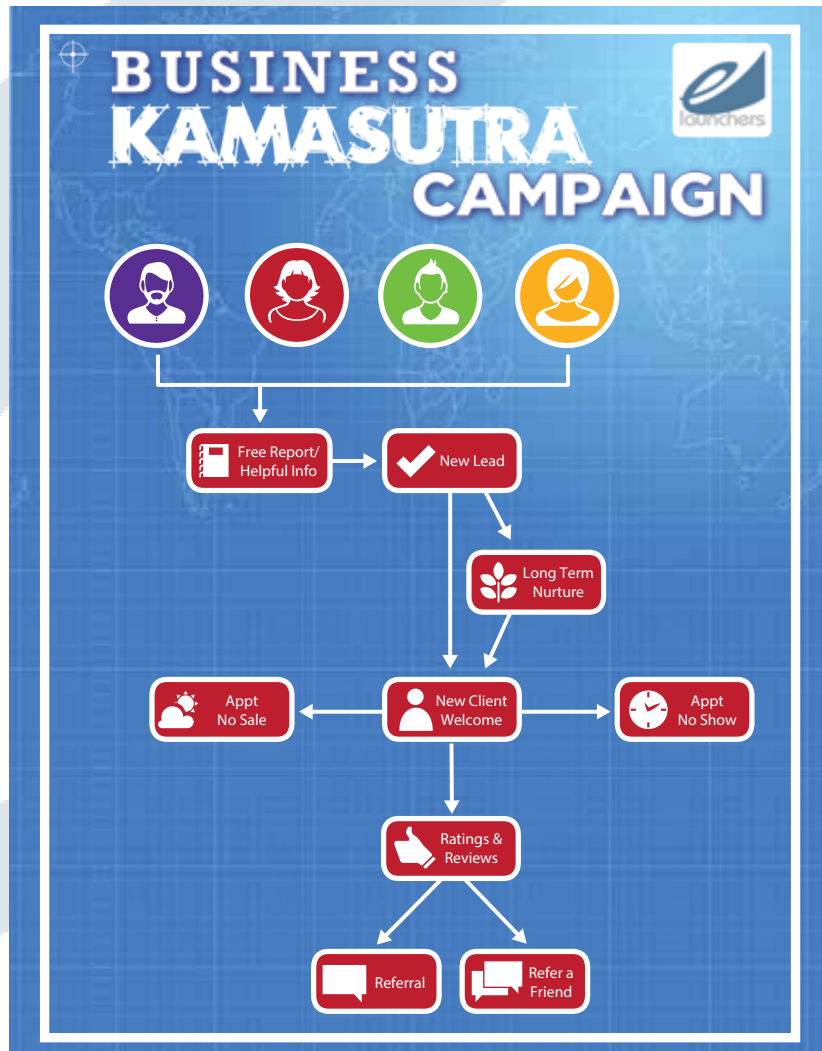
- 1 Start NPS Survey Seq/Ask for NPS
- 2 Detractor
- 3 Neutral
- 4 Promoter
- 5 Traffic Drives to Tell-a-Friend
- 6 \_\_\_\_\_ LovesReferrals thank you Tagging & Delivery Sequence





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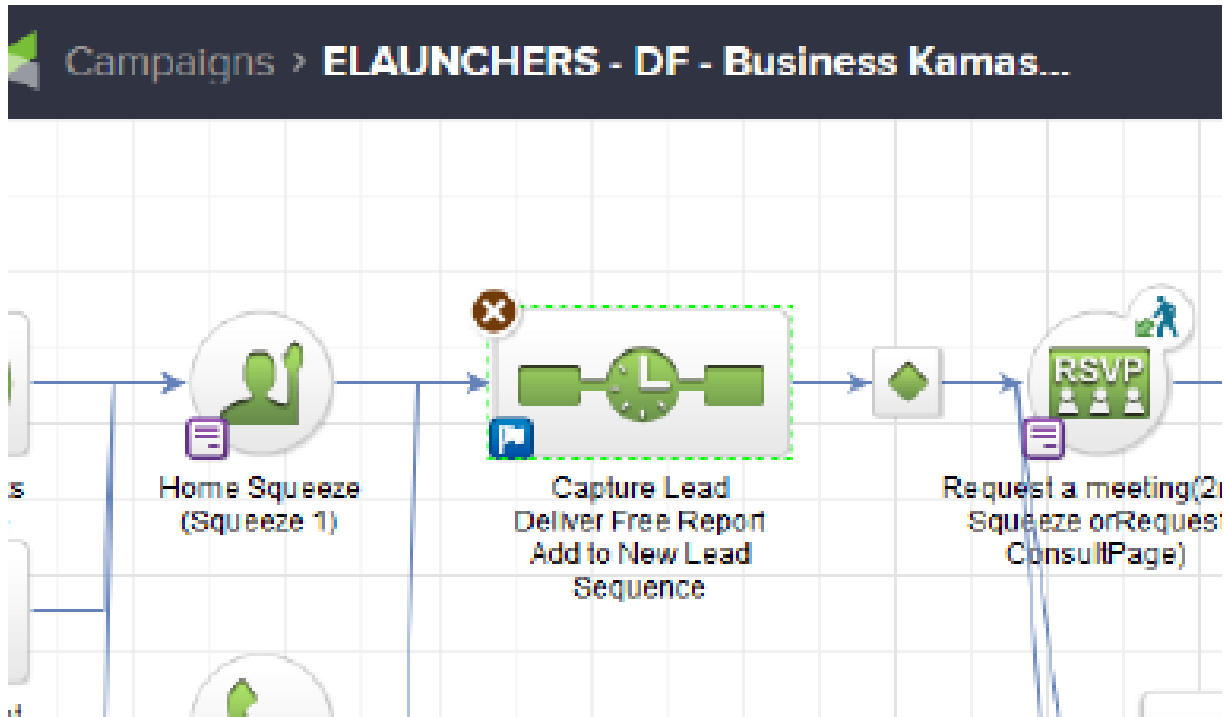
## Business Kamasutra Followup

- 1 Free Report Digital Delivery, Lead Capture
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- 3 New Lead Sequence
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Tried to leave voice mail email followup
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- 6 Appointment No Sale
- 7 Appointment No Show
- 8 Long Term Nurture
- 9 Contact Us Page Response
- 10 Send Book/CD/DVD series



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## 1. Free Report - Capture Lead



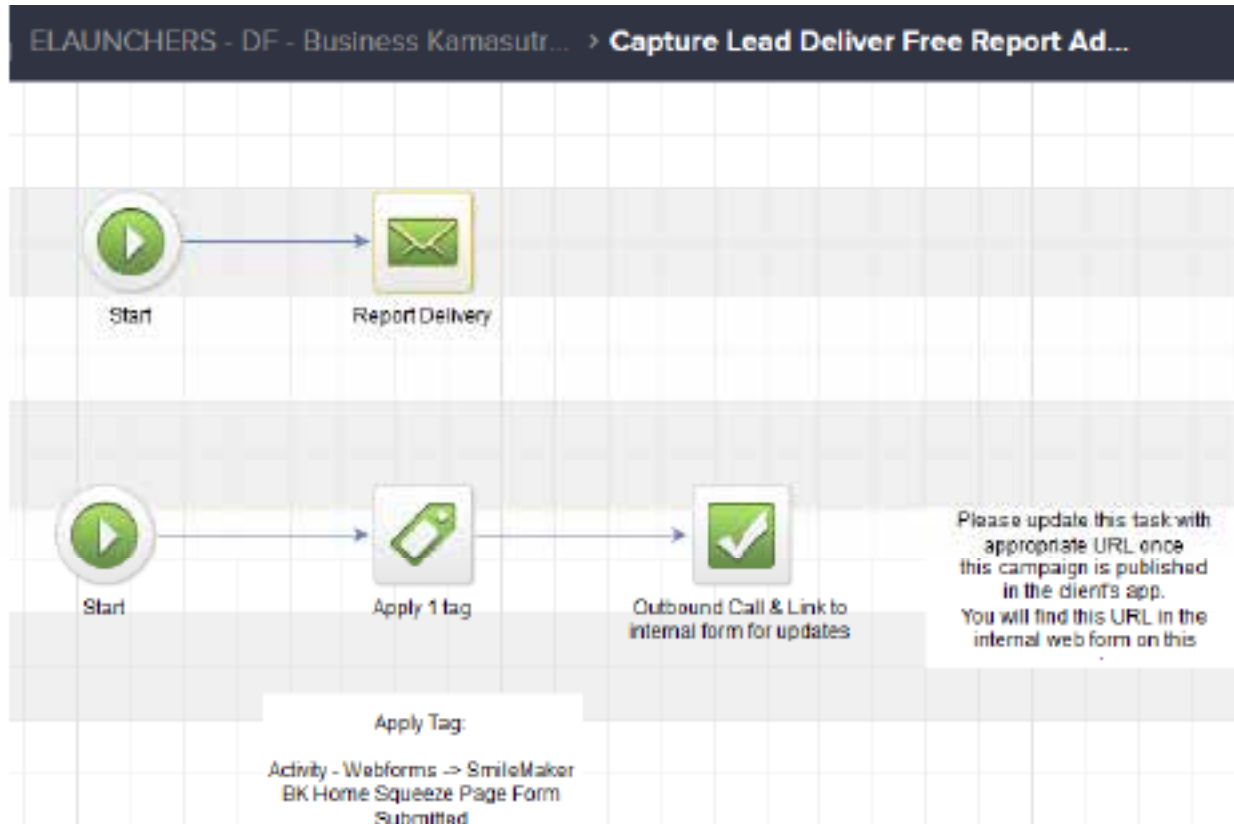


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## Here is the Free Report You Requested

Dear Parthiv:

Thank you for contacting SmileDental. We are happy to hear from you.

Here is the special report you requested. In the next few days, I will be sending you some patient education material that you may find interesting.

I am looking forward to meeting you soon. Kindly click on [this link](#) to schedule an appointment with me or call my office manager Crystal Smilemaker at 555-555-5555.

Click [here](#) to download your report.

Sincerely,

*Dr. Smilemaker*





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Dr. Friendly Smilemaker

**PS** - If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. *And always happy to help!*

**To schedule your appointment call NOW:**

**555-555-5555**



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** xxx xxx-xxxx

**Email:** doctor@smiledental.com

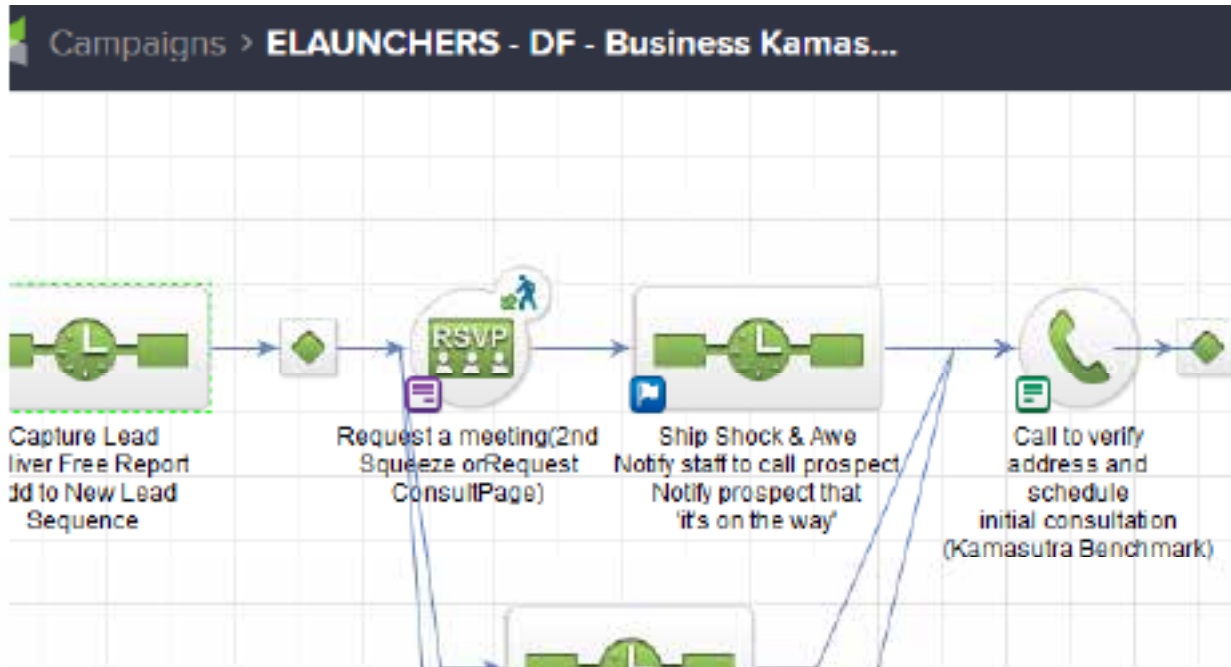
Capture Lead Deliver Free Report Add L... > **Outbound Call & Link to internal form...**

Type	Other
Title	Update Call outcome Merge
Body	Click the form below to update Call Outcome: <a href="https://elaunchers.infusionsoft.com">https://elaunchers.infusionsoft.com</a>
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	Dipali Shah
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date



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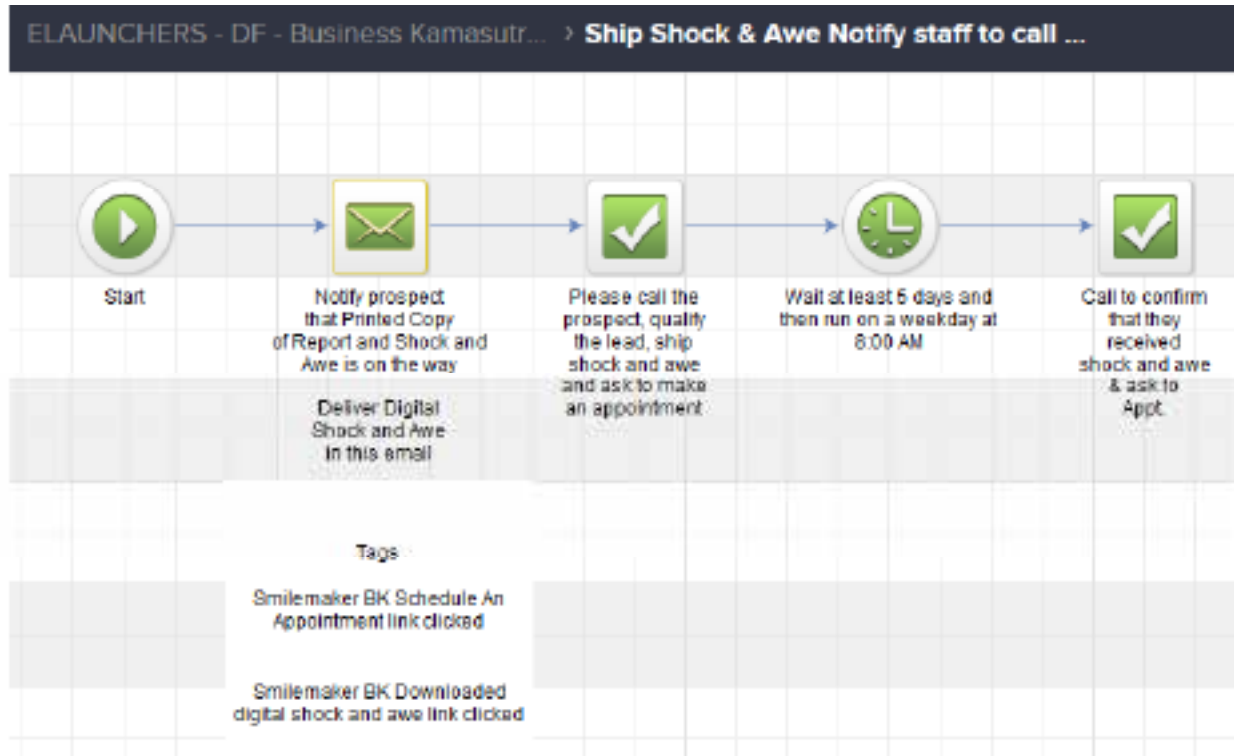
**Free Report Mail Staff Notification, Ship , Shock & Awe**





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Ship Shock & Awe Notify staff to call pro... > Notify prospect that Printed Copy of ...

From:	Other...	
Name (Optional):	"Campaign.MergeField_1047"	Email Address: "Campaign.MergeField_9832"
To:	Email	Spain Score
Subject:	Your package shipped today	
<input type="button" value="Merge"/>		
<input type="button" value="HTML"/> <input type="button" value="Plain Text"/>		

100% 0% 0% 0%



**SmileDental**  
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Dear Parthiv:

Thank you for contacting SmileDental. We are happy to hear from you.

My office manager just told me that a package of information along with a printed copy of my free report 'Consumer Guide to Choosing the Right Dentist' was shipped out recently. You can read a digital copy of my complete patient education packet online. Just click on [this link](#) to read the patient education packet.

In the next few days, I will be sending you some patient education material that you may find interesting.

I am looking forward to meeting you soon. Kindly click on [this link](#) to schedule an appointment with me or call my office manager Crystal Smilemaker at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker



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**PS - If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. *And always happy to help!***

**To schedule your appointment call NOW:**

**555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** xxx xxx-xxxx

**Email:** doctor@smiledental.com

Ship Shock & Awe Notify staff to call pro... > **Please call the prospect, qualify the l...**

Type	Literature Request	
Title	Please ship shock and awe to 'Merge	
Body	Please ship shock and awe to "Contact.FirstName" "Contact.LastName"	
Assign to Contact's owner	<input checked="" type="checkbox"/>	
Assign to (backup)	Bharati	
Days until due	0	
Due at	Please select one	
Priority	2. Essential	
Notify owner	<input checked="" type="checkbox"/>	
Notify these users	Please select a user to notify	
Pop up reminder		before due date

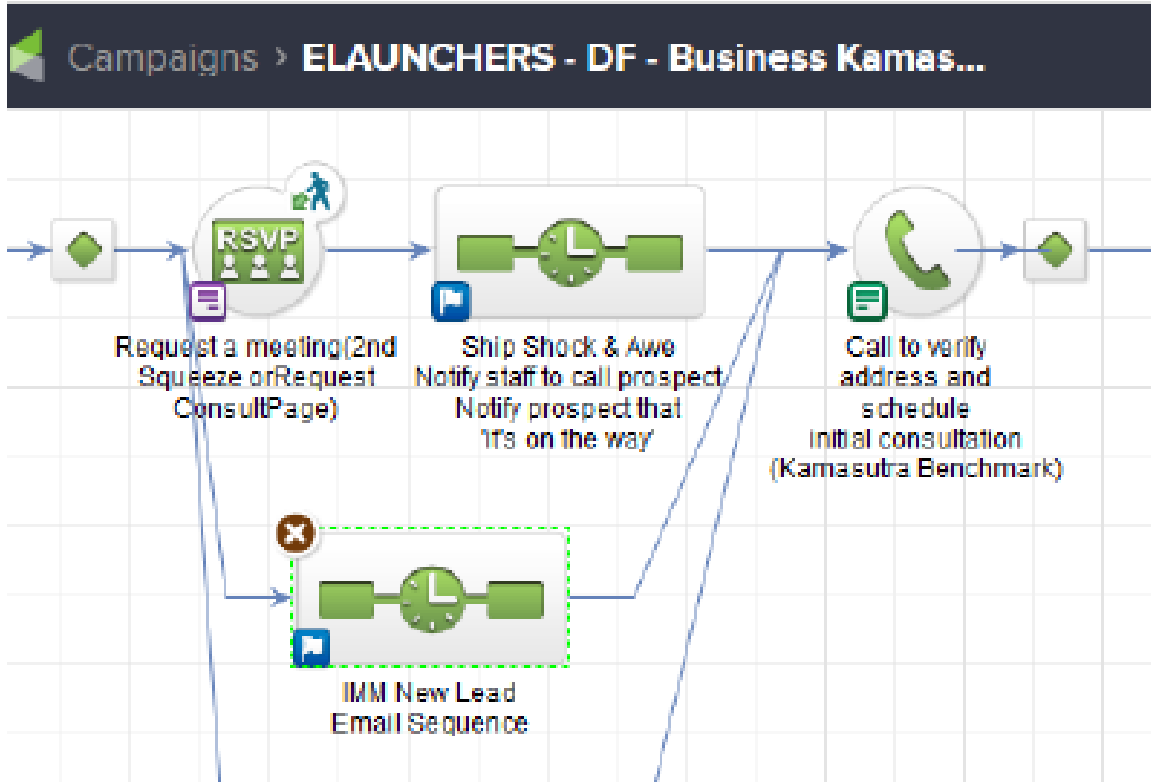




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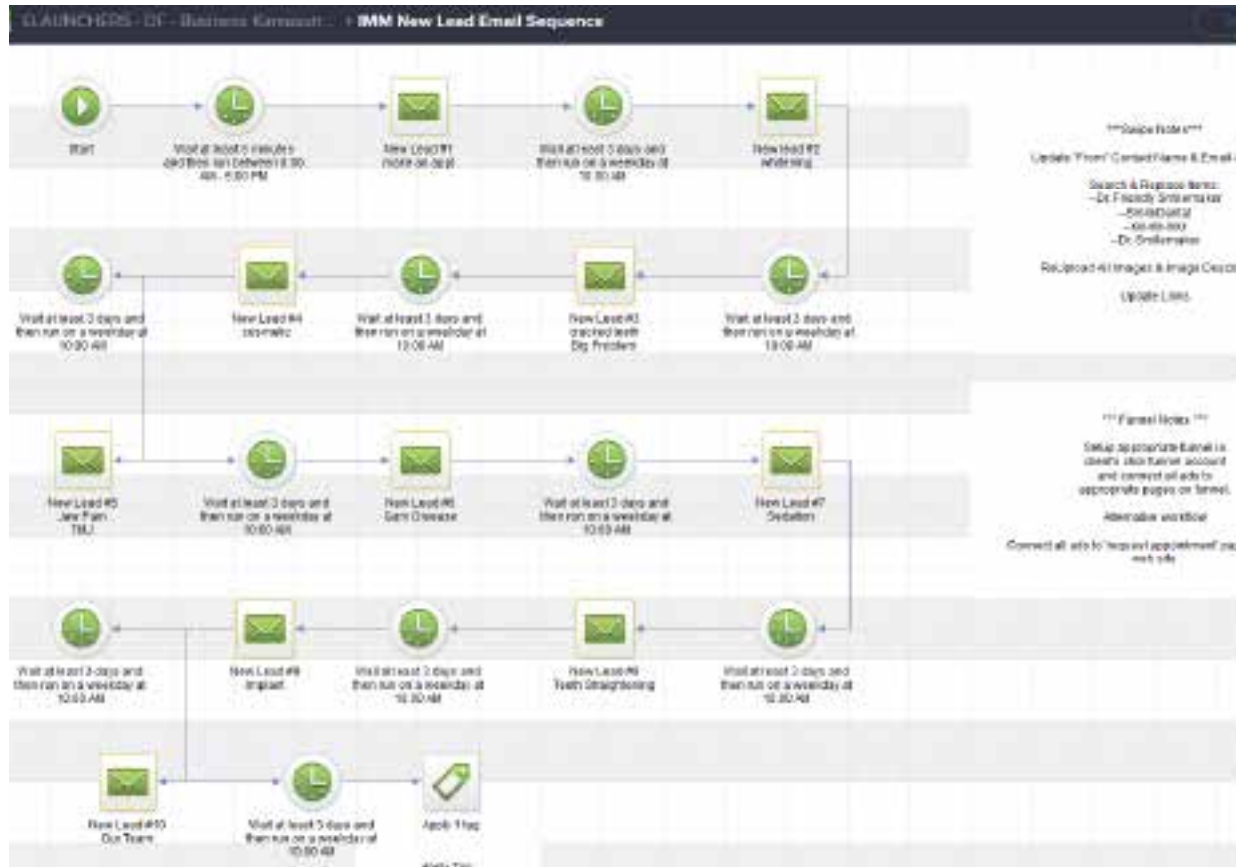
### New Lead Sequence





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### Email #1 of 10

IMM New Lead Email Sequence - New Lead #1 make an appt

From: Other...

Name (optional): "Campaign/MergeField\_3347" Email Address: "Campaign/MergeField\_3350" Spam Score

To: Email

Subject: "Campaign/MergeField\_3357" here with an important message for you Parthiv Merge

HTML Plain Text

Go To Format Insert Sources



### Welcome!

Dear Parthiv:

I hope you enjoyed the information on my web site. *The advances in dentistry are truly amazing!*

At SmileDental, we can treat all of your adult dental needs in a way that is comfortable to you. We offer everything from conventional dental care to sedation dentistry.

With Sedation Dentistry you have nothing to fear! Most people actually ENJOY the treatment, because regardless of what we do, ***you never feel a thing!*** (Be sure to download the Free Report on the web site if you are interested in sedation. It truly has been the miracle many patients have been looking for.)



From the most basic dental care to complex treatment, *you recline in a comfortable chair, take a snooze if you want ... relax ... and let us take good care of you!* Often patients come to the office prior to their appointments to enjoy a cup of coffee, read a book or magazine, and just take a break from their busy lives!



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We are looking forward to meeting you in person. *We promise to make your visit enjoyable!*

**[To Schedule Your First Appointment click here](#)**

**Or Call us at 555-555-5555**

**On Your First Visit to Our Office...**

The second you arrive we will get you settled in our lounge where you can enjoy tea, coffee and healthy snacks if you like. You can enjoy all of the original art work we feature many local artists you may recognize. *You will feel right at home!*

You will see that our dental care is different from what you have experienced in the past. (Our new patient exam is really more like a dental physical.)

Your questions are answered. We go over your treatment options. You have the opportunity to get an awesome smile evaluation to learn and actually see how your smile can be improved.

With modern procedures and our advanced equipment, dental visits take less time than ever. So you will be back at work or home sooner, with minimal or no discomfort at all! (Or maybe you can use the extra time to just take a break from your busy life.)

The advanced digital x-ray technology we use produces a TINY fraction of the radiation a normal x-ray produces. Digital x-rays are instantly view-able on our computer monitors so there's no wait time. We will have the images and discuss the results with you right away.

Often with our state of the art equipment and advanced techniques we can do a crown in one visit, fix a fractured tooth on the spot, and even whiten your teeth 6-10 shades in a couple of hours.

To welcome you as a new patient and get you started here at SmileDental, we created a special package of services you receive at a deeply discounted rate.

**Your New Patient Special Offer Includes...**

- A full oral examination
- Digital x-rays and a consultation with digital photos of your teeth
- An oral cancer check
- A complete gum checkup and evaluation
- A complete Cosmetic or Restorative Evaluation



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- Your questions are answered
- You learn your options
- You will be comfortable and will enjoy your appointment

The total value of these services is \$210. But to welcome you to SmileDental you get the entire basket of services for only \$89 – *which saves you a \$121.*

Note: this offer is exclusively for new patients. Teeth cleaning is not included.

### **Why Schedule Your First Appointment Now?**

There is an enormous cost for not acting now. Its' called "The Cost of Waiting."

Unfortunately, with dental problems, the longer you delay treatment, the worse your problem can become... and the more time-consuming, painful and expensive it can become.

So why not pick up the phone right now and call 555-555-5555 to schedule your appointment.

If you're looking for a great dental home, congratulations! You found it. We have a wonderful caring team here at SmileDental.

And we can't wait to meet you!

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – Here's what a few folks have to say about us. Enjoy!**

*"My experience with Dr. Friendly Smilemaker and staff has been one of great relief. All of my fears lifted the very minute I walked into the office. It has been a painless and great experience. Give it a try; you'll be in for a surprise." Joanne W.*

*"The cosmetic work that Dr. Friendly Smilemaker did on my broken teeth is beautiful! I'm so proud to show them off because they look better than they did before my accident. The color of my veneers is perfectly matched to my teeth. The procedure was painless and I'm confident that wonderful results will last for many, many years." "Thank you for giving me back my smile!" Christina Emerson*





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### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



## Email #2 of 10



**SmileDental**  
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### **“How to Have Dazzling White Teeth & A Great Smile In a Couple of Hours”**

Dear Parthiv:

Dr. Friendly Smilemaker here with SmileDental.

Have you ever wished your teeth were whiter?

Have you ever caught yourself smiling with your mouth closed, or covering your mouth with your hand when you laugh out loud or smile big?

Are you embarrassed by stained yellow teeth?

If this is a problem for you ... you will be pleased to know that in about two hours from arriving at our office ... you can have dazzling white teeth you are proud to show off with a great big smile.

*Just imagine.*

You show up here at SmileDental.

You come in and enjoy a nice cup of coffee or tea.

A few minutes later you are lying back in a ridiculously comfortable dental chair while we apply a special “Zoom” whitening gel to your teeth.

You just relax and watch a movie.



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A special Blue Light activates the whitening gel.

This process of applying the gel and activating it with blue light is repeated three more times. The entire visit, from *hello* to *see you next time*, takes less than two hours.

You walk out with DAZZLING WHITE SMILE you can be proud to show off.

It's that simple!

### Here's what to do next...

IMAGINE...  
the white smile  
you have always  
wanted!  
*Click Here  
to Schedule  
a Free Consult*



If you haven't scheduled your New Patient Appointment yet ... or if you're ready to schedule your Zoom, **90 minutes-To-Dazzling-White-Teeth** appointment, call us now at 555-555-5555 and we'll get you on your way to *Great Dental Health, Dazzling White Teeth & A Smile You Are Proud Of!*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker



#### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx-xxx-xxxx

**Fax:** zzz-zzz-zzzz

**Email:** doctor@smiledental.com



## Email #3 of 10

From: Other...

Name (Optional): "CampaignMergeField\_1047" Email Address: "CampaignMergeField\_1089" Spam Score: ...

To: Email

Subject: From a cracked, fractured, broken tooth to ... LIKE NEW ... in about an hour!

HTML Plain Text Merge



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**“Imagine! Your Cracked or Broken Tooth Can  
Be  
LIKE NEW in About an Hour &  
You Won’t Feel A Thing!”**

Dear Parthiv:

Dr. Friendly Smilemaker here with SmileDental.

***My how things have changed!***

Not that long ago, a cracked or broken tooth was a painful experience that required at least two or more trips to the dentist.

Not so today. Thanks to advanced dental technology, at SmileDental, you walk in with a broken or cracked tooth and walk out about an hour later, as good as new.

Imagine...come in and have your dental problem solved, with hardly any disruption of your busy life!

The high-quality porcelain material we use for restoration/repair feels and looks perfectly natural...just like what nature gave you!



**SmileDental**  
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The durable, long-lasting porcelain material matches the color and appearance of the rest of your teeth. It creates the same translucence, color and brilliance as your natural healthy teeth.

Yes, it is that good!

If you haven't scheduled your introductory New Patient Appointment, now's a good time.

And by all means, if you have a broken or painful tooth, it's just plain smart to get that fixed before decay gets to deep and you have a real problem

All it takes to get started is a phone call. Give us a ring at 555-555-5555 or [CLICK HERE to schedule an appointment](#) and we'll get you on your way to *Great Dental Health - Dazzling White Teeth and a Smile You Are Proud Of!*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – We are here for YOU!**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





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## Email #4 of 10



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**"YOU CAN HAVE A MOVIE STAR SMILE IN JUST A FEW DAYS  
*Even if your teeth are stained, crooked & embarrassing*"**

Dear Parthiv:

Are you embarrassed by your teeth?

Are they crooked, misshaped or badly stained?

Do you have gaps between your teeth you wish weren't there?

Are your teeth in such bad shape you believe there's just no way they can ever look good again?

**If this describes you ... even a little ... you're in for a pleasant surprise!**

Hi, Dr. Friendly Smilemaker here with SmileDental.

Today you're going to learn the secret of 'the movie star smile'. And I'm going to show you how easy it can be **FOR YOU TO HAVE YOUR OWN MOVIE STAR SMILE** in just a few days.



**The Untold Secret Of the Movie Star Smile**



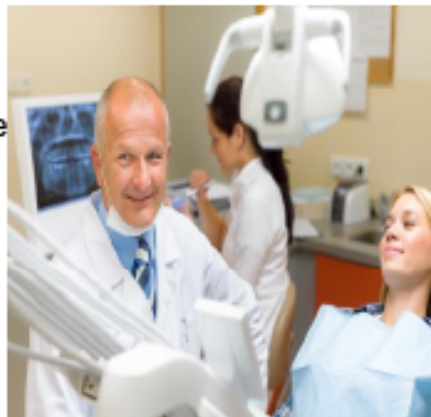
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In two words the secret of the movie star smile is *Porcelain Veneers*.

Veneering literally means removing a portion of a tooth and placing a thin layer of porcelain, (a veneer), over the top and over the edge of the teeth, bonding them into place to change the shape or color or position or texture.

**Imagine... porcelain veneers can give you the smile of your dreams!** The porcelain veneers you get at SmileDental will not discolor or wear like natural tooth enamel. They look natural. They are aesthetically pleasing, stain resistant and soft on gums.



With today's technology, porcelain veneers can be made and applied in just a few visits. They look great and can last up to 20 years. Ask me how I know...I've had my veneers for 18 years!

In addition to enhancing the color and brightness of your smile, veneers can be made to fill in gaps, correct alignment, and reshape teeth for a more youthful appearance.

**Porcelain veneers can correct:**

- Spaces between your teeth
- Broken or chipped teeth
- Unsightly, stained or washed-out fillings
- Permanently stained or discolored teeth
- Misshapen or crooked teeth
- Dark, yellow or stained teeth

Now you know the secret behind the movie star smile. Here's how to get yours.

**Call 555-555-5555 to schedule your  
Free Cosmetic Consultation...**





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First I examine your teeth, gums and bite to make sure veneers are the right option to give you great looking teeth and a movie star smile.

If I determine veneers are the right option for you, I'll show you a dozen or more before and after veneer cases so you can see lots of different smiles ... and can pick the look you like best.

When we find your 'perfect smile' our special *smile-imaging-software* lets you see how that smile will look. We'll discuss your options. I'll answer all your questions. And the entire consultation is complementary. There's no charge of any kind. But you will know more about your teeth than you ever have!

### Your Next Step

Now you know the untold secret of the movie star smile. So if you want that kind of smile for yourself, the first step is to give us a call at 555-555-5555 and schedule your Free Cosmetic Consultation. Call now.

***Your movie star smile is waiting!***

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – We are here for YOU!**



#### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #5 of 10

From: Office  
Name (Optional): "Campaign MergeField\_1017"  
Email Address: "Campaign MergeField\_580"  
To: Email  
Subject: If you have these symptoms ... it's important you come here as right away  
HTML Plain Text Merge



**“Headaches, earaches, jaw pain, not being able to fully open your mouth & jaw clicks and pops are all symptoms of Temporomandibular Joint or Jaw Bone Joint Disorder”**

Dear Parthiv,

If you have unexplained face pain, or if your jaw clicks or pops when you open and close your mouth, you may find this especially interesting.

Medically speaking, “TMJ” refers to the joint where your jawbone attaches to your skull. The acronym “TMJ” has come to refer to a variety of different problems that occur with this joint, with symptoms including clicks and pops, headaches, earaches, jaw pain and the inability to fully open the mouth.

A variety of things can cause TMJ, including clenching and grinding teeth and neck strain caused by constantly leaning forward to look at a computer screen

TMJ disorders can be made worse by poor diet, lack of sleep, and high stress levels





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- Stiff jaw muscles
- Limited movement or locking of the jaw
- Painful clicking or popping in the jaw
- A change in the way the upper and lower teeth fit together

If you have any of these symptoms it is a smart move to set an appointment for a TMJ evaluation right away.

TMJ treatment at SmileDental takes many different forms.

Treatment usually begins with gentle therapies such as massage, heat and cold packs, and exercise, and may go on to incorporate mouth guards to prevent clenching and grinding, realignment of the teeth, and muscle relaxant medication.

If you have questions, contact us at 555-555-5555 or [CLICK HERE to schedule your appointment now](#). We'll answer your questions, and if you decide to come see us for an evaluation, we'll set the appointment on the spot.

I hope you never have jaw bone joint problems. But if you do, I promise we'll take good care of you and do everything we can to get you out of pain fast and feeling great.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – We are here for YOU!**

**To schedule your appointment call NOW:**

**555-555-5555**



**Smile Dental**  
13236 Executive Park Terrace  
Germantown, MD 20874  
**Phone:** xxx xxx-xxxx  
**Fax:** zzz zzz-zzzz  
**Email:** doctor@smiledental.com



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### Email #6 of 10

From: Other...

Name (Optional): "Campaign MergoField\_1047" Email Address: "Campaign MergoField\_988" Spam Score

To: Email

Subject: Answer this correctly ... and you get a free toothbrush! Merge

HTML Plain Text

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**SmileDental**  
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**Dr. Friendly Smilemaker here with an important message for you from everyone at SmileDental...**

Dear Parthiv

**Welcome!**

Dr. Friendly Smilemaker here with an important message for you from everyone here at SmileDental..

From deep cleaning, to fillings, chip repair and everything else ... you recline in comfortable chair, relax... watch a movie if you like ... and not feel a thing!

**Speaking of not feeling a thing...**

Not feeling a thing ... *is the one sad thing* Babe Ruth, Sigmund Freud, Humphrey Bogart, Sammy Davis Jr. and George Harrison all had in common.

- They didn't feel a thing when they put off seeing their dentist because they were too busy.
- They didn't feel a thing as gum disease, which any dentist would have spotted, slowly ate away the jaw bone and caused loose teeth.







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teeth problems they had to deal with for the rest of their lives.

It's true.

Each of these famous people had serious gum disease that any good dentist would have spotted YEARS before the gum disease caused them so many irreversible dental problems.

Spotting easy-to-fix TINY problems before they become hard-to-fix BIG problems is why you receive a COMPLETE ORAL CANCER SCREENING with the **New Patient Special Offer** we have for you.

**Your New Patient Package includes...**

- **An Oral Cancer Screening** to make certain your gums are healthy and there are no lingering problems;
- **A Jaw-Joint Analysis:** Frequent migraines, head and neck pain, sore facial muscles, jaw locking, and popping and grinding sounds when you open your mouth are signs of jaw-joint or TMJ (temporomandibular joint) dysfunction. The purpose of your Jaw-Joint Analysis is to make sure your jaws and teeth are aligned properly so you don't wake up one morning with terrible face, neck or jaw pain that has nothing to do with a bad tooth.
- **A Digital X-Ray** of your teeth so we can evaluate the health of your teeth from the root up. Digital x-rays, which produce a TINY fraction of the radiation a normal x-ray produces, produces a clear image of your teeth all the way to the root inside the jaw bone. That way we can spot decay and deal with it before it becomes a big problem.
- **A Cosmetic Consultation** so you know every option available to whiten your teeth, straighten teeth, fix chips, fill in gaps and give you a great looking smile you're proud of.

Individually these services is a \$235 value. But as our way to say THANKS for choosing SmileDental, you get them all for only \$79.

Call 555-555-5555 to schedule a convenient appointment time. And thanks again for choosing SmileDental and trusting us with your dental health.

**One More Thing:** Over the next few days I'll send you a series of short emails that will answer questions and give you more information on all the ways we can help you have the healthiest gums and teeth in town ... and million dollar smile that everybody notices and admires!

**Your Next Step**



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The #1 secret of having healthy teeth for life is REGULAR DENTAL CARE. If famous people like Babe Ruth, Sammy Davis Jr. and George Harrison can lose their teeth because they are too busy to see a dentist... anyone can. My advice... don't risk it! Just pick up the phone and give us a call at 555-555-5555. And schedule your Free Consultation and get you on the road to EXCELLENT dental health.

**[CLICK HERE TO MAKE APPOINTMENT](#)**

Call now. 555-555-5555

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS - We are here for YOU!**

**To schedule your appointment call NOW:**

**555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** XXX XXX-XXXX

**Fax:** ZZZ ZZZ-ZZZZ

**Email:** doctor@smiledental.com



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## Email #7 of 10

IMM New Lead Email Sequence > New Lead #7 Sedation

From:	Dent...	
Name (Optional):	Email Address:	Spam Score
"Campaign MergeField_1047"	"Campaign MergeField_989"	
To:	Email	
Subject:	Imagine enjoying having your teeth fixed...	
<input type="button" value="Merge"/>		
<input type="button" value="HTML"/> <input type="button" value="Plain Text"/>		



**Imagine All Your Dental Work Happening... While You Sit Back... Relax... Listen To Music... And Maybe Even Grab a Quick Nap - NOW STOP IMAGINING - Because that's How It's Done Here at SmileDental...**

Dear Parthiv:

In the old days dentists' had no way to make their work pain free. Without modern dental techniques and pain medications, people might hurt for days after the treatment.  
But things have changed.



Today, I can work on the entire mouth, often curing a mouthful of dental problems in just one or maybe two appointments. No wasted time. No schlepping back and forth to the dentist.

***If you had a bad experience at the dentist, it's not your fault.***

It's not your fault they hurt you. It's not your fault that thinking of the dentist still paralyzes you with fear. And it's not your fault that you want to stay away as long as possible.

**But you should know the BAD OLD DAYS of dentistry are long gone.**

Besides being able to solve a mouthful of problem in one visit ...**with sedation**





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dentistry, you can just “snooze” through the appointment, and wake up with no memory of the work ever being done.

In other words, you can have all your teeth fixed while you are RELAXED & COMFORTABLE and HAVE NO MEMORY OF THE TREATMENT. We can do all that for you here at SmileDental.

If you have a mouthful of dental problems and have avoided treatment because you're worried about pain... or think it will take too long or cost too much... your worries are over.

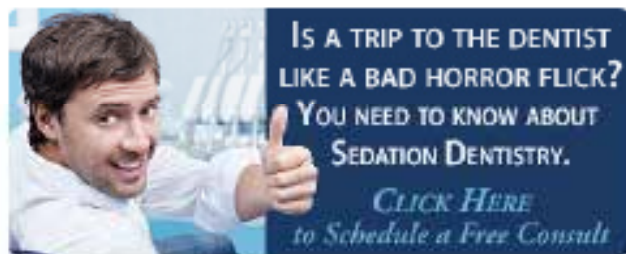
Sedation dentistry at SmileDental is the answer you're looking for. We'll make you feel right at home. You'll love your visit. You'll feel like you reconnected with friends!

Your next step is easy. Just pick up the phone and call 555-555-5555. [CLICK HERE TO MAKE APPOINTMENT](#) We'll answer your questions. And show you how easy it is to have easy it is to have all your dental problems fixed... while you sit back, relax and maybe even grab a short nap.

### **Your Next Step**

It's time you feel good about your smile. Just call 555-555-5555. Don't be embarrassed by your teeth ever again. If you're worried about pain...when it's all done and your teeth are perfect... you'll know sedation dentistry at SmileDental is dental miracle you'd been hoping for.

Call now. 555-555-5555



Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker



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***PS – The #1 secret of having healthy teeth for life is REGULAR DENTAL CARE. Having a mouth full of healthy, good looking teeth you're proud of gives you a feeling of confidence and satisfaction you enjoy every day.***

**So call now and schedule your Free Consultation and let us help you get you on the road to EXCELLENT dental health and great looking smile.**

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

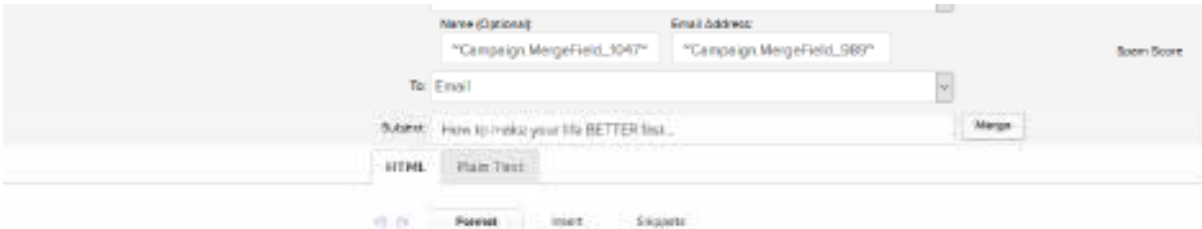
**Phone:** xxx xxx-xxxx

**Fax:** xxx xxx-xxxx

**Email:** doctor@smiledental.com



## Email #8 of 10



Name (Optional): "Campaign MergeField\_1047" Email Address: "Campaign MergeField\_989" Score: Score  
To: Email  
Subject: How to make your life BETTER fast... Merge  
HTML Plain Text  
Format Insert Signpost



**SmileDental**  
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**Having Nice Looking Straight Teeth & The  
Confidence to Flash a Great Big Smile  
You're Proud of Makes Life Better. And Now  
You Can Have Those Straight Teeth FAST!**

Dear Parthiv:

Whether you flash a smile to attract a lover or to excite the romantic partner you already have ...nothing is more attractive – or exciting than a great big smile that says, *"I am so glad to see you!"* Or *"Finally, we're alone!"*



A confident smile demonstrates self-esteem. And can open more doors and help you get what you want.

Show up in life with a big smile and people notice. And for a brief moment they forget their troubles. A warm feeling washes over them. And they smile too.

If your teeth embarrass you ... if your teeth are crooked or full of gaps...people may think less of you simply because you hide your smile.

Life is too short to be embarrassed about your teeth!

With modern dental procedures you have MANY OPTIONS to have straight, attractive teeth with no gaps... in much less time than you may think.



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It's time to call SmileDental at 555-555-5555 and schedule a **FREE COSMETIC EXAMINATION** to evaluate your teeth and determine exactly what it'll take to straighten your teeth, close the gaps, get your teeth looking great ... *and get you feeling better than ever about your smile.*

Life is too short to be embarrassed about anything - *especially your teeth.*

It's time to give YOURSELF a gift.

It's time you finally have something you thought about and wanted for years.

[CLICK HERE TO MAKE APPOINTMENT](#)

It's Time to Stop Thinking about it & Actually HAVE those Straight Great Looking Teeth & that Attractive Smile You Want...

### **Your Next Step**

It's time you feel good about your smile. Don't be embarrassed by your teeth ever again.

Call today. Phone 555-555-5555.

[CLICK HERE TO MAKE APPOINTMENT](#)

We're here for you and ready to serve!



Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

*PS – The #1 secret of having healthy teeth for life is REGULAR DENTAL CARE. Having a mouth full of healthy, good looking teeth you're proud of*



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*gives you a feeling of confidence and satisfaction you enjoy every day.*

*So call now and schedule your Free Consultation and let us help you get you  
on the road to EXCELLENT dental health and great looking smile.*

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





## Email #9 of 10

"CampaignMergeField\_1047" "CampaignMergeField\_589" Spam Score

To: Email

Subject: How to make your life BETTER fast...

HTML Plain Text Merge



**SmileDental**  
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**Say Goodbye to Loose fitting Dentures  
Forever! Now there's A Solution As Good  
As Your Own Teeth... Maybe Better!**

Dear Parthiv:

Called dental implants, (replacement teeth) look, feel and act like your own natural teeth.



*In some ways they're actually better because they never decay. They feel perfectly natural. And unlike bridges, partials and dentures, dental implants may easily last a lifetime.*

Each implant starts with a high-strength, FDA-approved titanium "root" permanently attached to your jaw bone. Once in place your body almost magically accepts it. And re-grows new bone around it.

It's as though we slipped a brand new root under your gum and placed a brand new tooth on it. You brush and floss just like normal. And you can go back to eating all the foods you enjoy.

You sit back and relax during the procedure. You may even decide to take a little nap. And you leave out office a short while later... without dentures. And with teeth that look and feel perfectly natural.



**Imagine being done with dentures forever – having a mouthful of attractive, healthy looking teeth & being able to eat anything you want without worry...**

With implants, the dentures are gone for good. No more clicking when you bite down. No more aggravating poor fitting dentures to bother with. No denture glue. No worry. No embarrassment.

Implants look and feel so natural, after a while... most people forget they even have implants. It's almost like having your original teeth back and in perfect shape.

If you've been doing without one or more teeth – or if you're dissatisfied with a bridge, partial or dentures... now is the time to do something about it.

Just give us a call at 555-555-5555 or **[CLICK HERE TO MAKE APPOINTMENT.](#)**

We'll answer all your questions. We'll give you every bit of information you need to know if dental implants are right for you. And show how easy it is permanently replace missing teeth and get rid of those aggravating, loose-fitting dentures forever.

Dental implants at SmileDental may be perfect for you. We're here for you and ready to serve!

### **Your Next Step**

Stop suffering with uncomfortable, loose-fitting dentures that make you self-conscious and slow you down. It's time to feel good about teeth again.

If you are like most of the wonderful people we help dental implants... **YOU WILL LOVE YOUR NEW IMPLANTS.** And because they feel so natural... after a short while... you'll probably just forget about them all together and just enjoy life.

Just call 555-555-5555.

*We're here for you and ready to serve!*

Sincerely,







**SmileDental**  
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*Dr. Smilemaker*

Dr. Friendly Smilemaker

PS – The #1 secret of having healthy teeth for life is REGULAR DENTAL CARE. Having a mouth full of healthy, good looking teeth you're proud of gives you a feeling of confidence and satisfaction you enjoy every day.

So call now and schedule your Free Consultation and let us help you get you on the road to EXCELLENT dental health and great looking smile.

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

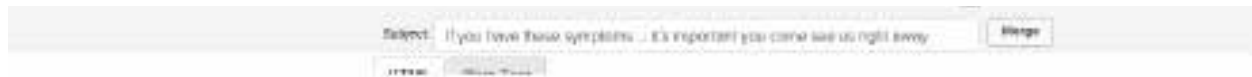
**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #10 of 10



**SmileDental**  
YOUR SLOGAN GOES HERE



### **“What People Are Saying About *YOUR TEAM* of Dedicated Dental Professionals?”**

Dear Parthiv:

Hi, Dr. Friendly Smilemaker here with SmileDental.

Do you know people are talking? That's right. People are talking about your team of top dental professionals.

Oh! You didn't know you had a team of top dental pros?

Well I do!

In fact, your team of top dental pros are highly educated, motivated to help and ten strong. Your team is called **SmileDental** ... *and we would like you to think of us as your new dental home.*

We are here for your every need ... every week day ... right here in town.

Your special contact number to reach us is 555-555-5555.





**SmileDental**  
YOUR SLOGAN GOES HERE



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Call now if you like, and ask about the **HUGE DISCOUNT YOU RECEIVE** as a way to welcome you to your new dental home and get you started on a lifetime of great dental health.

**We can do amazing things for you. For instance:**

- If, heaven forbid, you break a tooth, we can fix you up as good as new and have you on your way in about an hour.
- If you wake up with a sore jaw and do not know what to do, just call us, we will get you in, diagnose the problem, and get you out of pain. We will take good care of you!
- If you develop a little tooth ache, or a big one, we can make the pain go away, solve the problem and have you feeling great in no time.
- If you have had it with badly stained teeth, if you are ready to wipe years of coffee or tobacco stains off your teeth - and have them **about 10 shades whiter in about two hours, DONE ...** we can make it happen for you. In about two hours. *Just like that!*
- If you are tired of playing second fiddle to movie stars ... or *anybody else* ... and want your own **MILLION DOLLAR SMILE** ... we will give you a **FREE COSMETIC CONSULTATION**. You will discover how easy it can be for you to have perfect, attractive teeth, just like movie stars ... *in just a few visits.*

**We can do all this and more. But that's for another time.**

For now, since we want to be **YOUR NEW DENTAL HOME**, I thought you'd enjoy hearing from a few people who enjoy having a team of top dental pros ready to help anytime.

### **Here's What Folks Are Saying about *YOUR TEAM* of Dedicated Dental Professionals...**

*"I can truly say my dental experience for the past 16 years with Dr. Friendly Smilemaker and staff has been exceptional. They provide state of the art dental care and provide excellent customer service. They demonstrate on every visit what professionalism looks like and they are always working with a smile."* **Malcolm W.**





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*"My experience with Dr. Friendly Smilemaker and staff has been one of great relief. All of my fears lifted the very minute I walked into the office. It has been a painless and great experience. Give it a try; you'll be in for a surprise."* **Joanne W.**

*"I have lived all over the United States and have had experience in numerous dental offices and not one can compare with the staff and treatment Chris and I have received here with Dr. Friendly Smilemaker. He is personal and caring. His entire staff is that way from the moment you come in the door until you leave. Both Dr. Friendly Smilemaker and the associate doctor have your interest foremost in their recommendations. For your dental treatment, I would not go anywhere else. I have recommended their office to several of my closest friends."* **Roger C.**



*"I tend to judge dentists very carefully because my father was a dentist. When I first came to Dr. Friendly Smilemaker's office, the atmosphere was welcoming. Everyone on his staff was concerned with my comfort and good care. Dr. Friendly Smilemaker was professional in his treatment, always being careful with hygiene and turns for me to rest between drilling and filling. This is important for me because I have a tricky throat, swallowing sometimes being a problem."*

*"Dr. Friendly Smilemaker always helped my family in emergency situations. He has a great demeanor with children as well as adults. His staff is always helpful, pleasant and returns calls promptly. Great gentle doctor, calming staff."* **Barbie N.**



*"The cosmetic work that Dr. Friendly Smilemaker did on my broken teeth is beautiful! I'm so proud to show them off because they look better than they did before my accident. The color of my veneers is perfectly matched to my teeth. The procedure was painless and I'm confident that wonderful results will last for many, many years. Thank you for giving me back my smile!"* **Christina Emerson**





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## Your Next Step

Now you know about your team of top dental professionals. Your next step is simple. Just pick up the phone and give us a call at 555-555-5555 and schedule your special New Patient Exam and ask about the HUGE DISCOUNT you receive on your first visit. Call now. *We're here for YOU!*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – We are here for YOU!**

**To schedule your appointment call NOW:  
555-555-5555**



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

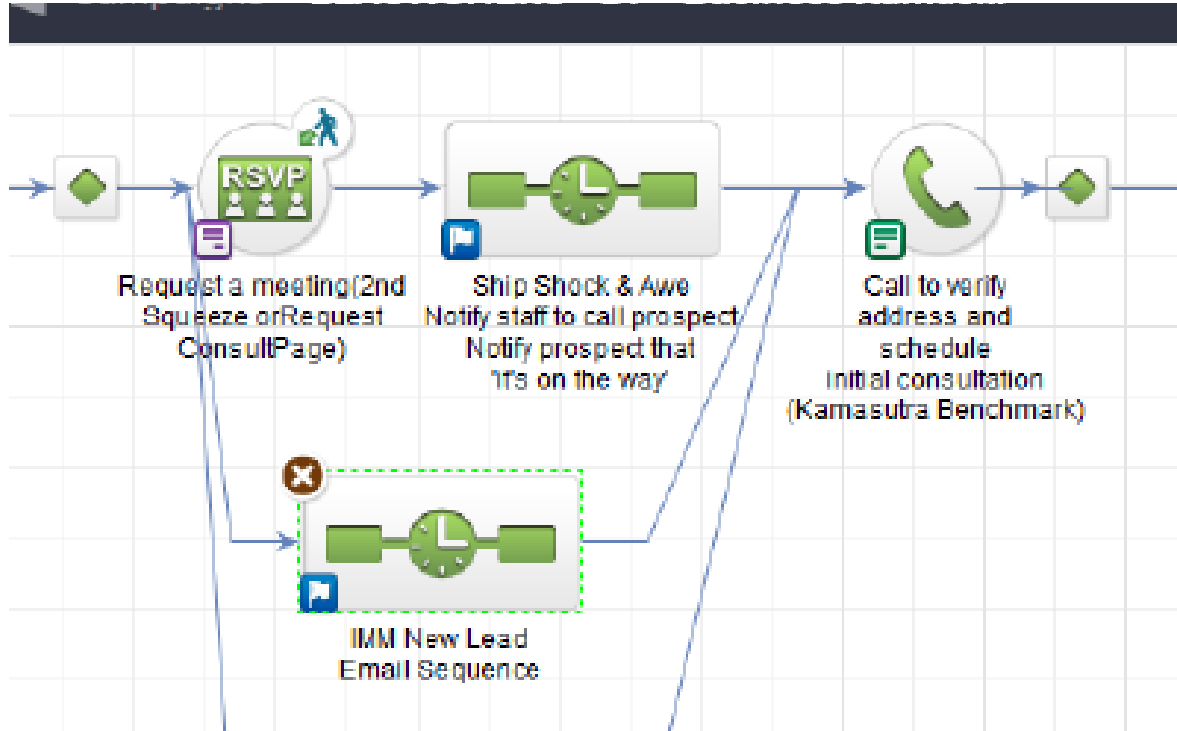
**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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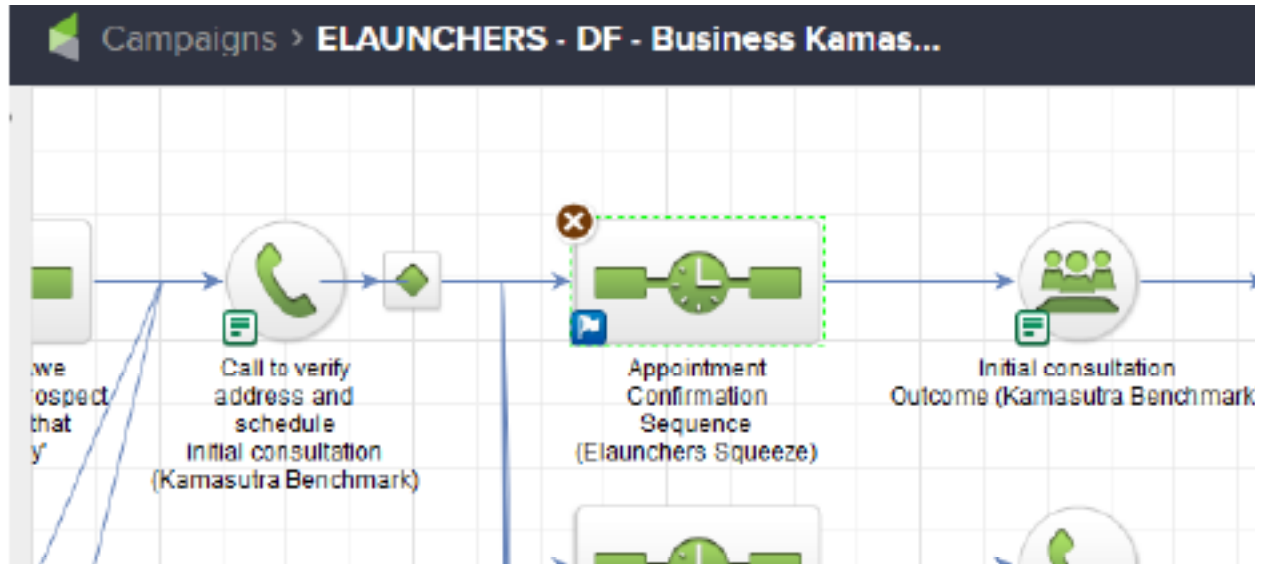






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## Appointment Confirmation Sequence





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## Email #1 of 2

The screenshot shows the 'Appointment Confirmation' email template in the eLaunchers.com editor. The 'From' field is set to 'Dental...' and the 'Email Address' is 'CampaignMergeField\_8882'. The 'To' field is 'Email'. The 'Subject' is 'Your Consultation with "CampaignMergeField\_567"'. The 'HTML' tab is selected, and the 'Preview' button is visible at the bottom.



Parthiv,

Looks like we're all set up for your consult. It should take 20-30 mins.

Date:  
Time:

We'll call you at (301) 873-5791 if we have any issues with your appointment.  
Our address is 13236 Executive Park Terrace, Germantown, Maryland, 20874.

Looking forward to seeing you soon

*Dr. Smilemaker*

Dr. Friendly Smilemaker



**Smile Dental**  
13236 Executive Park Terrace  
Germantown, MD 20874  
**Phone:** xxx xxx-xxxx  
**Fax:** xxx xxx-xxxx  
**Email:** doctor@smiledental.com



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### Email #2 of 2

Appointment Confirmation Sequence (El... > Appointment Reminder (night before)

From: Other...

Name (Optional): "Campaign MergeField\_3047" Email Address: "Campaign MergeField\_989" Some Body:

To: Email

Subject: Your Consultation with "Campaign MergeField\_387" Merge

HTML Plain Text



**SmileDental**  
YOUR SLOGAN GOES HERE



Parthiv,

Looks like we're all set up for your consult tomorrow. It should take 20-30 mins.

Date:

Time:

We'll call you at (301) 873-5791 if we have any issues with your appointment.

Our address is 13236 Executive Park Terrace, Germantown, Maryland, 20874.

Looking forward to seeing you soon

*Dr. Smilemaker*

Dr. Friendly Smilemaker



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Appointment Confirmation Sequence (EL... > Update the outcome

Type	UPDATE
Title	Update opportunity <span>Merge</span>
Body	Hi ~Campaign.MergeField_991~, You have a call today with ~Contact.FirstName~
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	Bharati
Days until due	0
Due at	12:00 AM
Priority	1. Critical
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

Appointment Confirmation Sequence (EL... > Update the outcome 2

Type	UPDATE
Title	Update opportunity <span>Merge</span>
Body	Hi ~Campaign.MergeField_991~, You have a call today with ~Contact.FirstName~
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	Bharati
Days until due	0
Due at	12:00 AM
Priority	1. Critical
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

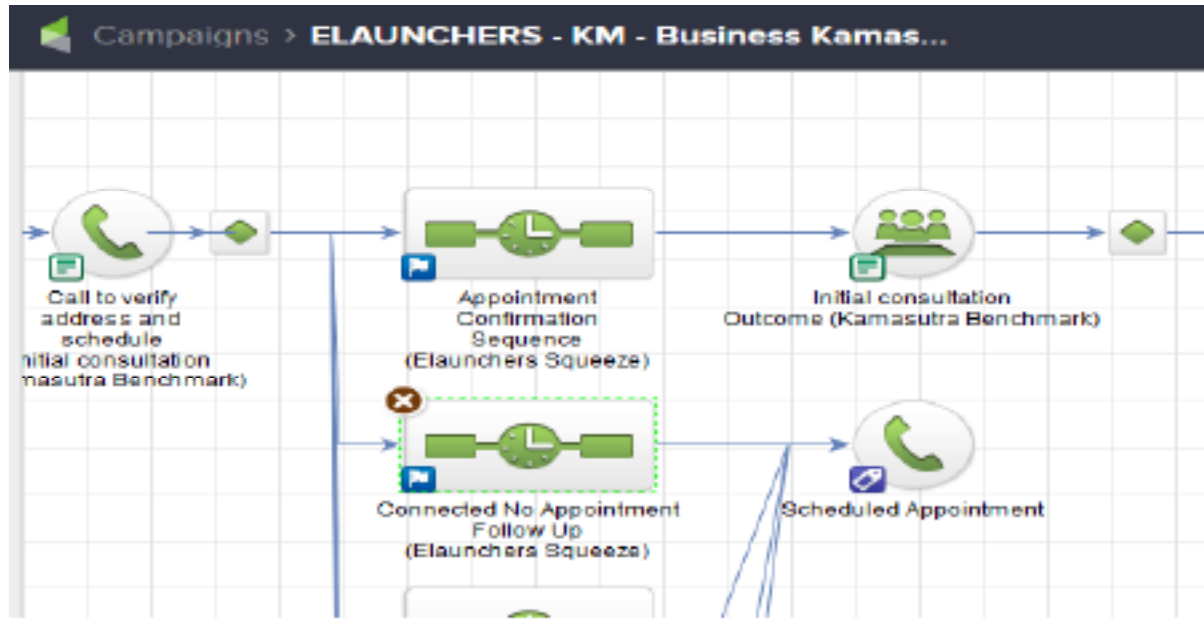




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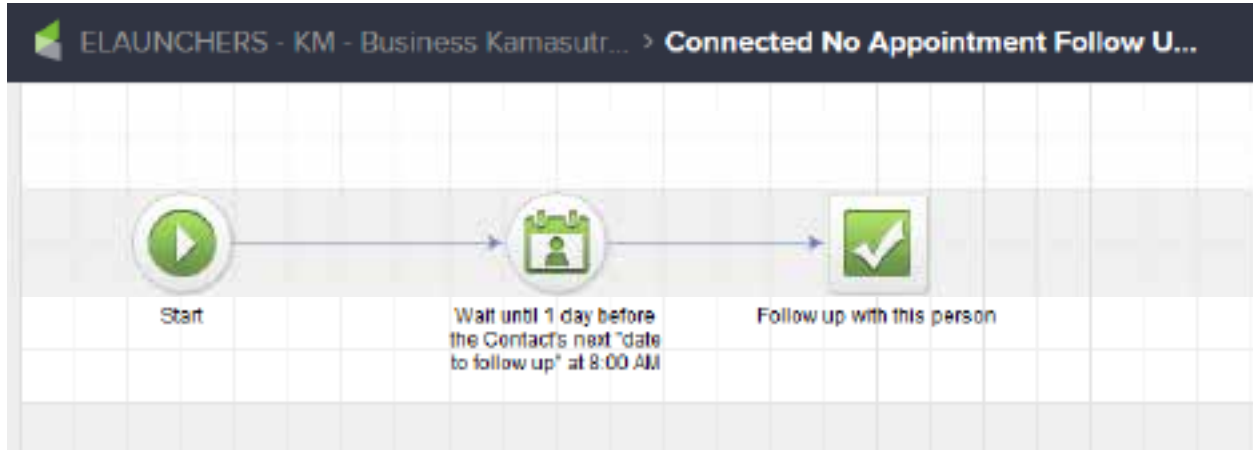
### Connected No Appointment Sequence





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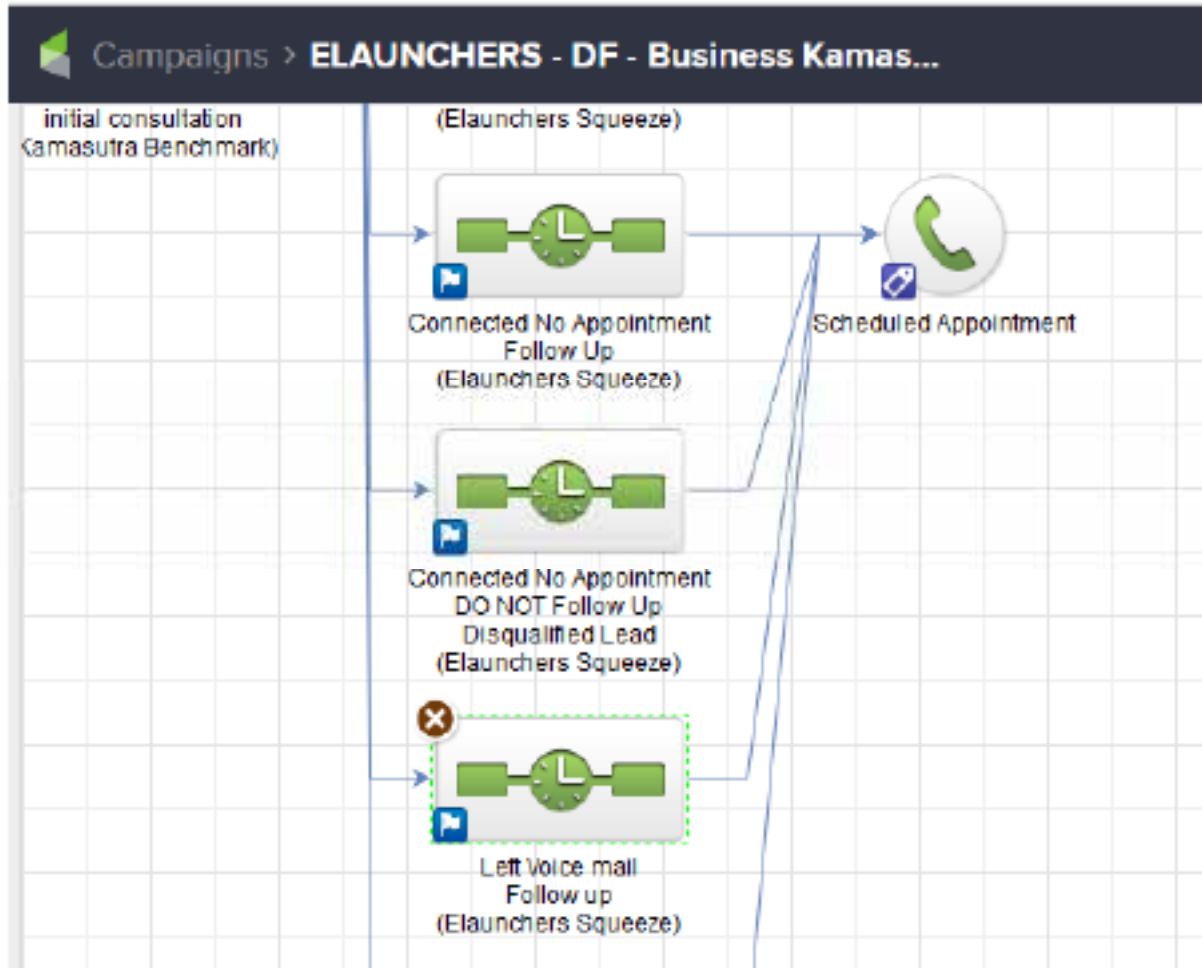
Connected No Appointment Follow Up (...) > **Follow up with this person**

Type	Call
Title	Follow up with this person <span>Merge</span>
Body	We called and didn't speak to this person and put in a date to follow up. It's time: "Contact.FirstName"
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	<input type="checkbox"/>
Days until due	0
Due at	Please select date
Priority	3 Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	<input type="checkbox"/> before due date



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## Left Voicemail Sequence





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Left: Microsoft Outlook - Follow up @eLaunchers Sp... | Email From Parthiv that he left a Mes...

From: Other... [icon]

Name (Optional): \*CampaignMergeField\_1047\* | Email Address: \*CampaignMergeField\_980\* | Score: Score

To: Email [icon]

Subject: RE: I just called and left a message | Merge

HTML | Plain Text



**SmileDental**  
YOUR SLOGAN GOES HERE



**Hi Parthiv,**

**We just called and left you a voicemail message.**

**Would you be able to call me back today?**

**Just give me a call on my phone number 555-555-5555.**

**In your service,  
Crystal Smilemaker  
SmileDental**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

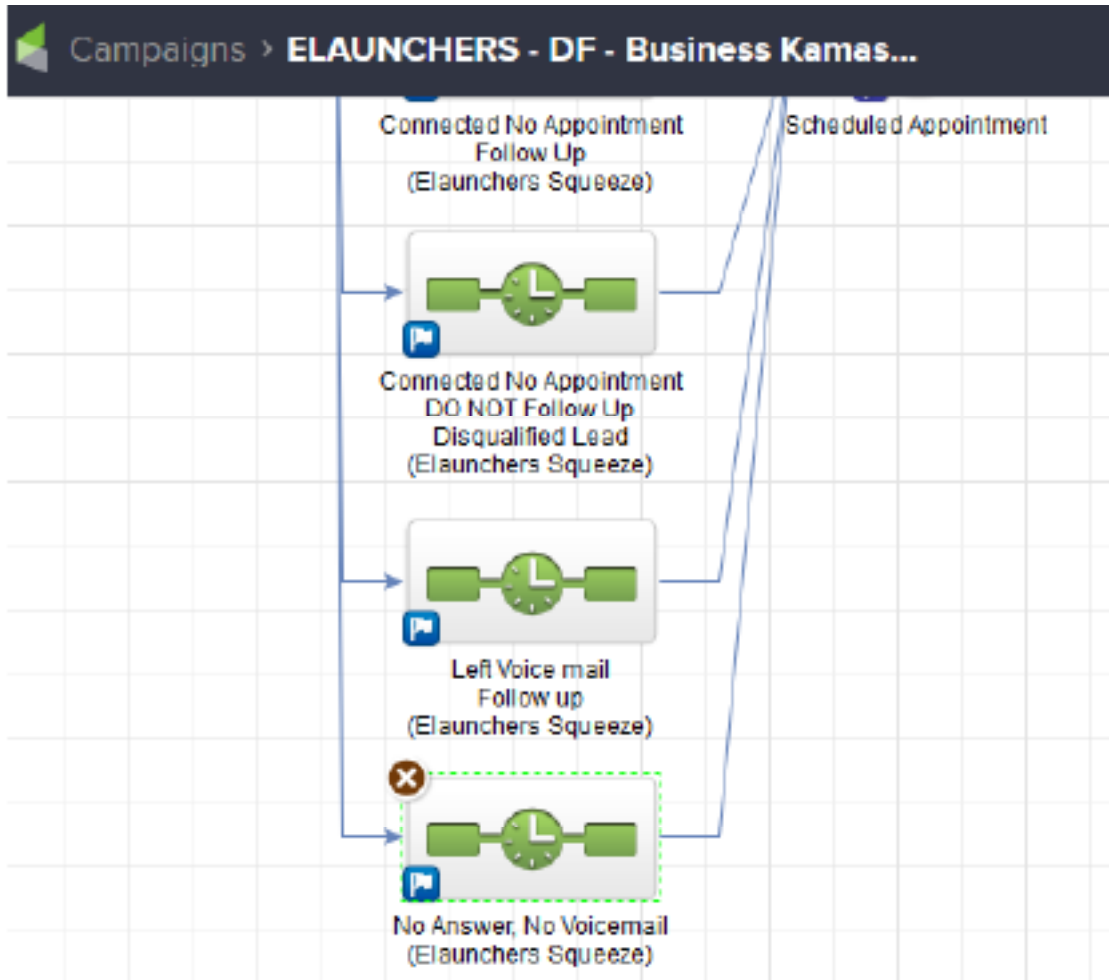
**Email:** doctor@smiledental.com





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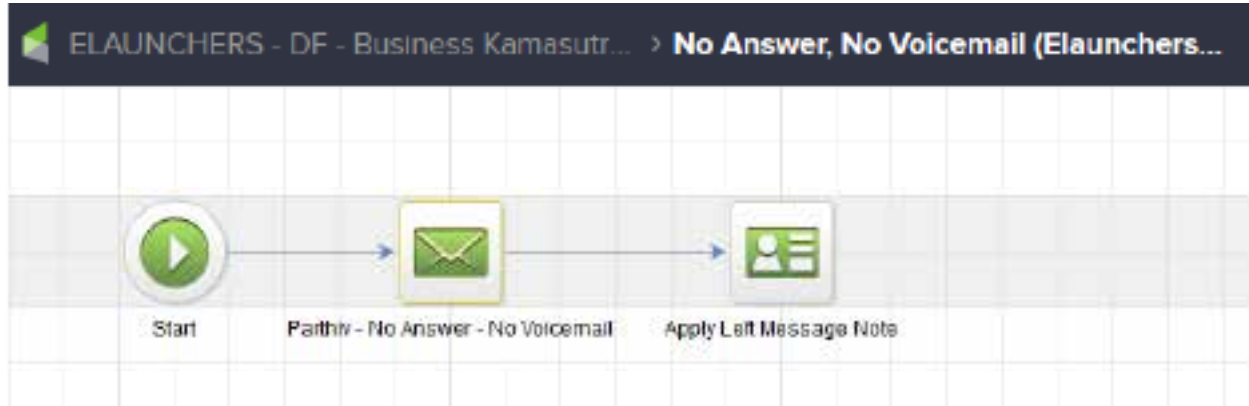
## No Answer No Voicemail Sequence





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NO ANSWER, NO VOICEMAIL (eLaunchers S... - Parthiv - No Answer - No Voicemail

From: Chris  
Name (Optional): "Campaign MergeField\_1047"  
Email Address: "Campaign MergeField\_1047"  
To: Email  
Subject: RE: i just called  
HTML Plain Text Merge

Facebook Search YouTube



**SmileDental**  
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Hi Parthiv,

We just called and wasn't able to leave a message.

Would you be able to call me back today?

Just give me a call on my phone number 555-555-5555.

In your service,  
Crystal Smilemaker  
SmileDental



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

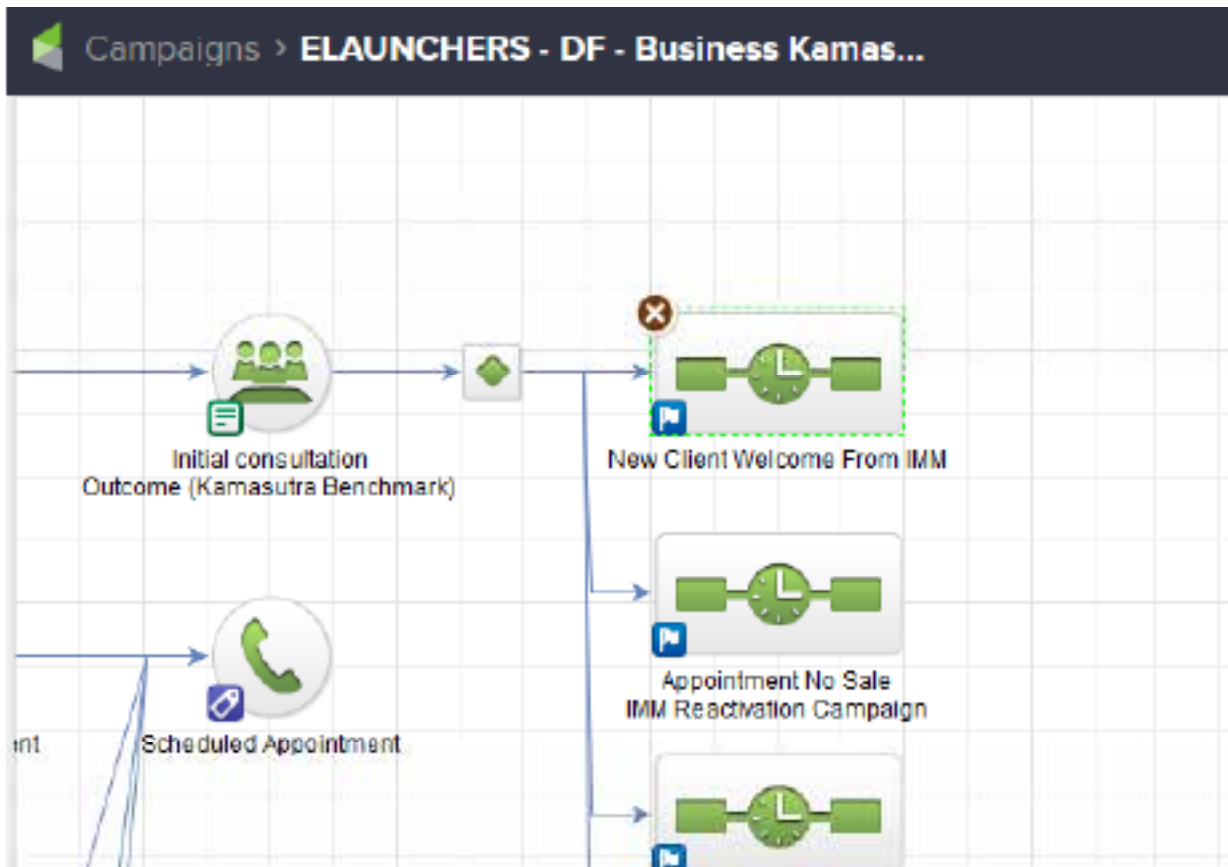
**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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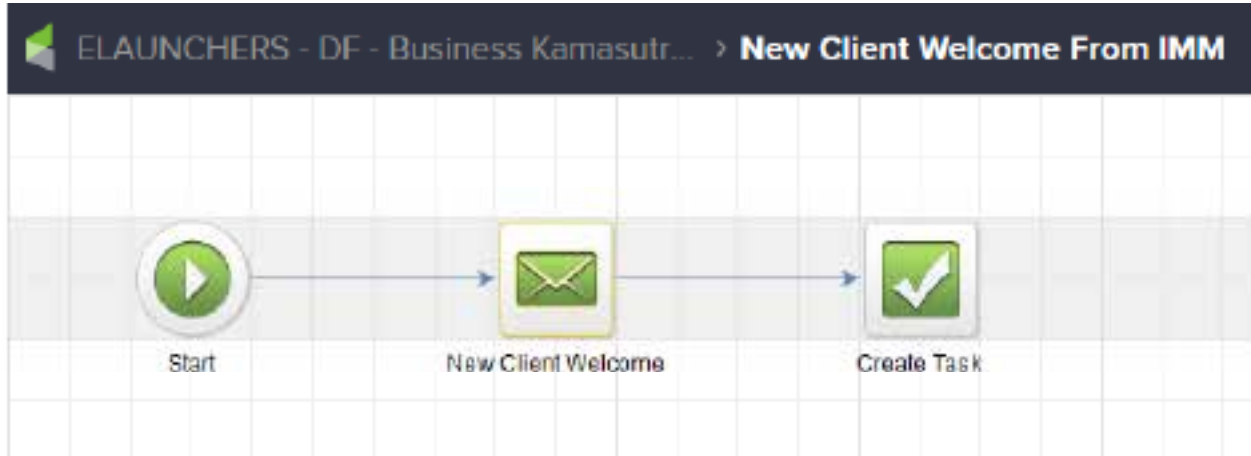
## New Client Welcome Sequence





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**SmileDental**  
YOUR SLOGAN GOES HERE



### Welcome to SmileDental

Dear Parthiv:

Dr. Friendly Smilemaker here with a short message.

Welcome to our dental practice, "SmileDental" in Germantown! I want to personally welcome you to the practice, and thank you for choosing us.

There are so many dental offices nearby, but I am sure that you will find our practice to be different from any other dentist you have been to.

Our dental practice is based around three basic principles:

- You deserve our utmost attention in fulfilling your needs. We will listen to you and honor your desires
- Every interaction with our office should leave you smiling and feeling better
- We want to earn your business for life and earn the referrals of all your friends, family and co-workers!

I promise you will have a great experience with your first appointment. I look forward to meeting you soon!



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Yours in health

*Dr. Smilemaker*

Dr. Friendly Smilemaker



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

Phone: XXX XXX-XXXX

Fax: ZZZ ZZZ-ZZZZ

Email: doctor@smiledental.com

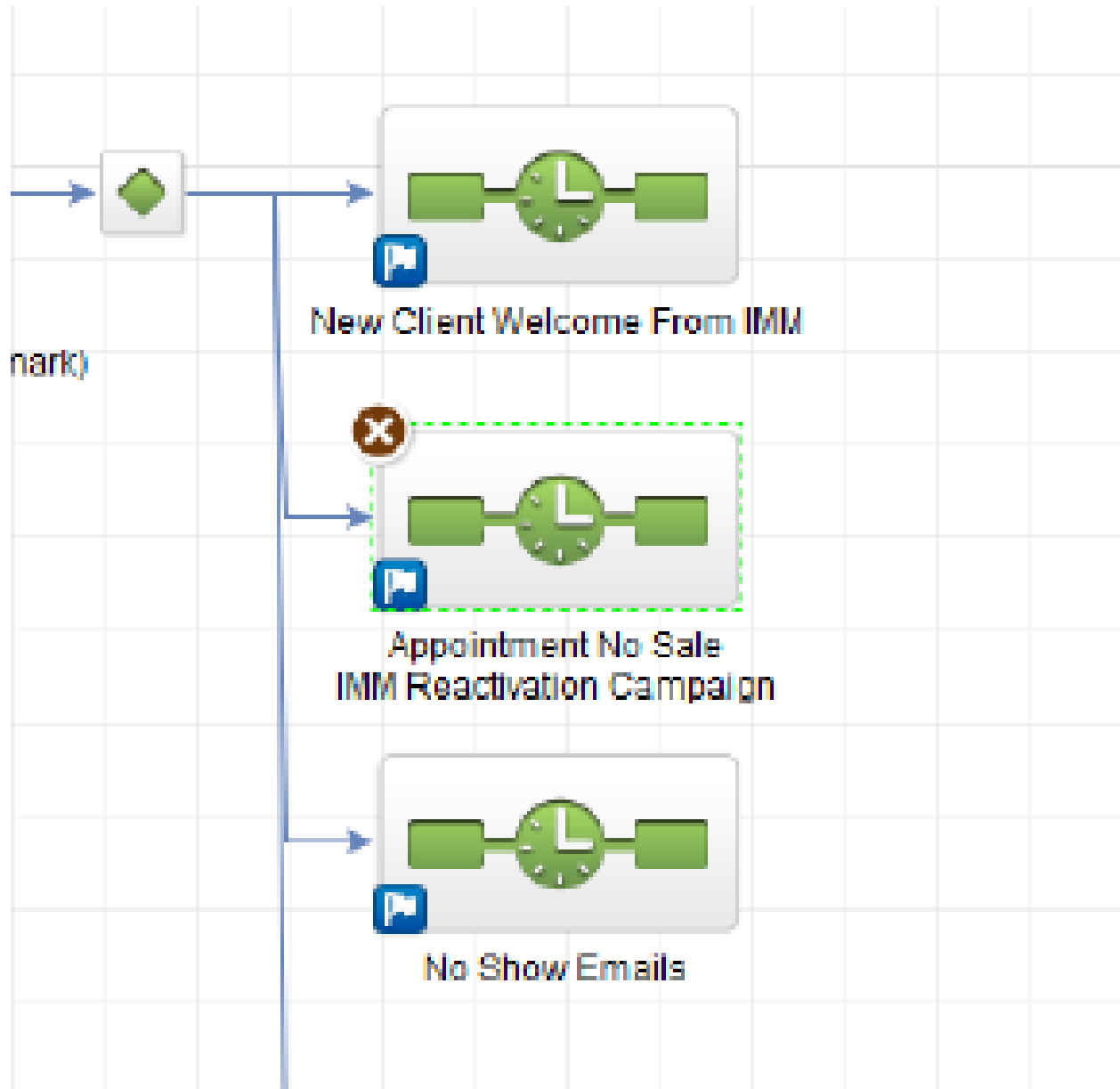
### New Client Welcome From IMM > Create Task

Type	Literature Request
Title	Send New client welcome pack <span>Merge</span>
Body	Please send new client welcome package to "Contact.FirstName""Contact.LastName"
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	Bharati
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	<span>+</span> before due date



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## Appointment No Sale





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## Email #1 of 5



**“You Deserve Healthy Gums & Teeth and a Great Looking Smile. Don’t You?”**

***Of course you do!***

Dear Parthiv:

Thanks for visiting our office.

We enjoyed having you. But I noticed you decided not to accept treatment. That is concerning.

Whatever your reason for not going forward and getting the work done, I respect.

But even so, I know how important good dental health is to your overall health and well-being. I know how satisfying it is to have a mouthful of good looking teeth and an attractive smile you’re proud of.

So with this in mind, I decided to reach out to you again, in the hope that you will reconsider and come back in to get the treatment you want... or need.







## **Having Healthy Teeth & Gums & a Happy Attractive Smile ... Makes Your Life Better**

Something brought you into our office.

- Maybe your teeth are crooked, stained, chipped or broken... and you want them fixed.
- Maybe your teeth embarrass you so you hide your mouth when you smile ... and what you really want is a *great looking, attractive smile you're proud of.*
- Maybe you're tired of loose fitting dentures that are a constant bother ... and you want a better solution.

Regardless of what brought you to our office, one thing is certain...

Dental problems NEVER self-resolve.

Stained or crooked teeth will never 'fix' themselves.

Replacing missing teeth with bridges or implants not only helps you enjoy food better... replace those missing teeth and you'll be healthier and look younger.

Do not be embarrassed by your teeth any longer. Don't risk dental problems getting so bad until one day you have no choice and you lose all your teeth.

Contact our office at 555-555-5555 and come back in for an appointment.

We will discuss your concerns and come up with a treatment plan and a finance plan that works for you, and get the dental care you want.

You deserve this. Just pick up the phone and call 555-555-5555.

You deserve this. Do not deny yourself any longer.

***Here's wishing you health, happiness and great looking teeth for life.***

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. ***And always happy to help!***



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**To schedule your appointment call NOW:**

**555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #2 of 5

Appointment No Sale IMM Reactivation ... Email #2 - Unaccepted

From: Office ...

Name (Optional): "Campaign MergeField\_1547" Email Address: "Campaign MergeField\_599" Spent Score

To: Email

Select: Don't miss out on a happier more enjoyable life. Merge

HTML Plain Text



**Getting the Dental Work You WANT or NEED Can  
Make Your Life Happier & More Enjoyable ... You Will Love  
Yourself for Going Ahead ... And Getting It Done Now**



**Dr. Friendly Smilemaker**

Dear Parthiv:

I do not know why you declined treatment when you came to our clinic. But it is time to solve the problem and get you back in for treatment.

You may have declined treatment for any number of reasons.

- Maybe you had a bad experience with a dentist in the past.
- Maybe the price was more than you expected and you're worried about how to pay.

Maybe you can't afford the treatment ... or maybe you can afford it, but you feel a little selfish or guilty spending the money it takes to get what you want.

Maybe someone told you it was silly to spend money on yourself and that



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stained or crooked teeth look just fine.

I honestly do not know WHY you did not accept treatment. But, I do know this, nothing will help your confidence more and nothing will build your self-esteem faster than getting your teeth fixed having a great looking smile you're proud to flash anywhere.

Stop denying yourself something you really want. Sure it costs money, just like anything of real value.



Life is too short to be embarrassed about your teeth. And your health is too important to risk not getting treatment you need.

Do the right thing. Don't let anyone talk you out of it. After all, we're talking about YOUR MOUTH, YOUR TEETH and YOUR SMILE.

And since you live with your mouth, your teeth and your smile 24 hours a day for life. Doesn't it make sense to have the kind of good looking teeth and attractive smile you want, instead of settling for something less, regretting it every time you look in a mirror?



It's not too late. You can still have what you want.

Contact our office at 555-555-5555 and come back in for an appointment.

We will discuss any concern you have. We will come up with a treatment plan that gets you what you want - and a payment plan you can afford.

You deserve this. Just pick up the phone and call 555-555-5555.

**Call now. 555-555-5555.**

You live with your teeth every day.

It is time to fix the problems. It is time to get yourself in excellent dental health. It is time you have that great looking smile you have always wanted.

You deserve this. Don't deny yourself any longer.

***Give yourself a gift you will enjoy every day for the rest of your life.***





**SmileDental**  
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In as little as two visits, your teeth will look great, you will walk out of our office with a new smile, a new attitude and new confidence that may open all kinds of doors you'd never walk through otherwise.

Just call us at 555-555-5555. We will take it from there and make it work!

*Wishing you health, happiness and great looking teeth for life...*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – Don't let this opportunity pass you by. Call us at 555-555-5555.

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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### Email #3 of 5



**SmileDental**  
YOUR SLOGAN GOES HERE



## Getting Your Teeth Fixed & Having the Smile You Want - Now that's A Real No-Brainer... Of Course it's the *Right Thing to Do!*

Dear Parthiv:

You've been to our office.

You want treatment.

But for some reason turned it down

You know your teeth will not fix themselves

Your teeth are YOUR teeth. Without treatment things will just get worse.

That means if you don't like the way your teeth look now, nothing will change until you come back in for treatment.

Putting off dental treatment for sore, swollen gums, jaw pain, facial pain, tooth sensitivity, loose teeth or anything that causes you distress is dangerous.

Symptoms like these tell you something is wrong!







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You know as well as I do, the problem will not fix itself.

Quite the opposite.

Even if symptoms back away, the problem will just get worse - until one day you pass the point of no return, - wake up in screaming pain – have to put your life on hold - come in for expensive emergency treatment – that could have been easily avoided.

**You've Held Back & Denied Yourself Long Enough  
Now It's Time to Do Something Good for Yourself...**



Don't put off getting your teeth fixed and having what you want for another second.

Now you have the PERFECT opportunity to get every problem fixed and have a mouthful of good looking teeth and an attractive smile that makes you look sooooo... good.

Here's how I see it.

They're your teeth. It's your mouth. It is your smile.

If you are not happy with your teeth, you SUFFER every day.

If your teeth are healthy and you love the way they look, you BENEFIT every day.

So it just makes sense to call our office, schedule an appointment ... and just get the work done ... *so you can enjoy life and never worry about your teeth again.*

**It's not too late. Call our office now. Get the treatment you want. After it's all done, you will be so happy you'll feel like jumping on the couch!**

Contact us at 555-555-5555 and come back in for an appointment.

**We will discuss your concerns and come up with a treatment plan that works for you, that's easy to afford, and that lets you smile with confidence.**

You deserve this! Just pick up the





**SmileDental**  
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phone and call 555-555-5555!

If you want this treatment... if you want to be able to flash a great big smile you're proud of – contact us and ***I PROMISE*** we'll do everything in our power to make this happen for you.

Call now. 555-555-5555. You deserve this. Do not deny yourself any longer.

In as little as two visits, your teeth will look great, you'll walk out of our office with a new smile, a new attitude and new confidence that may open all kinds of doors you'd never walk through otherwise.

Just call us at 555-555-5555. We will take it from there and make it work!

***Here's wishing you health, happiness and great looking teeth for life.***

Sincerely,

***Dr. Smilemaker***

Dr. Friendly Smilemaker

**PS** – Don't let this opportunity pass you by. Call us at 555-555-5555

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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### Email #4 of 5

Appointment No Sale IMM Reactivation ... > Email #4 - Unaccepted

From:	Other...	
Name (Optional):	None (Optional)	
Email Address:	"Campaign.MergeField_003"	
to:	Email	
subject:	Your teeth, Your smile, Your good looks, Your decision	
<input type="button" value="HTML"/> <input type="button" value="Plain Text"/>		



**They're your teeth. It's your smile. And it's your decision. Please make the right one!**

Dear Parthiv:

No matter how hard you try, there's just no hiding a mouthful of chipped, stained or jumbled teeth. You can try the toothless grin or smiling with your lips clamped shut.

You can test the partial smile, showing just a hint of teeth but no real detail. You can even practice turning your head away when you laugh or covering your mouth with a hand.



But guess what? It doesn't work! People notice every time!

**How much longer are you willing to be embarrassed by your teeth?**

You've been to our office recently and decided not to accept treatment.

Whatever your reasons for deciding to not go forward, I respect them.



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But in the same breath, getting treatment you need is so important - having a big, friendly smile you're proud of ***can make such a HUGE POSITIVE DIFFERENCE in your life ...*** I hope you reconsider and come back to see us.

If this is something you WANT... or something you NEED... don't deny yourself.

Life is too short to be embarrassed about your teeth. And your health is too important to risk not getting treatment you need.

Do the right thing. Don't let anyone talk you out of it. After all, we're talking about YOUR MOUTH, YOUR TEETH, YOUR QUALITY OF LIFE and YOUR SMILE.

***It's not too late! You can still have what you want!.***

Contact our office at 555-555-5555 and come back in for an appointment. We'll discuss your concerns and come up with a treatment plan that works for you, that's easy to afford, and that lets you smile with confidence.

You deserve this! Just pick up the phone and call 555-555-5555!

If you want this treatment... if you want to be able to flash a great big smile you're proud of and people notice – contact us - and ***I PROMISE*** we'll do everything in our power to make this happen for you.

**Call now 555-555-5555  
Don't deny yourself any longer.**

*Wishing you health, happiness and great looking teeth for life.*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**To schedule your appointment call NOW:  
555-555-5555**





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## Email #5 of 5



### **“A Blast of Brutal Honesty”**

Dear Parthiv:

This is the final time you'll hear from me on this subject. **I hope you'll take a minute look this over carefully.**

I'll be brief.

You came into our office for a free evaluation.

You want some dental work done.

You declined treatment.

People typically decline treatment because they think they can't afford it, or because a family member talks them out of it. Either way, you miss out on something that can bring you a great deal of joy and happiness.

**People judge you by your smile.** It happens every day.

Whether you meet someone for the first time or the 100th time, you notice two things *above all others* every single time. You notice their **SMILE** and their **EYES**.

You may or may not notice clothes, jewelry, blemishes or wrinkles.



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But for the entire time you're with another person, the majority of your attention is automatically drawn to their smile and their eyes.

Consciously or subconsciously your attention is riveted to the other persons **SMILE** and their **EYES**.

***And their attention is riveted on YOUR smile and your eyes.***

If you don't smile because your teeth embarrass you, it sets the stage for upset, hurt feelings, even anger with the people you meet and interact with.

Most people think about the world only as it relates to them.

That means, ***"If she is not smiling, it is because she does not like me," or "If he is not smiling, it is because he is mad at me..."***

When people see you and you're not smiling, most will never figure out..

***"She's not smiling because she is embarrassed about her teeth," or "He is not smiling because he does not want me to think he does not take care of himself."***

Life is too short not to have something you really want.

**Life is WAY TOO SHORT to be embarrassed about anything, especially your teeth!**

It is not too late for you! You can still have what you want!

Contact our office at 555-555-5555 and come back in for an appointment.

We will discuss whatever kept you from accepting treatment on your first visit. We'll solve the problem. And come up with a treatment plan that works for you and is easy to afford.

You deserve this. Just pick up the phone and call 555-555-5555.



If you want this treatment... if you want to be able to flash a great big smile you're proud of – contact us - and ***I PROMISE*** we will do everything in our





**SmileDental**  
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power to make this happen for you.

Call now. 555-555-5555. You deserve this. Do not deny yourself any longer.

*Here's wishing you health, happiness and great looking teeth for life.*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS – About that blast of brutal honesty.**

Do not let anyone throw cold water on the idea of how much better you'll look and how much happier you'll be when your dental problems are solved, your teeth look great and you have a smile you love.

*I promise you there is nothing like it!*

Stop denying yourself. Do the right thing.

Call now, 555-555-5555.



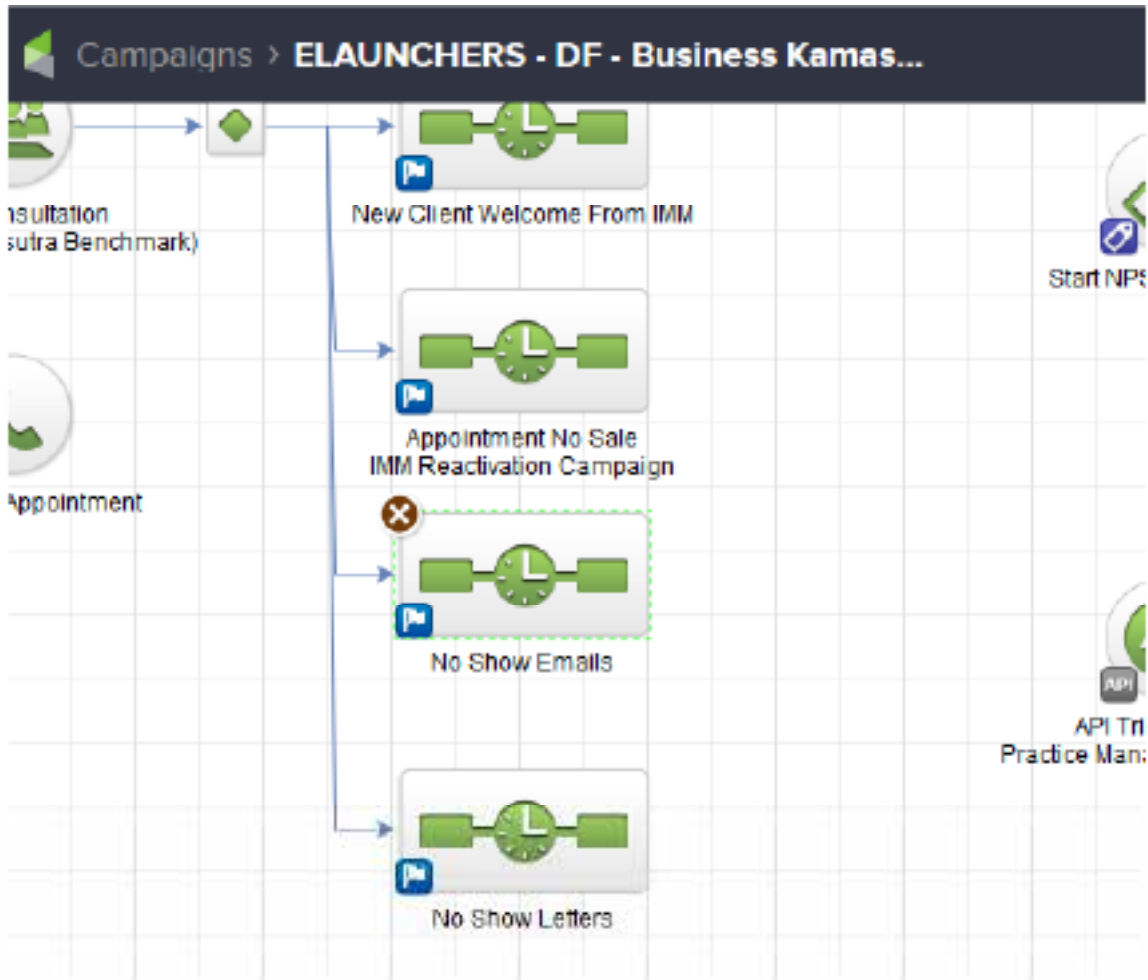
**To schedule your appointment call NOW:  
555-555-5555**



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### Appointment No Show



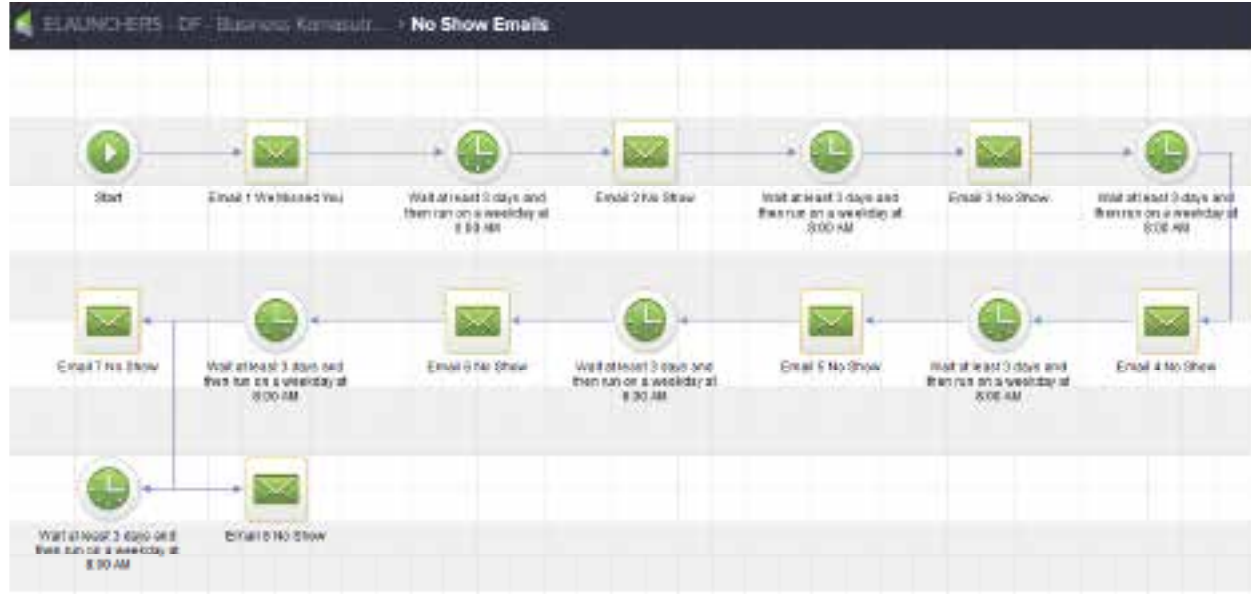


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### Email #1 of 8

No Show Emails > Email 1 We Missed You

From: Other...

Name (Optional): "CampaignMergeField\_1047" Email Address: "CampaignMergeField\_569" Spam Score

To: Email

Subject: We missed you!

HTML Plain Text Merge



Dear Parthiv,

We had a scheduled appointment for you today for your dental examination and missed you!

I hope we didn't have something wrong on our end.

If you had something come up last-minute I understand that these things happen! Would you please call me back personally at 555-555-5555 to coordinate a new appointment time that will work for you! You can certainly e-mail me too at [friendly@smiledental.com](mailto:friendly@smiledental.com)

I look forward to talking with you soon,

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If fear or embarrassment is holding you back, we understand that, too. But fear not, our office is officially "guilt-free." We're simply here to help you.

**To re-schedule your appointment call NOW:  
555-555-5555**



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## Email #2 of 8

No Show Emails - Email 2 No Show

From: Other

Name (Optional): "Campaign:MergeField\_043"

Email Address: "Campaign:MergeField\_599"

Spent Score

To: Email

Subject: "Campaign:MergeField\_011" here, just following up about your dental appointment

HTML Plain Text Merge



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Dear Parthiv:

I emailed you a couple of days ago to see if we could get you rescheduled for your new patient appointment but have not heard back from you yet.

I wanted to send you a quick reminder that we would love to get you rescheduled.

Feel free to e-mail me at [friendly@smiledental.com](mailto:friendly@smiledental.com) or call and ask for me personally at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any specific dental questions you would like to have answered before coming in, let me know, and I'll get with a doctor and do our best to answer them!



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### Email #3 of 8



Dear Parthiv:

Dr. Friendly Smilemaker here from SmileDental.

There are times we, admittedly, make mistakes! In fact, perhaps we made one with you ...

The truth is we really enjoy helping people get the dental care they need

So, if we've messed up somehow with you, would you please let us know so we can do things better the next time?

Feel free to e-mail me at [friendly@smiledental.com](mailto:friendly@smiledental.com) or call and ask to speak to me personally at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. ***And always happy to help!***





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### Email #4 of 8

Go Show Emails > Email 4 No Show

From: Other			
Name (Optional)	Email Address		
"CampaignMergeField_104"	"CampaignMergeField_105"	Send Score	
To: Email			
Subject: A Personal Message for People Who've Avoided the Dentist for YEARS at a Ti Merge			
HTML Plain Text			



Dear Parthiv:

I know you have seen the ads. I know that many of you still don't buy it... that somehow your fear is different. Here's the truth:

It doesn't matter if it is the sound, the smell or the needle...I have never been more certain that I can help you skate through your fears.

Telling the public "We Cater to Cowards" is an insult! This isn't a slogan. This is real. I know your fear is based on real pain and real embarrassment. Our practice is dedicated 100% toward making a real change. I will be successful with you. No doubt.

If you are one of the many that finally make that call, it doesn't matter if you're 20 or 99, we will give you whatever you need without pain...without lectures...just results. Let's get this done!

Call me at 555-555-5555 or e-mail me at [doctor@smiledental.com](mailto:doctor@smiledental.com) to schedule a FREE comprehensive new patient exam where I will listen to your concerns and help you find a way to help you resolve your dental concerns.

Sincerely,

*Dr. Smilemaker*



**SmileDental**  
YOUR SLOGAN GOES HERE



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Dr. Friendly Smilemaker

**PS.** If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. ***And Always Happy to Help!***



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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### Email #5 of 8

No Show Emails > Email 5 No Show

From: Other...

Name (Optional): "Campaign MergeField\_ID47" Email Address: "Campaign MergeField\_ID47" Score Score

To: Email

Subject: I Don't Want To Be A Pest But...

HTML Plain Text Merge



Dear Parthiv:

I don't mean to be a bother, but I wanted to reach out to you again because we really like to keep in touch with people and make sure they are being cared for in the best of ways!

I understand things come up and life gets busy but I also want to make sure your dental needs are being cared for at this time.

I am willing to extend a FREE new patient special offer to you and would like to remind you that it is a 90 minute, guilt free - no obligation appointment to assess your dental health, and decide if we're a good fit as a dental home!

Our passion here is to care for our patients in the absolute highest standard and we are all one big family so I personally feel you will walk out at the end of your appointment with a smile from ear to ear!

I hope I hear from you soon with available dates and times to schedule your appointment - you can call me at 555-555-5555 or e-mail me at [doctor@smiledental.com](mailto:doctor@smiledental.com).

I hope to hear from you soon!

Sincerely,



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*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** - If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. ***And always happy to help!***



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #6 of 8

No Show Emails > Email 6 No Show

From: Other...

New (Optional) Email Address

"Campaign\_MergeField\_1047" "Campaign\_MergeField\_0932" Split Score

To: Email

Subject: Sorry we missed you!

HTML Plain Text Merge



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**No Dental Insurance? *No Problem***  
**End Dental Fear, Uncertainty & Pain, NOW,**  
**Easily & Affordably With...**  
**...Our Gift to You & Every Member Of Your Family**

**A FREE Dental Exam & More!**  
**(Regularly \$157.00. Yes, you'll save \$157.00! Good for every family member!)**  
**Includes Digital x-rays, and much more!**

Dear Parthiv:

As a new patient at SmileDental you don't have to pay to find out what's wrong, *only to fix it!*

It's our *Gift* to you and every member of your family! Why not make this year pain and trouble-free, with excellent dental health!

Your **FREE** new patient exam includes a comprehensive oral health exam, any necessary digital x-rays, periodontal (gum health) check, TMJ check (to screen for TMJ disorders), and a complete report of findings and personalized action plan...plus, more.





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caring and gentle staff. We offer conscious sedation dentistry to make your visit completely painless, and as many patients can testify, even enjoyable.

- **Time** - We know how busy you are, and we value your time. We will not make you come in for multiple visits. In fact, sedation dentistry allows us to perform all of your dental work in 1 or 2 visits.

I don't want anything to hold you back from getting the dentistry you need. You deserve to have a great smile! Please, allow us to help you realize that goal.

To reschedule your FREE new patient exam, e-mail me at [doctor@smiledental.com](mailto:doctor@smiledental.com) or call and ask to speak to me personally at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. *And always happy to help!*

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** [doctor@smiledental.com](mailto:doctor@smiledental.com)





## Email #7 of 8

No Show Emails > Email 7 No Show

From: Other	
Name (Optional):	Email Address:
"Campaign/MergeField_1047"	"Campaign/MergeField_1000"
To: Email	
Subject: My Wish For Your Smile	
<input type="button" value="Merge"/>	



Dear Parthiv:

My wish is that someday soon someone will look at you and say, "Parthiv, you look fabulous!" I want everyone that you know to be wowed by your smile. Most importantly, I want you to come alive and feel healthy and confident. I want you to love the way you look!

We haven't heard from you yet about your FREE new patient appointment, so something must be holding you back. I can't fix it if you don't tell me what it is. However, I can share with you some of the obstacles that our other patients faced and explain to you how we overcame them. Maybe you are facing a similar dilemma.

- **Guilt** - The number one reason why people avoid going to the dentist is guilt. They simply feel guilty for putting off the dental care they needed, and they are afraid of being lectured and judged. Besides working in a dental office, we are all patients, too. We won't treat you differently than we want to be treated. This is a guilt-free office. You will never be judged or be made to feel ashamed.
- **Pain** - Many people are afraid of going to the dentist because they've had a painful or otherwise traumatic experience. I have been there, as have many of our patients before coming to SmileDental. We are a



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caring and gentle staff. We offer conscious sedation dentistry to make your visit completely painless, and as many patients can testify, even enjoyable.

- **Time** - We know how busy you are, and we value your time. We will not make you come in for multiple visits. In fact, sedation dentistry allows us to perform all of your dental work in 1 or 2 visits.

I don't want anything to hold you back from getting the dentistry you need. You deserve to have a great smile! Please, allow us to help you realize that goal.

To reschedule your FREE new patient exam, e-mail me at [doctor@smiledental.com](mailto:doctor@smiledental.com) or call and ask to speak to me personally at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. ***And always happy to help!***

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** XXX XXX-XXXX

**Fax:** ZZZ ZZZ-ZZZZ

**Email:** [doctor@smiledental.com](mailto:doctor@smiledental.com)



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## Email #8 of 8

No Show Emails > **Email 8 No Show**

From: Other...	Name (Optional)	Email Address	Score
	"Campaign MergeField_104"	"Campaign MergeField_105"	

To: Email

Subject: Now you know you can afford to see the dentist

HTML Plain Text Merge



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Dear Parthiv:

Dr. Friendly Smilemaker here from SmileDental. I'm not going to keep you long with this message.

We still haven't heard from you about rescheduling your FREE new patient consult. Over the last weeks and months, I've told you about the importance of keeping good oral health, and I've told you about the ways you can make dental care affordable.

So this is my last-gasp effort to make a decision that can help keep you healthy and self-confident for a lifetime. There are only two reasons I can think of that you haven't rescheduled your appointment:

1. You found another dentist. Too bad for us. We would have loved to have you as a patient, but I'm glad you are getting the dental care that you (and we all) need. If it doesn't work out with your new dentist, or you have issues that he or she can't take care of, please keep us in mind.
2. You are petrified of seeing the dentist. This is not uncommon, I have touched on it a few times before. But now it seems you really need to educate yourself about modern dentistry. It's just not like it used to be.



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So I'd love to send you a copy of my book that outlines all the things we can do to give you a pain and guilt free experience at the dentist.

As always all you need to do to get your FREE new patient exam is to email my teammate Crystal Smilemaker at [crystal@smiledental.com](mailto:crystal@smiledental.com) or call us at 555-555-5555.

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you have any dental issues at all, give us a call at 555-555-5555. We are here for you. *And always happy to help!*

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** [doctor@smiledental.com](mailto:doctor@smiledental.com)



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### Long Term Nurture







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## Email #1 of 12

eLaunchers Long-Term Nurture - 01 January

From: Other...

Name (Optional): "CampaignMergeField\_1047" Email Address: "CampaignMergeField\_389"

To: Email

Subject: About your door to the new year...

HTML Plain Text Merge



*Welcome to January!*

Dear Parthiv:

January is named after the Roman god, Janus, the god of doors, gates, transitions, passages, endings and time.

Janus is usually depicted as having two faces because he possesses the ability to see all things past and future.

Janus represents ALL NEW BEGINNINGS.

Armed with this priceless knowledge... in the spirit of **LOOKING BACK** ... have some **FUN** and think about your **BEST** accomplishment of last year.

What made your life better?





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What brought you happiness and joy?

And in the spirit of **LOOKING FORWARD** and **BOLDLY CROSSING INTO THE NEW YEAR...** what are you looking forward to the most?

What is your **MOST IMPORTANT** goal?

What would make **THIS NEW YEAR** one of the **BEST** years of your life?

And as you ponder these happy thoughts...

Remember to Celebrate

**January 8<sup>th</sup> is National Bubble Bath Day.** The origin of Bubble Bath Day is not known. But it was probably created by someone who needed to relax after a hard day at work. **IMPORTANT:** Don't forget your rubber duckie! And if appropriate... invite a friend.

**January 13<sup>th</sup> is International Skeptics Day.** Skeptics question everything and doubt facts and theories. A skeptic never accepts the "Given". If you're inclined to doubt things that most take for granted... International Skeptics Day is for you. So celebrate! At the very least call a skeptical friend, get into a heated conversation... *and have some fun!*

**January 18<sup>th</sup> is Thesaurus Day.** The Thesaurus lists synonyms (words with the same or similar meaning). It allows you to avoid repetition in writing and speeches. Thesaurus Day celebrates the birthday of the author of Roget's Thesaurus, Peter Roget who was born on January 18th in 1779. *So wish Peter a Happy Birthday.* And by all means **ESCHEW OBFUSCATION.** And cuddle up with your Thesaurus on this momentous day!

January 1-31 is Dr. Friendly Smilemaker's National  
Take Excellent Care Of Your Teeth Day

Every day is the most important day to take excellent care of your teeth.

Take excellent care of your teeth **TODAY.** And your next today. And so on. And odds are high your teeth will last you a lifetime. *And wouldn't that be great!*

Just do it **TODAY.**

Give Yourself Dazzling White Teeth...  
in About 3 Hours



**This is a January gift you will enjoy every day of the year all year long.**

Now you can give yourself... and a friend the gift of dazzling white teeth and a whole new attitude... in about three short hours.

It's simple.

You walk in with teeth that may have years of stains and discoloration.

And about 3 hours later... you walk out with beautiful pearly-whites that are up to 10 shades whiter.



**So if your pearly whites have gone dull...**

This is the perfect opportunity to erase years of stains and discoloration. And have your teeth looking great in about 3 hours.

You'll LOVE the way your teeth look!

So start the year off right. Give yourself and a friend... a gift you'll enjoy all year long.

Just pick up the phone and call 555-555-5555. *And let the magic begin!*

You stand in the doorway leading into the New Year.

So why not make this year a great one and start off with DAZZLING WHITE TEETH... and a whole new attitude about getting things done.

There's no denying it...

***It's your time!***

***It's your time!***



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***It's your time!***

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

PS –

Be sure and call us at 555-555-5555. We take it from there and make it happen.

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





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## Email #2 of 12

eLaunchers Long Term Nurture > 02 February

From: [Name] [Email]

Name (optional): "Campaign MergeField\_1047" Email address: "Campaign MergeField\_989"

To: Email

Subject: Welcome to February!

HTML Plain Text Merge



**SmileDental**  
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Welcome to February!

Dear Parthiv:

The Roman month Februarius was named after the Latin term *februum*, which means *purification*.

On the old lunar Roman calendar the purification ritual Februa was held on February 15 on the night of the full moon.

January and February were the last two months added to the Roman calendar, because the Romans originally considered winter a monthless period.







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February is one of the most important months of the year because the New Year excitement has worn off... and it's time to make certain EVERY DAY ... is an excellent dental health day.

**Remember to Celebrate**

**February 11<sup>th</sup> is National Inventors Day.** On February 11, 1983, U.S. President Ronald Reagan declared February 11<sup>th</sup> to be National Inventors Day. The date was selected, as Thomas Alva Edison, the greatest inventor in U.S. history, was born on this day in 1847 in Milan, Ohio. Edison, best known for inventing the light bulb, held over 1,000 patents!

**January 14<sup>th</sup> is Valentine's Day.** Valentine's Day is a celebration of love and lovers. The roots of Valentine's Day goes back to ancient times when people honored the Roman God of Fertility at a feast known as the Feast of Lupercalia. Which was celebrated even then on February 14th.

You may find it interesting to know that 75% of chocolate purchases are made by women all year long. But during the days before Valentine's Day, 75% of all chocolate purchases in the U.S. are made by men.

Routinely over \$1billion of chocolate is purchased for Valentine's Day. *SWEET!*

**February is Dr. Friendly Smilemaker's Official  
Come in for a Complete Dental Physical Month...**

You know how old you are.

But do you know how old your teeth are?

Believe it or not, you and your teeth may be different ages. Not literally. But functionally.

A complete dental physical at SmileDental is the most thorough evaluation of your teeth, gums, and dental health you will ever have. It's like an Executive Physical for your dental health.

If you want to KNOW FOR CERTAIN your teeth and gums are in excellent shape... and be sure there are no hidden problems that can do you great harm lurking under the surface waiting to attack... the complete dental physical is for you. Call us at 555-555-5555 for details.

**Believe it - Accept it - Do it!  
You Dazzling White Teeth Can Be Yours  
in About 3 Hours...**



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Now you can dazzling white teeth and a whole new attitude on life, smiling and everything in about three hours.

A simple in-office whitening procedure may be all you need to get your teeth looking great... and get you feeling better than ever about them.



If your attractive pearly whites have gone dull... this is the perfect for you.

Because we can erase years stains and discoloration. And have your teeth dazzling white... and looking great in just 3 short hours

You'll LOVE the way your teeth look!

So if you're ready to take February by storm... and if you believe the world can handle it when you reveal your dazzling smile... we've got your back.

Just pick up the phone and call 555-555-5555. *And watch the magic happen!*

You'll LOVE IT!

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

PS –

If you haven't had your teeth whitened in a while, you will be amazed and delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555 and let the magic begin!

**To schedule your appointment call NOW:**



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555-555-5555



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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### Email #3 of 12

eLaunchers Long Term Nurture > 03 March

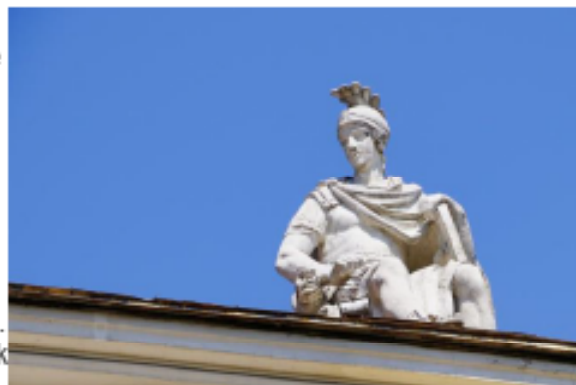
From: Other...  
None Selected: "Campaign Merge Funnel 1042"  
Email Address: "Campaign Merge Funnel 989"  
To: Email  
Subject: Welcome to March!  
Merge  
HTML Plain Text



Dear Parthiv:

March is was named for the Roman god of war Mars because March was the time of year to resume military campaigns that had been interrupted by winter.

Hopefully you won't be returning to war... but you may be getting back on a project or starting a new one. So as you go forward... keep in mind that all the way back to ancient Roman times people saw the month of March as the perfect month focus on something important.



Remember to Celebrate

**March 12<sup>th</sup> is Girl Scout Day.** Girl Scout Day recognizes and celebrates the Girls Scouts of the USA. This date celebrates the creation of the first Girl Scout group on March 12, 1912.

Lady Olave Baden-Powell, founded Girl Guides. The wife of Lord Baden-Powell (who created the Boy Scouts), she was born on February 22 (1889).



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On March 12, 1912 Juliette Gordon Low started the first Girl Scout group in Savannah Georgia with 18 girls. The Girls Scouts became a national organization, and was chartered by the U.S. Congress on March 16, 1950. Today, there are millions of girls involved with Girl Scouts.

**March 17<sup>th</sup> is Saint Patrick's Day.** Saint Patrick's Day is in honor of the Patron Saint of Ireland, who brought Christianity to the Emerald Isles, as Ireland is known. It is truly a day of celebrating Irish history, ancestry, traditions and customs.

Erin Go Braugh is the most common Irish term you will hear. It means "Ireland Forever"

Did You Know? Over 34 million Americans are of Irish descent. That's almost nine times the population of Ireland!

The Entire Month of March is Dr. Friendly Smilemaker's Official...  
Give Yourself the Smile You've Always Wanted Month

We can fix an entire mouthful of dental problems in just one or two visits.

Chipped or broken teeth can be repaired like magic.

Gaps can vanish practically overnight.

Years of teeth stain and discoloration can be wiped away in about 3 hours.

And you can have a GREAT NEW SMILE you're proud of.

So if you're ready to get into the best dental health of your life... and have a KNOCK OUT SMILE that will stop people in their tracks and make them ask you for an autograph, just pick up the phone and call 803-781-1600.

*And we'll do the rest!*

**Dazzling White Teeth Are Yours...  
in About 3 Hours**





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Now you can dazzling white teeth  
and a whole new attitude on  
smiling in about three hours.

A simple in-office whitening  
procedure may be all you need to  
get your teeth looking great... and  
get you feeling better than ever  
about them.

If those attractive pearly whites  
have gone dull... this is the  
perfect for you because we can erase years stains and discoloration and get  
your teeth dazzling white... and looking great in about 3 hours.



You'll LOVE the way your teeth look!

*So if you're ready to take March by storm and reveal your dazzling smile  
to the world...*

We've got your back.

Just pick up the phone and call 555-555-5555. And what the magic happen!

You'll LOVE IT!

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS –**

If you haven't had your teeth whitened in a while, you will be amazed and  
delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-  
office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555.

**To schedule your appointment call NOW:  
555-555-5555**



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## Email #4 of 12

eLaunchers Long Term Nurture - 04 April

From: Other...

Name (Optional): "Campaign MergeField\_1047" Email Address: "Campaign MergeField\_1047" Email Score: [ ]

To: Email

Subject: Welcome to April

HTML Plain Text

Design



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Welcome to April!

Dear Parthiv:

Some believe April comes from "aperire," a Latin word meaning "to open," because it represents the opening of buds and flowers in spring.

Others think April was named after the Greek goddess Aphrodite, who rises from the foam of the waves of the sea... and enchants anyone who sees her, inciting feelings of love and lust wherever she goes. Either way... April is a beautiful month, full of buds and flowers. ***And a perfect time to enchant everyone you meet with that alluring, bright, attractive, Aphrodite-like smile!***



Remember to Celebrate

**April is National Poetry Month.** So the task I ask of you today... is write a poem and in it say... to someone special you adore... you love their



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company.... and want some more! *(See if I can do it... you can too!)* Happy poetry writing. *And happy April!*

**The Entire 4<sup>th</sup> Week of April Is National Karaoke Week.** So let down your hair, grab the mike, and belt out some songs that will get the whole house rocking-n-rolling!

**The Entire Month of April is Dr. Friendly Smilemaker's Official... Tell A Friend About Flossing Month.** Flossing is awesome! It's the secret weapon all the cool kids use to keep their gums healthy and their teeth looking great. Look Mom. No gum disease!

**From Dull & Stained ...To Dazzling White Teeth  
in About 3 Hours...**



Now you can dazzling white teeth and a whole new attitude on how attractive your smile really is in about three hours.

A simple in-office whitening procedure may be all you need to get your teeth looking great... and get you feeling sassier than ever about them.

If your pearly whites have gone dull... get happy! Because we can erase years of stains and discoloration and get your teeth dazzling white and looking great in about 3 hours.

*You'll LOVE the way your teeth after our 3-Hour Whitening Miracle!*

**So if now's the time for you...** and you know you're ready to go... pick up the phone and call... and we'll get this road on the show! *(Yikes! Maybe I should stick with dentistry not poetry!)*

Anyway... if you're ready to get into GREAT dental health and have a dazzling smile so bright you'll light up the room ... just pick up the phone and call 555-555-5555. We'll do the rest.

*And I promise... you'll LOVE IT!*

Sincerely,



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*Dr. Smilemaker*

Dr. Friendly Smilemaker.

**PS –**

If you haven't had your teeth whitened in a while, you will be amazed and delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555 and let the magic begin!

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





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## Email #5 of 12

eLaunchers Long Term Nurture - 05 May

From: Other...

Name (Optional): "Campaign MergeField\_1047" Email Address: "Campaign MergeField\_1069" Spin Score:

To: Email

Subject: The merry month of May Merge

HTML Plain Text



Welcome to May!

Dear Parthiv:

May comes from the Roman goddess Maia, who oversaw the growth of plants. And from the Latin word *maiores*, which means elders. Both were celebrated during this month.

So think of Maia and plant something.

And recognize the debt of gratitude we owe our elders who walked this road before us... and paved the way for us to have a better life in so many ways.



**Remember to Celebrate**





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**May Is Date Your Mate Month!** So tell that special person in your life how much you love them one more time... and go out and have some fun!

**May is National Barbecue Month.** So break out the pit... or run down to *Barbecue Joe's* and order up big plate of beef ribs... or a big plate of tofu ribs if you'd rather... and have a finger licking good time! *Don't' you just love May!*

The Entire Month of May is Dr. Friendly Smilemaker's Official...  
If You Don't Love Your Smile I Can Help Month



Life is too short to go through it with a tight-lipped smile that hides teeth you are less than startlingly proud of.

If your teeth are dull, stained and discolored.

If you hide your smile because your teeth embarrass you...

If you want your teeth fixed once and for all, so they look great and you feel good about them... I can help.

And you'll be happy to know virtually ALL your dental problems can be taken care of in just one or two visits.

Your teeth can look better than ever and your smile can be more attractive than ever in just few days. I really can happen that fast!

**Just call SmileDental at 555-555-5555 and schedule a FREE COSMETIC EXAMINATION.** We'll evaluate your teeth and determine exactly what it'll take to get your teeth looking great ... *and you feeling better than ever about your smile.*

- Life is too short to be embarrassed about anything - *especially your teeth.*
- It's time to give YOURSELF a gift.
- It's time you finally have something you thought about and wanted for years.
- Just pick up the phone and call 555-555-5555. And we'll do the rest!



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*Here's wishing you health and health and happiness during the month of May... and great looking teeth for life.*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS –**

Your FREE cosmetic exam includes a comprehensive exam of your teeth, oral cancer screening, jaw joint health review, gum and bone disease exam, review of your medical and dental history and a preliminary evaluation of your smile. Note: x-rays are not included.

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #6 of 12

From: Other...  
Name (Optional): "Campaign MergeField\_1047" Email Address: "Campaign MergeField\_1047" Score Score  
To: Email  
Subject: Welcome to the very special month of June  
HTML Plain Text



*Welcome to June!*

Dear Parthiv:

May is named after the Roman goddess Juno, the goddess of marriage and the wife of the supreme deity Jupiter.

Secondly the name comes from the Latin word iuniores, meaning "younger ones", as opposed to maiores ("elders") for which the preceding month May (Maius) may be named.

Juno was the wife of the chief ancient Roman god, and the mother of Mars and Vulcan. Juno also looked after the women of Rome. Her Greek equivalent was Hera.

Remember to Celebrate

**June 6<sup>th</sup> is National Yo-Yo Day.** You don't need a special day to play with your Yo-Yo. Anytime is a great time to impress your friends, family, and co-workers with your awesome Yo-Yo skills.







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If you think it's not appropriate to demonstrate your awesome Yo-Yo prowess at work, consider the fact that three U.S. presidents (Kennedy, Johnson and Nixon) routinely showed off their Yo-Yo expertise while in office!

The Yo-Yo is nothing new. Many believe the Yo-Yo originated in China as early as 500-1000 B.C. One thing about the Yo-Yo is certain. Over the centuries it's had its ups and downs.

The classic Yo-Yo was made wildly popular in America by businessman Donald F. Duncan Sr. He manufactured the "Duncan Yo-Yo" in the early 1900's.

June 6th was established as National Yo-Yo day in honor of Donald F. Duncan Sr. birthday.

**The Entire Month of June is Dr. Friendly Smilemaker's Official  
Come to My Office & Get a Free Toothbrush & Dental Floss Month**



If you've been using your toothbrush to clean jewelry and forgot where you put your dental floss... June is your **LUCKY MONTH!**

Just stop by The SmileDental Office.

Show off your shiny jewelry.

Let us take a look at your teeth.

And you'll walk out with a new tooth brush and a gift bag filled with dental floss, tooth paste and all sorts of exciting goodies for your teeth.

**It'll be like Christmas for your teeth in June!**

And remember, life is too short to be embarrassed.

We can erase years of stains and teeth discoloration in about three hours.

If you think the world is ready for you to flash a great big smile and show off your dazzling, pearly-white teeth ... just pick up the phone and call 555-555-5555.



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And we'll do the rest!

*Here's wishing you health, happiness during the entire month of June...  
and great looking teeth for life.*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

PS –

*It really is 'get a free toothbrush' month at SmileDental. So give us a call  
and come on by to get yours.*

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





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## Email #7 of 12

eLaunchers Long Term Nurture > 07 July

From:	Other...		
Name (Optional):	*Campaign MergeField.1047*	Email Address:	*Campaign MergeField.569*
To:	Email		Spam Score
Subject:	Hi! Caesar! The amazing month of July		Merge
HTML Plain Text			



*Welcome to July!*

Dear Parthiv:

July is named to honor Roman dictator Julius Caesar (100 B.C. – 44 B.C.). In 46 B.C.

Julius Caesar made one of his greatest contributions to history.

With the help of Sosigenes of Alexandria, he developed the Julian calendar, which is the precursor to the Gregorian calendar we use today.



*No wonder we named a month after him!*

Remember to Celebrate

- July is National Blueberry Month
- National Anti-Boredom Month



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- National Cell Phone Courtesy Month
- National Hot Dog Month, and;
- National Ice Cream Month (*Yumm!*)

The Entire Month of July is Dr. Friendly Smilemaker's Official  
Bring Your Friend To The Dentist Because You Care Month...

We do so many wonderful things for our friends.

But when was the last time you surprised a friend... and gave them the gift of dental work they may need. Or the gift of a professional teeth cleaning that they will love and thank you for forever? *Now you can!*

Just call 555-555-5555 and ask about the **In-Office 3 Hour Miracle Teeth Cleaning Gift Card**. It's the PERFECT GIFT for so many people... you may want to several.

From Dull & Stained ...To Dazzling White Teeth  
in About 3 Hours...



Now you can dazzling white teeth and a whole new attitude on how attractive your smile really is in about three hours.

A simple in-office whitening procedure may be all you need to get your teeth looking great... and get you feeling sassier than ever about them.

If your pearly whites have gone dull... get happy! Because we can erase years of stains and discoloration and get your teeth dazzling white and looking great in about 3 hours.

*You'll LOVE the way your teeth after our 3-Hour Whitening Miracle!*

So if now's the time for you... and you know you're ready to go... pick up the phone and call... and we'll get this road on the show! (*Yikes! Maybe I should stick with dentistry not poetry!*)



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Anyway... if you're ready to get into GREAT dental health and have a dazzling smile so bright you'll light up the room ... just pick up the phone and call 555-555-5555. We'll do the rest.

*And I promise... you'll LOVE IT!*

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS –**

If you haven't had your teeth whitened in a while, you will be amazed and delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555 *And let the magic begin!*

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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## Email #8 of 12

eLaunchers Long Term Nurture > 08 August

From: Other...		
Name (Optional):	Email Address:	Spam Score
"CampaignMergeField_1047"	"CampaignMergeField_582"	
To: Email		
Subject: About Caesar's grandnephew Augustus		Merge



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Welcome to August!

Dear Parthiv:

August is named to honor Julius Caesar's grandnephew and Roman dictator Augustus Caesar.

Before August became August, it was named Sextillis, which means 6 in Latin, indicating it was the 6<sup>th</sup> month of the year on the early Roman calendar.



Sextillus, (now August), originally had only 30 days.

But the Roman Senate thought the month named after Augustus Caesar should be in no way inferior to the month named after his grand uncle Julius. *Something had to be done!*

Since July had 31 days, the Senate decided August must have 31 days too.

So they borrowed a day from February and gave it to Augustus.

And that's why February is the shortest month. And why August has 31 days.





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**Remember to Celebrate**

- August is National Catfish Month
- National Eye-Exam Month
- National Golf Month
- Romance Awareness Month, and;
- National Picnic Month

The Entire Month of August is Dr. Friendly Smilemaker's Official...  
Get Your Best Looking Smile Ever Month

If your teeth are dull, stained and discolored...

If you hide your smile because your teeth embarrass you...

If you want your teeth fixed once and for all, so they look great and you feel good about them... I can help.

I can fix a mouthful of dental problems in just one or two visits.



Your teeth can look better than ever and your smile can be more attractive than ever in just few days. I really can happen that fast!

**Just call the Art of Dentistry at 555-555-5555 and schedule a FREE COSMETIC EXAMINATION. We'll evaluate your teeth and determine exactly what it'll take to get your teeth looking great ... *and you feeling better than ever about your smile.***

Life is too short to be embarrassed about anything - *especially your teeth.*

It's time to give YOURSELF a gift.

It's time you finally have something you thought about and wanted for years.

Just pick up the phone and call 555-555-5555. And we'll do the rest!

***Here's wishing you health and happiness during the entire month of August... and great looking teeth for life.***

Sincerely,





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*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** - Your **FREE** cosmetic exam includes a comprehensive exam of your teeth, oral cancer screening, jaw joint health review, gum and bone disease exam, review of your medical and dental history and a preliminary evaluation of your smile. Note: x-rays are not included.

**To schedule your appointment call NOW:  
555-555-5555**



### **Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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### Email #9 of 12

eLaunchers Long Term Nurture > 09 September

From:	Other	
Name (Optional):	Email Address:	
"Campaign MergeField_1017"	"Campaign MergeField_1017"	Score Score
To:	Email	
Subject:	September - 7th month? Or 9th month? Here are the facts. You decide.	
HTML		Plain Text



Welcome to September!

Dear Parthiv:

September is the ninth month of the year in the modern day Gregorian calendar and its predecessor, the Julian calendar.

The month kept its original name from the Roman calendar in which *septem* means "seven" in Latin marking it as the 7<sup>th</sup> month.

September was named during a time when the calendar year began with March, which is why its name no longer corresponds with its placement in the Julian and Gregorian calendars.



Remember to Celebrate

- September is Classical Music Month



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- International Square Dancing Month
- National Piano Month
- Self-Improvement Month, and;
- Better Breakfast Month.

The Entire Month of September is Dr. Friendly Smilemaker's Official  
Get Your Best Looking Smile Ever Month...

Whether you flash a smile to attract a lover, excite the romantic partner you already have, or just say hi to a friend... nothing is more attractive than a great big smile that says, *"I am so glad to see you!"*

Your smile is a good indicator of your sense of well-being. Medical research proves the simple act of smiling has an enormous positive impact on your health.



A confident smile demonstrates self-esteem. A big smile and a confident manner can open more doors and help you get what you want faster than almost anything.

A big smile makes you more attractive and makes people more attracted to you.

Show up in life with a big smile and people notice. And for a brief moment they forget their troubles. A warm feeling washes over them. And they smile too.

If your teeth embarrass you ... if you hide your smile because you're afraid people may think less of you because your teeth are not in great shape... if you want your teeth fixed once and for all, so they look great and you feel good about them...

**It's time to call SmileDental at 555-555-5555 and schedule a FREE COSMETIC EXAMINATION to evaluate your teeth and determine exactly what it'll take to get your teeth looking great ... *and you feeling better than ever about your smile.***

Life is too short to be embarrassed about anything - *especially your teeth.*



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It's time to give YOURSELF a gift.

It's time you finally have something you thought about and wanted for years.

**It's Time to Stop Thinking about it & Actually HAVE those Great Looking Teeth & that Attractive Smile You Want...**

*And now - with a FREE COSMETIC EXAM waiting for you, you'll never have a better opportunity to get what you want. Note: x-rays not included.*

Just pick up the phone and call 555-555-5555.

We'll answer your questions, schedule your FREE exam, and show how easy it is to have good looking teeth a great big attractive smile you are proud of. **Note: x-rays are not included.**

In as little as two visits, your teeth will look great, you'll walk out of our office with a song in your heart, a skip in your step ... and a great looking smile you're proud of.

And in many ways ... your life will be better!

Just call us at 555-555-5555. And we'll take it from there!

***Here's wishing you health, happiness and great looking teeth for life.***

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – Your FREE cosmetic exam includes a comprehensive exam of your teeth, oral cancer screening, jaw joint health review, gum and bone disease exam, review of your medical and dental history and a preliminary evaluation of your smile. **Note: x-rays are not included.**

**PPS** – Don't let this opportunity pass you by. Call us at 555-555-5555, book your free cosmetic exam ... so your days of tight-lipped smiles and being embarrassed over your teeth will end ... ***and you have a smile you are proud of!***



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**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com





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## Email #10 of 12

eLaunchers Long Term Nurture > 10 October

From: Other

Name (Required) Email Address

\*CampaignMergeField\_10427 \*CampaignMergeField\_10427 Search Scope

To: Email

Subject: When is it reply 10?

HTML Plain Text Merge



Welcome to October!

Dear Parthiv:

October is the tenth month of the year in the modern day Gregorian calendar and its predecessor, the Julian calendar.

The month kept its original name from the Roman calendar in which octo means "eight" in Latin marking it the eighth month of the year.

October was named during a time when the calendar year began with March, which is why its name no longer corresponds with its placement in the Julian and Gregorian calendars.



**Remember to Celebrate  
October is Adopt a Shelter Dog Month**



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- International Drum Month
- National Pizza Month
- National Vegetarian Month, and;
- National Popcorn Popping Month

The Entire Month of October is Dr. Friendly Smilemaker's Official...  
Get Your Pearly-Whites Dazzling Clean Teeth & Looking Great  
In Just 3-Hours Month...

We do so many wonderful things for our friends.

But when was the last time you surprised a friend and gave them the gift of a professional teeth cleaning that they will love and thank you for forever? Now you can!

Just call 555-555-5555 and ask about the In-Office 3 Hour Miracle Teeth Cleaning Gift Card. It's the PERFECT GIFT for so many people... you may want to several.

From Dull & Stained ...To Dazzling White Teeth  
in About 3 Hours...



Now you can dazzling white teeth and a whole new attitude on how attractive your smile really is in about three hours.

A simple in-office whitening procedure may be all you need to get your teeth looking great... and get you feeling sassier than ever about them.

If your pearly whites have gone dull... get happy! Because we can erase years of stains and discoloration and get your teeth dazzling white and looking great in about 3 hours.

You'll LOVE the way your teeth after our 3-Hour Whitening Miracle!

So if now's the time for you... and you know you're ready to go... pick up the phone and call... and we'll get this road on the show! (Yikes! Maybe I should stick with dentistry not poetry!)



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Anyway... if you're ready to get into GREAT dental health and have a dazzling smile so bright you'll light up the room ... just pick up the phone and call 555-555-5555. We'll do the rest.

And I promise... you'll LOVE IT!

Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS –**

If you haven't had your teeth whitened in a while, you will be amazed and delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555 and let the magic begin!

**To schedule your appointment call NOW:  
555-555-5555**



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** XXX XXX-XXXX

**Fax:** ZZZ ZZZ-ZZZZ

**Email:** doctor@smiledental.com



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## Email #11 of 12

Screenshot of the eLaunchers.com email creation interface. The form includes fields for 'From: Other...', 'Name (Optional):', 'Email Address:', 'To: Email', and 'Subject:'. The 'Subject' field contains the text 'About Connor's grandnephew Augustus'. There are buttons for 'HTML' and 'Plain Text' at the bottom, and a 'Merge' button on the right.



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*Welcome to November!*

Dear Parthiv:

November is the eleventh month of the year in the modern day Gregorian calendar and its predecessor, the Julian calendar.

The month kept its original name from the Latin *novem* meaning "nine" which marked it the 9<sup>th</sup> month of the year in the Roman calendar.

November was named during a time when the calendar year began with March, which is why its name no longer corresponds with its placement in the Julian and Gregorian calendars.

**Remember to Celebrate**







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- November is National Adoption Awareness Month
- National Model Railroad Month
- Peanut Butter Lovers Month (*I thought that was every month!*)
- Real Jewelry Month, and of course;
- The Month of Thanksgiving

**The Entire Month of November is Dr. Friendly Smilemaker's Official  
Get Your Best Looking Smile Ever Month...**

If your teeth are dull, stained and discolored...

If you hide your smile because your teeth embarrass you...

If you want your teeth fixed once and for all, so they look great and you feel good about them... I can help.

I can fix a mouthful of dental problems in just one or two visits  
I can fix a mouthful of dental problems in just one or two visits.



Your teeth can look better than ever and your smile can be more attractive than ever in just few days. I really can happen that fast!

**Just call the SmileDental at 555-555-5555 and schedule a FREE COSMETIC EXAMINATION. We'll evaluate your teeth and determine exactly what it'll take to get your teeth looking great ... *and you feeling better than ever about your smile.***

Life is too short to be embarrassed about anything - *especially your teeth.*

It's time to give YOURSELF a gift.

It's time you finally have something you thought about and wanted for years.

Just pick up the phone and call 555-555-5555. And we'll do the rest!

***Here's wishing you health, happiness and great looking teeth for life.***





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Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

***PS – Your FREE cosmetic exam includes a comprehensive exam of your teeth, oral cancer screening, jaw joint health review, gum and bone disease exam, review of your medical and dental history and a preliminary evaluation of your smile. Note: x-rays are not included.***

**To schedule your appointment call NOW:  
555-555-5555**



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## Email #12 of 12

Form fields for email creation:

- Name (Optional):
- Email Address:
- To: Email:
- Subject:
- Buttons: HTML, Plain Text, Merge



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*Happy December!*

Dear Parthiv:

December is the 12<sup>th</sup> month of the year in the Julian and Gregorian calendar and was the tenth month in the Roman calendar.

It is the seasonal equivalent of June in the Southern Hemisphere.

December contains the winter solstice which is the shortest day of the year and marks the beginning of the winter season in the Northern Hemisphere.

December starts on the same day of the week as September every year and ends on the same day of the week as April every year.



How Gift-Giving At Christmas Began  
The Story of St. Nicholas...



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St. Nicholas day is always on December 6th.

Yes, there really was a Christian Saint Nicholas. He lived in Greece a couple hundred years after the birth of Christ. St. Nicholas Day honors the life of Saint Nicholas.

Saint Nicholas became a priest, and later, a Bishop of the early Catholic Church.

True to the Christian concept of giving up belongings and following Christ, St. Nicholas gave up all of his belongings. He was well known for giving to needy people, especially children. There are many stories

and tales of him helping out children in need.

The practice of hanging up stockings originated with Saint Nicholas.

As the ancient legend goes, Saint Nicholas was known to throw small bags of gold coins into the open windows of poor homes. After one bag of gold fell into the stocking of a child, news got around. Children soon began hanging their stockings by their chimneys "in hopes that St. Nicholas soon would be there".

It wasn't until the 1800's that the spirit of St. Nicholas' life evolved into the creation of Santa Claus. And, this happened in America. Santa Claus emerged (or evolved) from the stories and legends of St. Nicholas. Santa Claus was kind and generous to children. Unlike "St. Nick", Santa Claus is largely a non-religious character.

**And as Paul Harvey used to say... "Now you know the rest of the story!"**

The Entire Month of December is Dr. Friendly Smilemaker's Official... Give Yourself & A Friend Dazzling Clean Holiday-Ready Teeth In Just 3-Hours Month...

With all the parties and celebrations going on in December, now is the BEST TIME EVER to give yourself... and a friend the gift of or 3-Hour Miracle Speed



## Whitening Teeth Cleaning Service.

Believe it! Years of tobacco or coffee stained teeth and discoloration can be erased in just a few hours. We can make your teeth up to 10 shades whiter in just 3 hours.

What a WONDERFUL GIFT to give yourself and a friend.

Just call 555-555-5555 to schedule your appointment. And be sure and ask about the **In-Office 3 Hour Miracle Teeth Cleaning Gift Card**.

It's the PERFECT GIFT for so many people... you may want to several.

From Dull & Stained ...To Dazzling White Holiday-Ready Teeth  
in About 3 Hours...



Now you can dazzling white teeth and a whole new attitude on how attractive your smile really is in about three hours.

A simple in-office whitening procedure may be all you need to get your teeth looking great... and get you feeling sassier than ever about them.

If your pearly whites have gone dull... get happy!

Because we can erase years of stains and discoloration and get your teeth dazzling white and looking great in about 3 hours. **YOUR TEETH WILL LOOK GREAT FOR THE HOLIDAYS!**

You'll LOVE the 3-Hour Whitening Miracle.

And if you celebrate the spirit of St. Nicholas... *so will the friend you bring along!*

Just pick up the phone and call 555-555-5555. We'll do the rest.

*And I promise... you'll LOVE IT!*



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Sincerely,

*Dr. Smilemaker*

Dr. Friendly Smilemaker

**PS** – If you haven't had your teeth whitened in a while, you will be amazed and delighted at how much cleaner, whiter, brighter and attractive our 3-hour in-office whitening process does for you.

So be good to yourself. You deserve it! Call 555-555-5555 and let the magic begin!

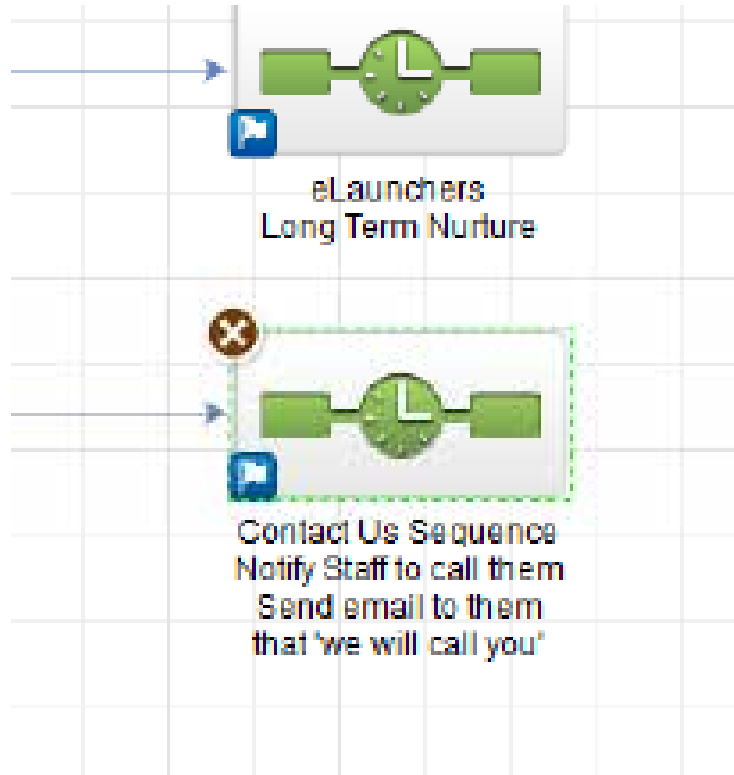
**To schedule your appointment call NOW: 555-555-5555**





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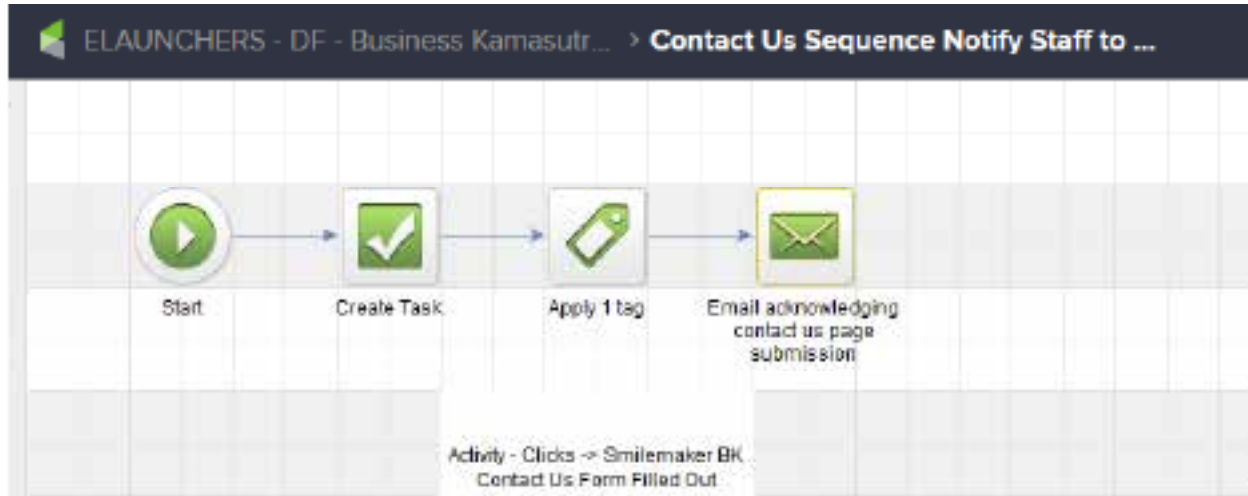
## Contact Us Page Response





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Contact Us Sequence Notify Staff to call... Email acknowledging contact us pag...

From: Other...	
Name (Optional):	Email Address:
"Campaign MergeField_9042"	"Campaign MergeField_9952"
Team Score	
To: Email	
Subject: Greetings from "Campaign MergeField_5072"	
Merge	
HTML	Plain Text



**SmileDental**  
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Dear Parthiv:

Thank you for contacting us. One of our staff members will be in touch with you shortly.

Yours in health

*Dr. Smilemaker*

Dr. Friendly Smilemaker



### Smile Dental

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** zzz zzz-zzzz

**Email:** doctor@smiledental.com



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Contact Us Sequence Notify Staff to call... > **Create Task**

Type	Call
Title	Contact Us page request: Call <span>Merge</span>
Body	This person visited our 'contact us' page and completed a form.
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	Bharati
Days until due	1
Due at	Please select one
Priority	1 Critical
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date



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# eLaunchers referral culture

### Referral Culture Tools, Techniques and Training

Everyone says that their number one source of growth is referrals, yet they have not built a formal 'referral culture code' for their organization. We have heard Dan Kennedy say, if you want them to give you referrals, you need to give them good tools and teach them how to talk about you. When we build your referral culture we will give you everything: Your referral survey, tell-a-friend website, Infusionsoft follow up campaign, friend welcome package and gratitude expression process. We will show you how to use the shock and awe package along with 'three cards trick' to ask for referrals. We will show you how to get online reviews using Infusionsoft with review site 'Sotellus.com' and trigger referral campaign when someone gives you good review. If you are an info-marketer, an educator or have a membership site of any sort, a formal 'Study Buddy' program can generate a consistent flow of referrals. If you get referrals from various 'centers of influence' we will help you put together a program for your formal referral sources as well.



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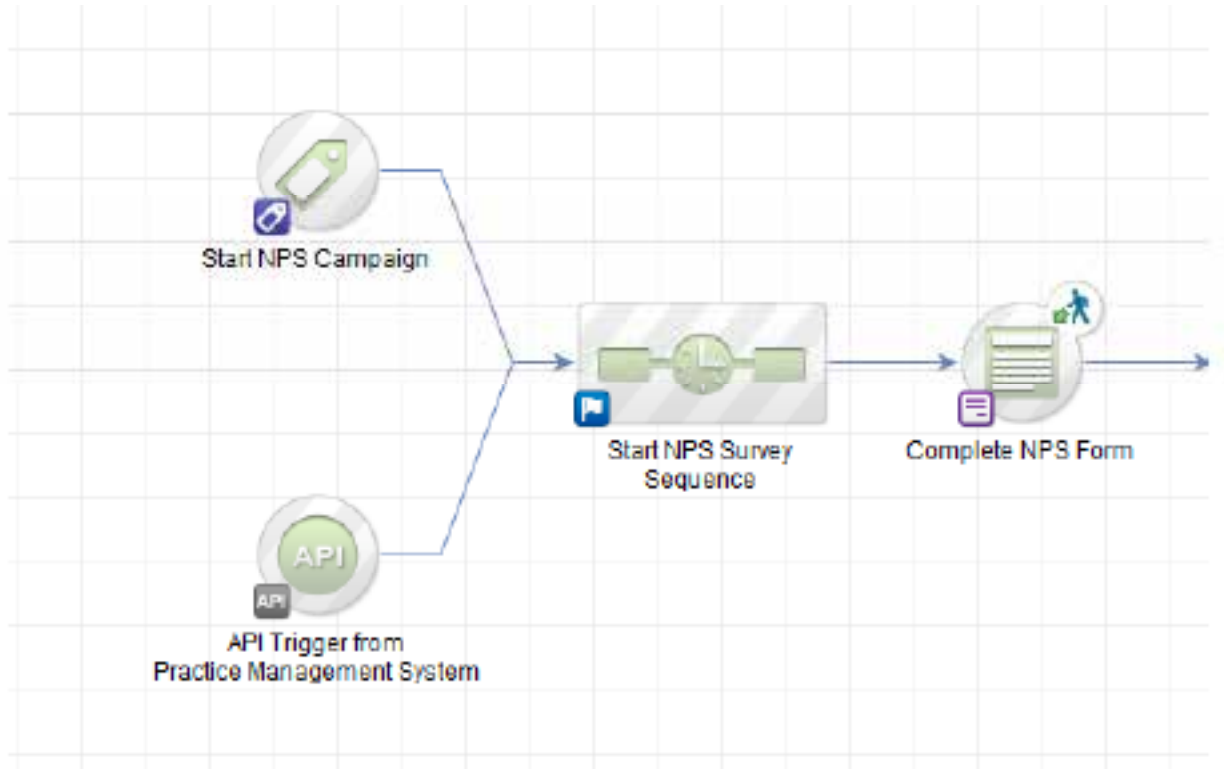
## Business Kamasutra Referral System Campaign

- 1 Start NPS Survey Seq/Ask for NPS
- 2 Detractor
- 3 Neutral
- 4 Promoter
- 5 Traffic Drives to Tell-a-Friend
- 6 \_\_\_\_\_LovesReferrals thank you Tagging & Delivery Sequence



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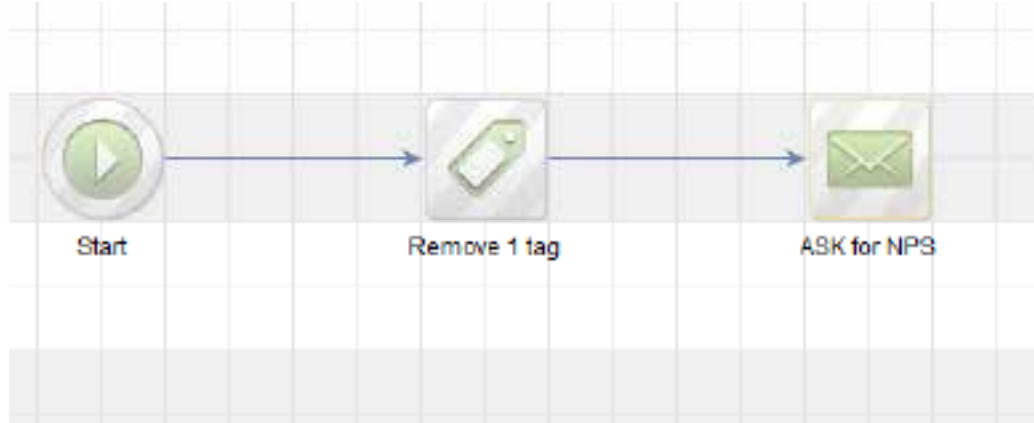
## Start NPS Survey Sequence/Ask for NPS





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**ASK for NPS**

From: Other...

Name (Optional): "Campaign.MergeField\_1331" Email Address: "Campaign.MergeField\_1333" Spam Score

To: Email

Subject: May I request feedback on your last appointment? Merge

HTML Plain Text



**SmileDental**  
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### How did we do on our last appointment?

Hello Parthiv

Have we met or exceeded your expectations? We work hard to deliver high quality service and want to make sure you're pleased with the results.

Share your thoughts here:



We take customer satisfaction seriously at Smile Dental and your opinion is important. Thank you in advance for any feedback you can provide.

Sincerely,

*Dr. Smilemaker*

Dr. Smilemaker

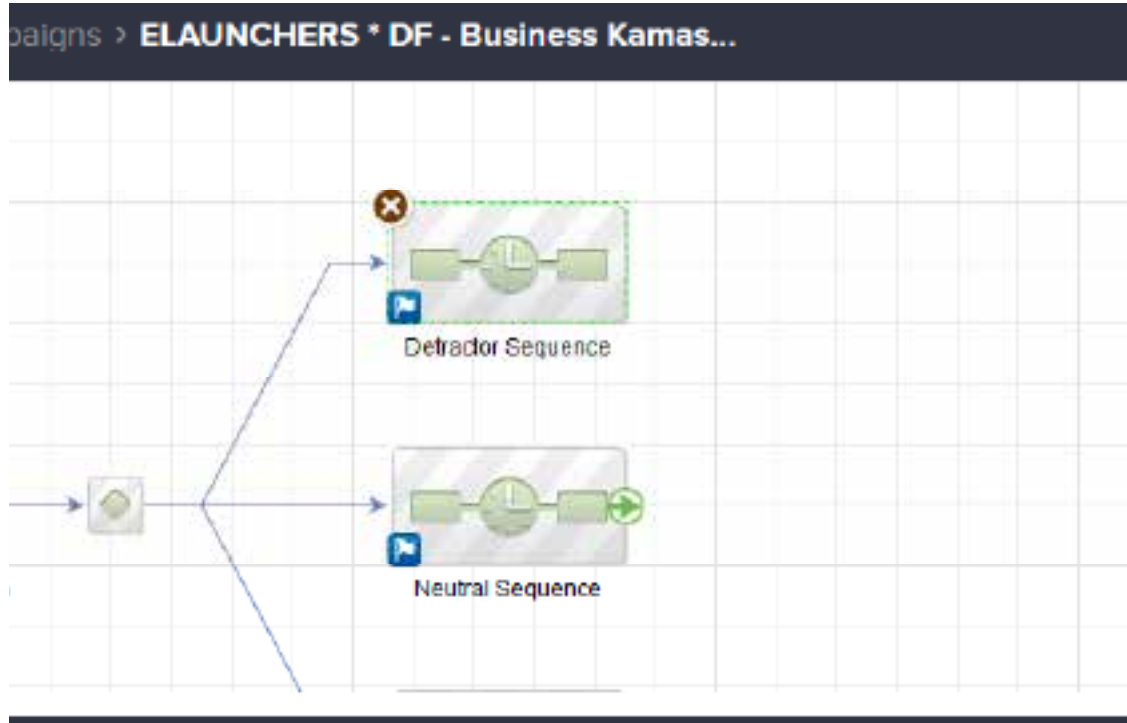




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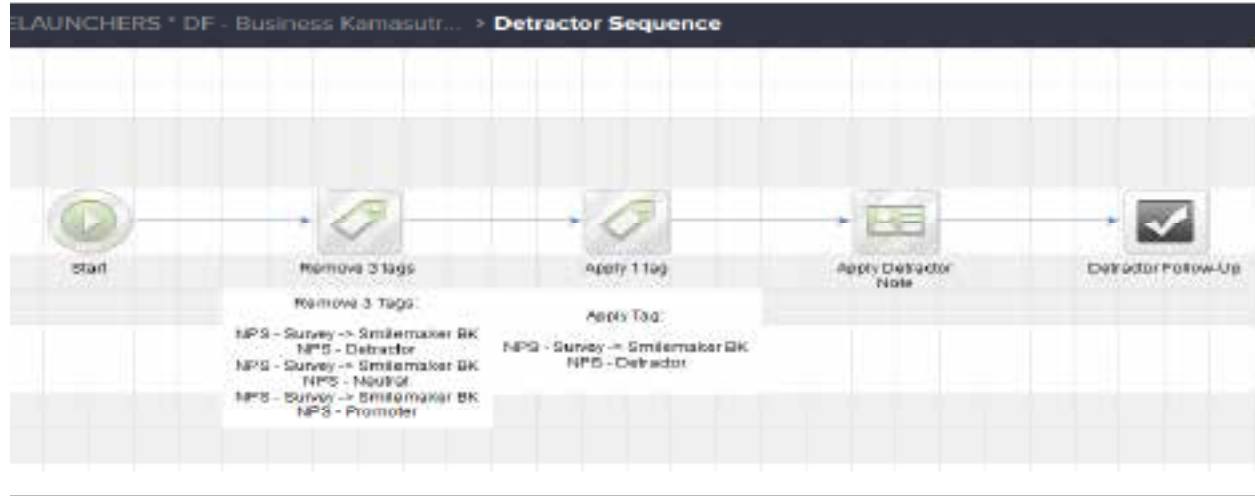
### Detractor






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Detractor Sequence > **Detractor Follow-Up**

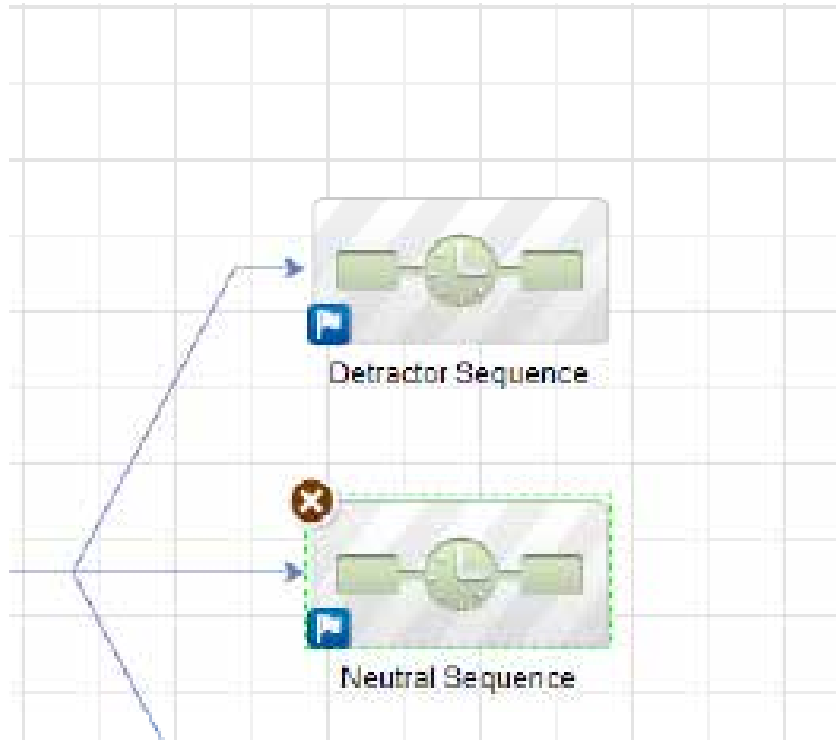
Type	Call
Title	Detractor Call/Email - "Contact" 
Body	They submitted the NPS survey and are a detractor. Here are their comments, if provided:
Assign to contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	1 Critical
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date



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### Neutral

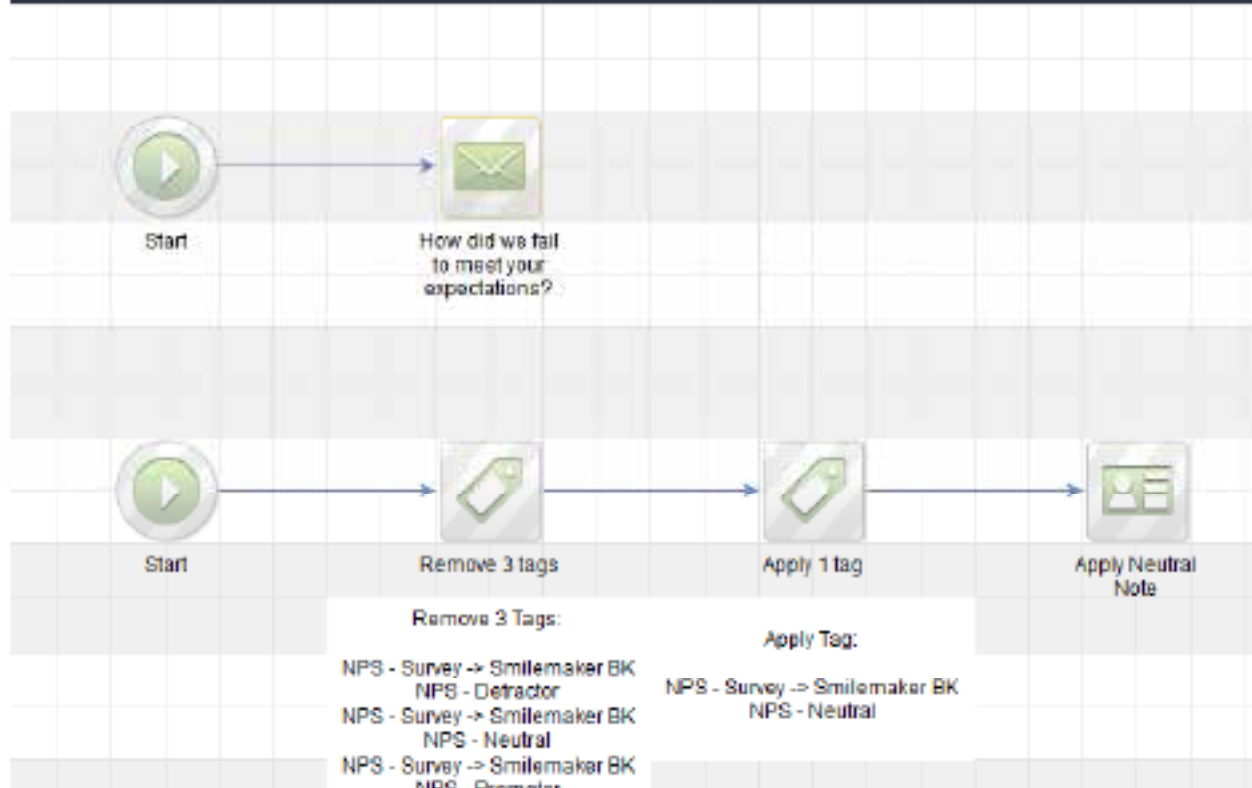




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### Kamasutr... > Neutral Sequence





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Feedback Sequence | How did we fail to meet your expectations...

From: Dental  
Name (Optional): \*Campaign MergeField\_000\*  
Email Address: \*Campaign MergeField\_000\*  
To: Email  
Subject: Thankful busy \*Contact First Name\*  
HTML

SmileDental  
YOUR SLOGAN GOES HERE



**Thanks for giving us feedback on your experience Parthiv!**

**While I'm happy to hear you had a good experience, we want everyone to have a GREAT experience!**

**How did we fail to meet your expectations?**

**Feel free to reply to this email and let me know.**

**Signature Image**

**Dr. Smilemaker**

**P.S. If you don't want to provide additional feedback, that is ok too! I mainly wanted to say thanks for your feedback :)**

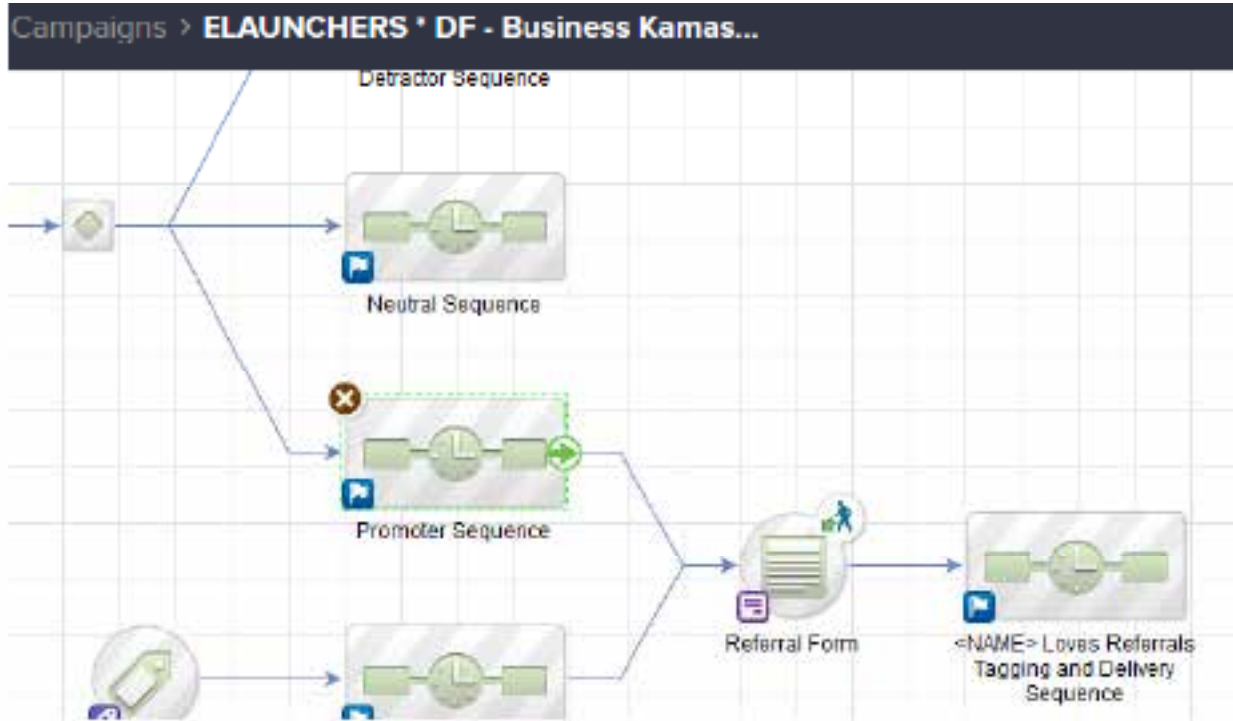




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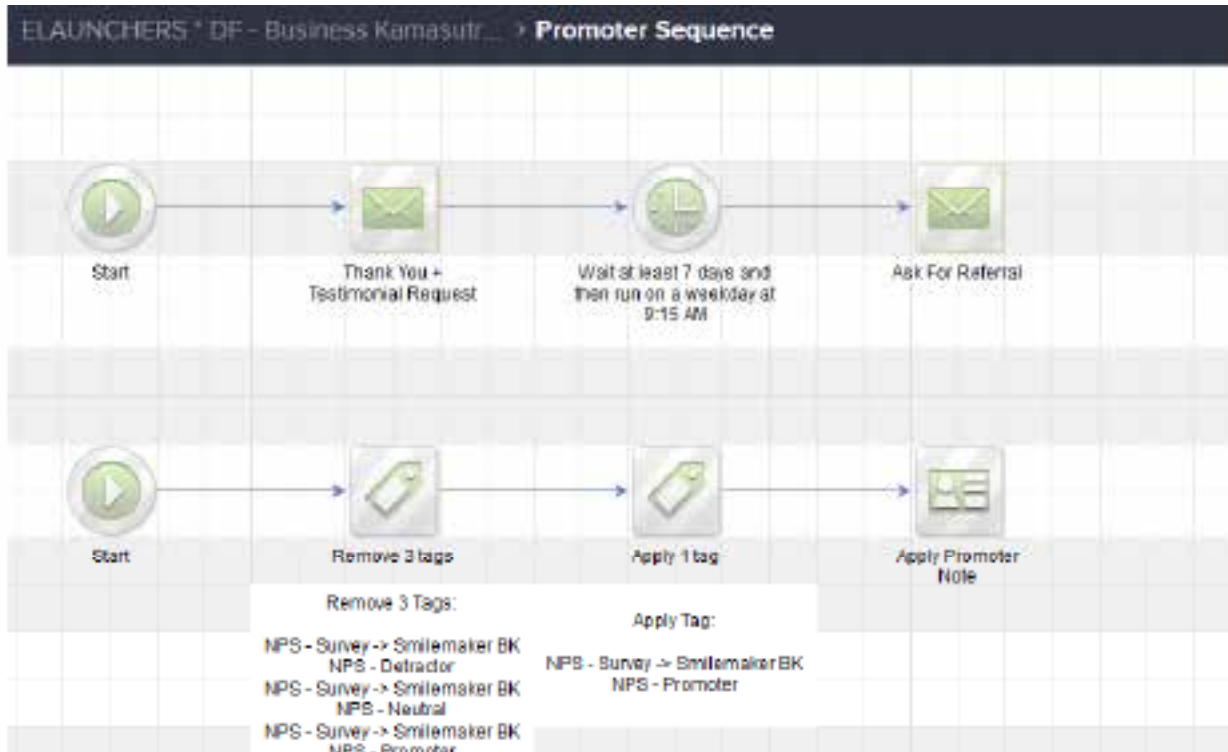
### Promoter





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## Email #1 of 2

Reminder Sequence: Thank You + Testimonial Request

From: Other...

Name (Optional): "Campaign MegaField\_031" Email Address: "Campaign MegaField\_031" Open Source

To: Email

Subject: Thank (your success "Contact First Name") Image

HTML Plain Text

[Previous](#) [Next](#) [Skip](#)

 **SmileDental**  
YOUR SLOGAN GOES HERE 

**Thanks for giving us your feedback. I'm happy to hear you had a GREAT experience!**

**Care to share your success story Parthiv?**

**Just reply to this email and let me know.**

**Signature Image**

Dr. Smilemaker

**P.S. If you don't want to provide a testimonial, that is ok too! I mainly wanted to say thanks for your feedback :)**



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### Email #2 of 2

Order Sequence: Ask For Referral

From: Other...

Name (Optional): "Campaign MergeField\_1333" Email Address: "Campaign MergeField\_1333" Spam Score

To: Email

Subject: quick question "Contact First Name"...

HTML Plain Text Merge

SmileDental  
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**Good morning!**

**About a week ago you let me know that you had a GREAT experience!**

**Thanks again for giving us feedback AND I was wondering...**

**Who else do you know that might enjoy the same experience you had Parthiv?  
Please visit [smilemakerlovesreferrals.com](http://smilemakerlovesreferrals.com) and share their contact information  
with me. I will reach out to your friend with some information and a small gift.**

**Or just reply to this email and let me know.**

**Have a great Monday,**

**Signature Image**

**Dr. Smilemaker**

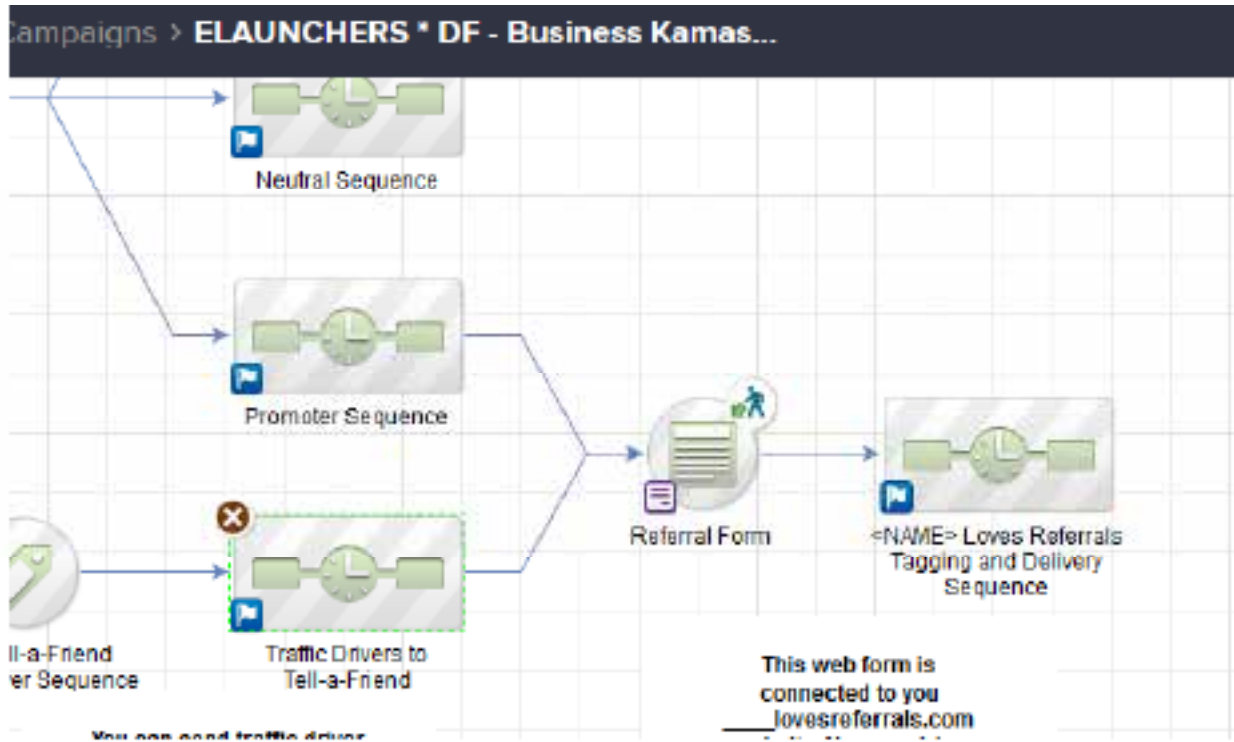
**P.S. If you don't want to pass along a referral, that is totally ok too! Just wanted to ask in  
case you had someone in mind...**



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### Traffic Drives to Tell-a-Friend

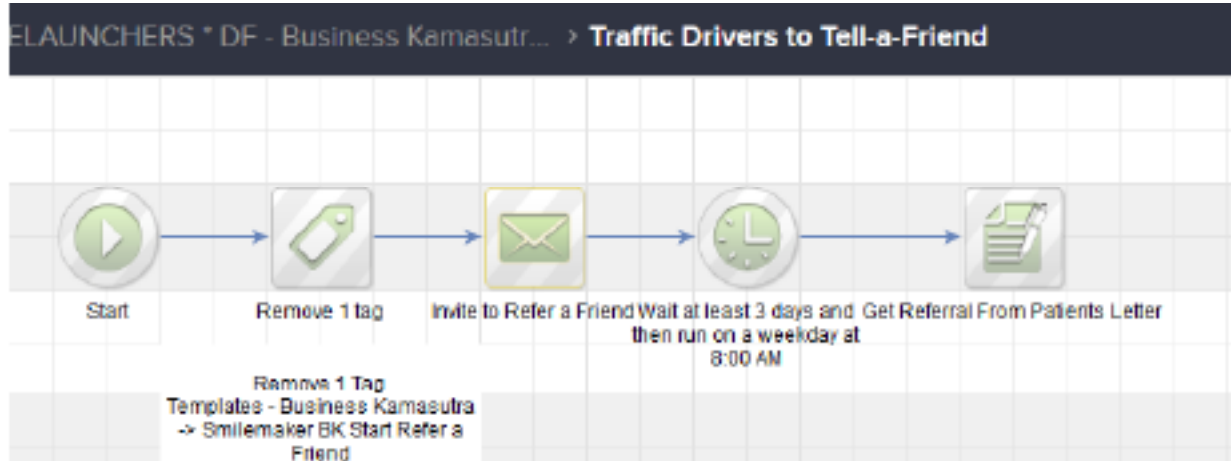






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## Email

Office Drivers to Tell-a-Friend > **Invite to Refer a Friend**

From: The contact's owner  
To: Email  
Subject: Who do you know?  
Merge

DETAIL: Plain Text

Format Insert Snippets



**SmileDental**  
YOUR SLOGAN GOES HERE



Thank you for being a valued patient Parthiv!

Your support means a lot to us and we hope you have benefited from what we offer.

Do you know anyone who might benefit from what Smile Dental offers?  
We

If you have somebody in mind, we would love to speak with them!

Please [click here](#) to share their name and phone number. We will give them a friendly call to see how they might be able to benefit from what we offer.

Thanks again and have a great Monday,

*Dr. Smilemaker*

Dr. Smilemaker

P.S. If you can't think of anybody, that's ok too. No hard feelings :)



**Smile Dental**

13236 Executive Park Terrace  
Germantown, MD 20874

**Phone:** xxx xxx-xxxx

**Fax:** xxx xxx-xxxx

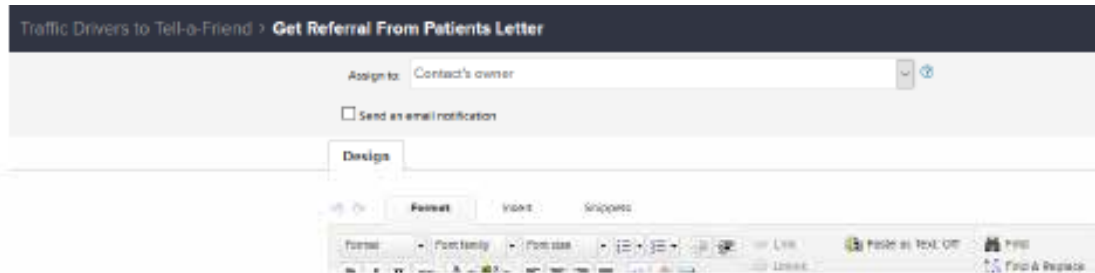
**Email:** doctor@smiledental.com



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### Letter



October 31, 2016

Parthiv Shah,  
13236 Executive Park Terrace  
Germantown, Maryland 20874

Dear Parthiv Shah,

#### **"I Want To Give You 3 FREE Gifts Just For Being A Great Patient... And Make Your Friends Rave About You Too"**

If you're a person who likes to be appreciated and admired by your friends and neighbors, this letter is for you...

**I Won't Say I Have Favorites, But Not All My Patients Are Invited to Participate In This!**

Because you're such a great person, I'm giving you the chance to test our new program. This is my way of saying "Thanks" for trusting me with your pain management treatment. I hope you are fabulously thrilled with our care for you. (If for some reason you are not, please call my office immediately at 702- 380-3210 so we can resolve any issues for you).

You might already be telling your friends about how becoming a patient here has made your life better. After all, when you've been through the kind of suffering you have and **FINALLY** find a solution that helps its normal to "brag" to your friends a bit. I really do hope you tell people if I've helped you!

Maybe you're like Chris who told us,

***"Doctor Kozmary and his whole crew are the best pain management crew in Las Vegas. I have gone to a lot of doctors trying to find a good Doctor that cares about the patients' pain relief instead of just handing out pain pills. They try injections and other procedures to try to get rid of the pain. I like the fact that they drug test to make sure they know people are not trying to just get pills that don't need them." - Chris Akin, Las Vegas***



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**Chris is so thrilled we solved his problems, he's already telling his friends about us.**

Because you're a good person, I'm sure you feel the same way. If you know friends or neighbors suffering with pain, you want them to know about doctor that can help them. A Dr. you know and trust who does what they promise and then some. After all, today it's so hard to find a compassionate, caring doctor that delivers quality service, cares about getting results for his patients and gives you true value for your money. You don't want the people you care about to go on suffering or waste money on ineffective treatments.

That's why this letter introduces you to our new "Share About Us" campaign.

**If you like it, I'll offer it to other patients too.**

**You'll Have Fun When You "Share About Us"**

Let me explain.

As you probably know, advertising is very expensive. Instead of paying the newspaper or other places to advertise, I'd rather reward you since you're talking to your friends and neighbors anyway.

So I thought it might be nice to create a way for you to give your friends a fabulous gift...at my expense...plus get three gifts you can keep for yourself. Maybe you've been the victim of an unscrupulous doctor in the past. Or maybe your friends (or even your family) are afraid to go talk about their pain issues because they are scared of being ripped off. I hope not, but it's possible. (I know...I even have my own personal "pain management horror story" from the days before I even decided to become a doctor.)

### **Here's What Gave Me This Great Idea**

Maybe you know someone like Sue. She is another patient of mine who came into my office for her first appointment and said *"I'm only here because my friend June, who I play Bunko with, told me you were the reason she wasn't in agony anymore. I'm only here based on her personal recommendation. I've been disappointed and ripped off too many times."*

So when she saw that I had helped her friend June, Sue called and scheduled an appointment with us. Today, Sue is grateful for her Bunko partner June's recommendation of The Kozmary Center for Pain Management.

Maybe your neighbor or friend or family member is like Sue. They know you have excellent judgement and they know what you had been going through before you came to me. So when you recommend a doctor to them, they know they will get my absolute best effort to provide an accurate diagnosis and once we have that diagnosis, I will deliver outstanding care. That's my guarantee.



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So I came up with a new program that not only makes it easy for you to help your friends and family, it rewards you when you do.

### **How to Get Your Free Gift #1**

It's easy, give a friend or neighbor, the enclosed I RECOMMEND CARD. Just turn it over and write your name on it. For every person that makes an appointment to see me and shows up, I'll send you a brand new, real \$2 bill. I know \$2 isn't a huge reward, but like the \$2 bill, you're unique and it's my way of honoring you in a simple way for your recommendation. Your friend doesn't even have to become a patient; all they have to do is show up for an appointment.

### **A Free Gift for Your Friend**

Just like we did for you, I'll examine your friend's circumstances, identify any problem areas, tell them exactly what I think can be fixed and what can't. Plus, I'll give them a copy of my booklet "How to Choose a Pain Management Doctor" just for checking us out.

If your friend wants to have me take on their pain management, I'll be thrilled (and so will they) but there's no obligation for them to do anything. You can give your friend a chance to ease or eliminate their pain and, I get the chance to meet your friend.

I know that some of your friends will choose to let me help them and some won't. That's why I give you a gift simply for recommending us. Because even if they don't use us right now, I want as many people as possible to know about The Kozmany Center for Pain Management.

In fact, I want you to tell everyone you know. And if all your friends call me for an appointment, that's ok too. There is one thing though, send me as many people as you want to, but law, I can't send you more than 25, \$2 bills in a 12 month period.

### **How to Get Your Free Gift # 2**

If your friend or neighbor does become my patient I'll send you a VIP appointment pass. It's only good for one use, and here's how it works. If you need to see me for an emergency this pass will get you in the same day or within 24 hours. I can't guarantee how quickly you will be seen, but if you call my office and tell them you have a VIP pass, they will work you in – even if I'm booked solid.

And of course, your friend will get the most thorough care ever, just like you did. The opportunity to serve your friend means more to me than I can say.

### **How to Get A Third Free Bonus Gift**

If 5 of your friends become patients, I'm going to have my team take a picture of you – and put it up on the "wall of fame" in our office as a superstar patient circle for all the other patients to see and envy.





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**So the next time your friends come in for an appointment, they'll see your familiar face on the wall of honor!**

**It's that simple...you get to give your friend a priceless gift of pain reduction or elimination and you get to be a shining star in their eyes! I'll send you the \$2 bill. For each friend that becomes our client, I'll send you a VIP appointment pass. If 5 friends become clients, I'll put you up on the "wall of fame" too.**

### **Why Would I Do This?**

**Some people ask me, "Why are sending your patients \$2.00 bills? Well, by law I'm not allowed to do much in the way of gifts for my patients, but I just want to say a sincere "Thank You" for recommending me to your friends and neighbors and give you a "No-Strings-Attached" gift. I can't think of a better way to say how special you are to me and give you something that represents how unique you are.**

**Besides, I know that you're not going to tell your friends and relatives**

**to call me just so you can get \$2.**

**See, I want you to be so thrilled with our care for you that you can't resist telling others about me, so I'm just offering these as a way of saying "Thank you, I really do value your recommendation."**

### **"How Do You Get Started?"**

**I'm enclosing three "Call My Doctor" cards to get you started. Just write your name on the back side, show your friend the back side, and have them give us the card when we see them. That way we'll know who to thank. If you have lots of friends and use up these cards, just call me at (702) 380-3210 and I'll send you more right away. You can give away as many cards as you have friends.**

**Remember, your friend will be given a FREE copy of my booklet "How to Choose a Pain Management Doctor" just for checking us out. They will learn valuable information about managing their pain whether or not they continue to see us at all. Plus, they are not under any obligation to use our services.**

**It's their decision. But if they use our service, you'll get more free gifts and your friend will be grateful to you for saving them from untold months or years of suffering.**

**Thanks again for being such a great patient and person. I truly appreciate you. And I promise we'll take good care of your friends and family too.**

**Sincerely,**

**Dr. Steven Kosmary, MD**



**SmileDental**  
YOUR SLOGAN GOES HERE



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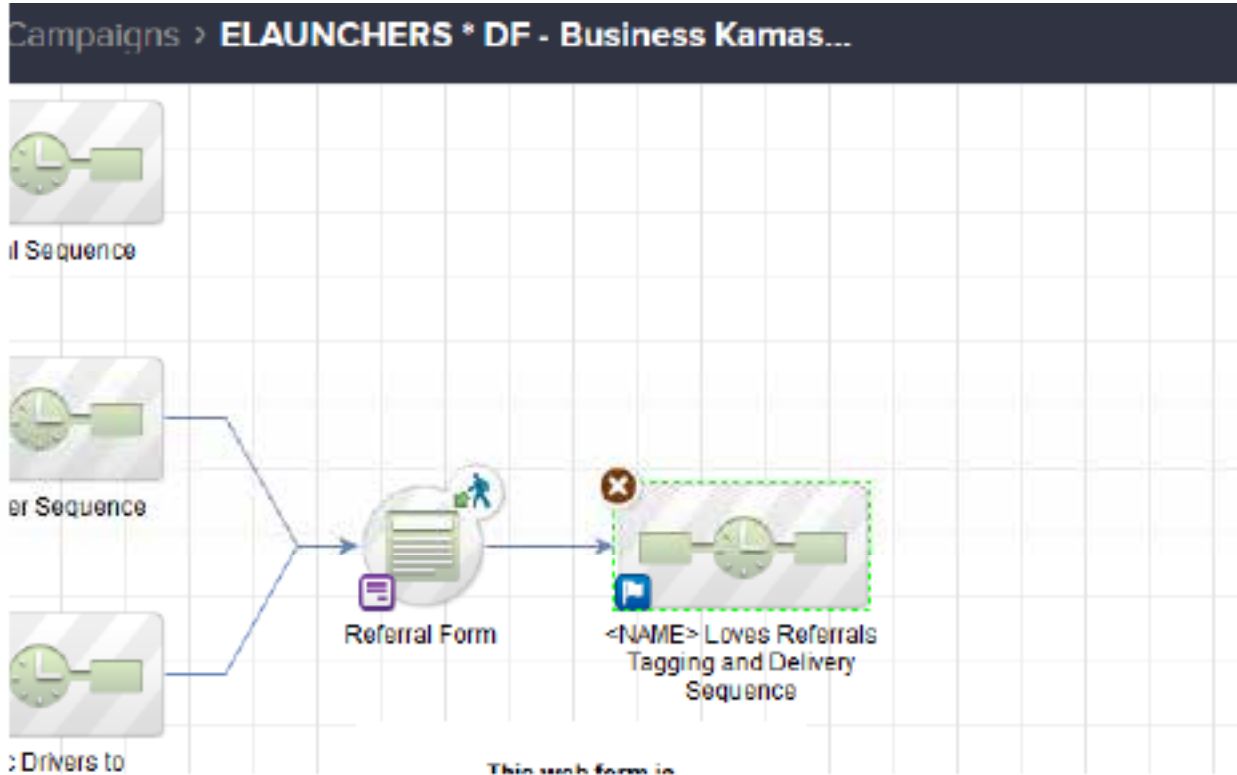
**P.S. If you run out of cards before I send you new ones, just tell your friends and family to mention your name when they call.**

**P.P.S. –Let me know if you like our new “Share About Us” program. If you do, I’ll offer it to my other clients, too. If you think it should be changed, I want to know that too. Call (702) 380-3210 and tell me what you think. Thanks.**



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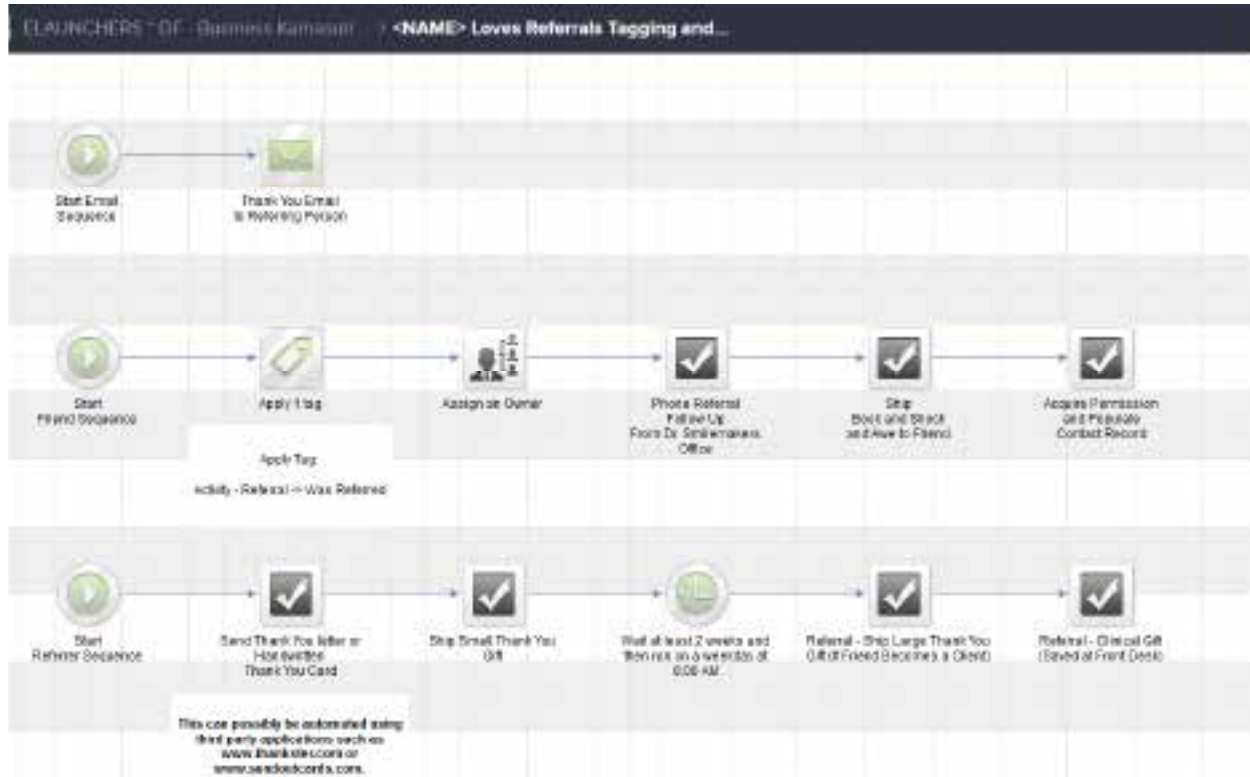
## SmilemakerLovesReferrals Thank You Tagging & Delivery Sequence





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NAME> Loves Referrals Tagging and D... > **Thank You Email to Referring Person**

From: Other...

Name (Optional): "Campaign MergeField\_1331" Email Address: "Campaign MergeField\_1331" Spam Score

To: Referring Person's Email Address

Subject: Thank you "Contact\_ReferringPersonsFirstName" for your referral!

HTML Plain Text Merge



Dear ,

**I just want to say thank you!**

**Your referral is greatly appreciated.**

**Here's why.**

**Ever since I opened my practice in 1998, I have been devoted to improving people's lives and reducing their suffering through pain management.**

**When my patients feel confident enough to refer their friends, family or acquaintances to me, it confirms that my team at Smile Dental is making a difference.**

**If I have the chance to treat the person you referred, I want you to know they will be treated with the utmost care.**

**I will do everything in my power to help like I will for you.**

Sincerely,

*Dr. Smilemaker*

Dr. Smilemaker

PS. Please keep spreading the news about us to the people who are suffering with pain. I want to try and change as many lives as I can.



Dr. Friendly Smilemaker



**Smile Dental**  
13236 Executive Park Terrace  
Germantown, MD 20874  
**Phone:** xxx xxx-xxxx  
**Fax:** xxx xxx-xxxx  
**Email:** doctor@smiledental.com





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<NAME> Loves Referrals Tagging and D... Phone Referral Follow Up From Dr. S...

Type	Call
Title	Referral - Please Contact Merge
Body	Please follow up with the following person who has been referred to us:
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

<NAME> Loves Referrals Tagging and D... Ship Book and Shock and Awe to Frie...

Type	Other
Title	Ship Book and Shock and Awe Merge
Body	Ship Book and Shock and Awe to: Name: "Contact.FirstName"
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

<NAME> Loves Referrals Tagging and D... Acquire Permission and Populate Co...

Type	Other
Title	Acquire Permission and Popul Merge
Body	Please confirm the physical address and type it into contact billing address fields within Infusant:
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	1. Critical
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date



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<NAME> Loves Referrals Tagging and D... > **Send Thank You letter or Handwrite...**

Type	Other
Title	Referral - Please Send Thank Y <a href="#">Merge</a>
Body	Please Send Thank You Letter / Card to the following person:
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

<NAME> Loves Referrals Tagging and D... > **Ship Small Thank You Gift**

Type	Other
Title	Referral - Ship Small Thank You <a href="#">Merge</a>
Body	Please ship a small thank you gift for the referral of "Contact.FirstName" "Contact.LastName" to:
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date

<NAME> Loves Referrals Tagging and D... > **Referral - Ship Large Thank You Gift (L...**

Type	Other
Title	Referral - Ship Large Thank You <a href="#">Merge</a>
Body	Please ship a Large thank you gift if "Contact.FirstName" "Contact.LastName" becomes a new
Assign to Contact's owner	<input checked="" type="checkbox"/>
Assign to (backup)	
Days until due	0
Due at	Please select one
Priority	2. Essential
Notify owner	<input checked="" type="checkbox"/>
Notify these users	Please select a user to notify
Pop up reminder	before due date



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<NAME> Loves Referrals Tagging and D... > **Referral - Clinical Gift (Saved at Front ...**

Type	Other	
Title	Referral - Clinical Gift (Saved Fi	Merge
Body	If you want to give them a large clinical gift. Put the gifts in a bag, put a sticker of their name under the front desk and	
Assign to Contact's owner	<input checked="" type="checkbox"/>	
Assign to (backup)		
Days until due	0	
Due at	Please select one	
Priority	2: Essential	
Notify owner	<input checked="" type="checkbox"/>	
Notify these users	Please select a user to notify	
Pop up reminder		

before due date



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# eLaunchers referral culture

## Referral Culture Tools, Techniques and Training

Everyone says that their number one source of growth is referrals, yet they have not built a formal 'referral culture code' for their organization. We have heard Dan Kennedy say, if you want them to give you referrals, you need to give them good tools and teach them how to talk about you. When we build your referral culture we will give you everything: Your referral survey, tell-a-friend website, Infusionsoft follow up campaign, friend welcome package and gratitude expression process. We will show you how to use the shock and awe package along with 'three cards trick' to ask for referrals. We will show you how to get online reviews using Infusionsoft with review site 'Sotellus.com' and trigger referral campaign when someone gives you good review. If you are an info-marketer, an educator or have a membership site of any sort, a formal 'Study Buddy' program can generate a consistent flow of referrals. If you get referrals from various 'centers of influence' we will help you put together a program for your formal referral sources as well.



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## Referral Culture Print Items

I Recommend Card

Letter - Welcome New Referral

Letter - Thank You For The Referral

Referred Patient Dental Brochure

SCG - How to Choose the Right Dentist





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## I Recommend Card

555-555-5555

Call Dr Smilemaker at SmileDental today for a FREE  
Consultation get his FREE report:

*"10 Ways To Save On Your Dental Bills"*

Referred By:

SMILEDENTAL  
13236 Executive Park Terrace | Germantown, MD 20874  
[www.smiledental.com](http://www.smiledental.com)



555-555-5555

### **Hate the Dentist? Call My Doctor. . .**

Stop stressing over dental work! You deserve a compassionate doctor who actually makes the entire process completely pleasant, and FUN (even for the biggest scaredy-cats). No matter what your dental needs, Dr. Smilemaker and his team are the "one in a million" you need. They'll change your mind about dentists & put lifelong smile on your face!

Mention This Card and Get The VIP Treatment!

*(Turn this card over for more information)*



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### Letter - Welcome New Referral



<Date>

<Customer Name>

<Address>

<Address2>

13236 Executive Park Terrace  
Germantown, MD 20876  
Phone: 555-555-5555  
smiledental.com

Dear <Customer Name>

Hello! My name is Dr. Friendly Smilemaker here. I'm excited to introduce myself and extend a warm welcome.

Actually, because you were referred to my office, I'm inviting you in for a visit. Come discover how we've truly made dentistry fun!

You may already know we are very active in the community and you may have heard that our first-rate reputation has been earned by being highly engaged in our mission to "change dentistry" and "make dentistry fun".

But you probably don't know the full story behind who I am and why I created SmileDentals. So let me share the quick version of my journey to become a dentist.

It started with my own experience as a kid. You see, I had a really bad overbite. It was NOT pretty. I found myself in and out of dental offices and dental specialty offices for what seemed like forever. It took wearing braces, having teeth removed and over 4 years of treatment to correct things for me.

You might think this was a very unpleasant experience. (After all, to a kid, four years can seem LONG... like.... an eternity long). It definitely wasn't a walk in the park, but oddly enough, I kind of enjoyed it.

On each visit, I found myself in awe of how everyone worked together. They took me from a kid with ugly buck teeth and a retruded jaw, to what society would call normal. I looked up to these people.

The experience was life changing. Obviously for the cosmetic improvement, but also from a confidence perspective. I wanted to do this same thing for others. So I decided to become a dentist.

I pursued my studies in dentistry, graduated from the University of Maryland School of Dentistry and began my dental career with a local practice in 2005. Four years later, I opened SmileDental My focus has been to create a place where ANYONE can feel comfortable and excited, regardless of how they feel about dentistry. That why I'm excited to meet you and show you what everyone's talking about!

I hope you've already called to schedule appointment. If not, pick up that phone and let's get you in here so you can see what the Bergh Orthodontic experience is all about - and have better overall health and happiness as a result. After all, that is the whole reason you were referred to me!

I promise to do everything I can to eliminate any concerns or fears you may have - and give you a healthy, attractive smile. My practice depends on satisfied patients, so I look forward to adding you to the long list of good people we have helped!

Dr. Friendly Smilemaker

P.S. Please call my office in the next 24 hours to schedule your appointment. You'll see that we have a wonderful way of welcoming you to come in for an initial appointment. Thanks!



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### Letter - Thank You For The Referral



<Date>

<Customer Name>

<Address>

<Address2>

13236 Executive Park Terrace  
Germantown, MD 20876  
Phone: 555-555-5555  
smiledental.com

Dear <Customer Name>

Recently I had the chance to meet someone who told me that you referred them to my office.

I want to say thank you!

Ever since I opened my practice my focus has been to create a place where ANYONE can feel comfortable and excited, regardless of how they feel about dentistry. I have been devoted to improving people's smiles, their oral health and their lives, through extraordinary dental care. When my patients feel confident enough to give my name to others like you did, it confirms that my team at SmileDental is making a difference.

I want you to know that anytime we have the opportunity to treat someone who was referred to us, we do it as if they were our own family member. They will get a comprehensive evaluation, we'll dedicate the time and energy necessary to determine the care that suits their needs and tolerance best, and then we formulate a plan for treatment.

If you do refer someone to me, I want you to know they will be treated with the utmost care. You can be confident that I will do everything in my power to help them, just as I will for you.

No one should be embarrassed of their smile or have issues with their teeth. Pain does not need to be a part of proper dental care either. YOU are my patient. YOU are either no longer in danger of losing your smile or you are on your way there. Congratulations. You and I are making Maryland smile more, one patient at a time. Thank you for referring your friends to the happy dental office where we are committed to creating great smiles for everyone.

I WILL talk to anyone who you refer to me because I want to see Germantown smile. Thank you for your confidence in me and for telling others about me.

Sincerely,

Dr. Friendly Smilemaker

PS. Please keep spreading the news about us to the people who are still seeking a dentist who can make the process of oral health care FUN. I want to try and change as many lives and create as many smiles, as I can. If you're talking to someone who is in need of a smile, whip out your smart phone and go to [www.smiemakerlovesreferral.com](http://www.smiemakerlovesreferral.com). Give us their contact information and we will reach out to them and invite them in for a risk free consultation and come up with a comprehensive plan that makes sense for them.



## Referred Patient Dental Brochure



### Here's Something to Really Smile About

You've been referred to us by  
someone who knows how your smile  
affects the way you live, laugh and love!

#### **We Don't Just Create Beautiful Smiles...We Actually Make People Happier**

That's a bold claim, so let us explain. We've perfected the art of making people smile.

Our approach to dentistry allows people to get the care they need without fear, hassles or headaches. When your teeth look and feel great, you smile. When you smile, you feel happier. When you feel happier, you smile more. (There's studies to back it up).

It's a cycle of happiness. Our dental practice is all about creating beautiful smiles, and happier people. In fact, our mission has always been to change the face of dental care.

There's more to dental care than just a dazzling smile. At SmileDental, we take a comprehensive approach to oral health. In this leaflet, you will discover a little about our approach and how we handle everything from simple to complex dental problems.





## Raise Your Hand If You Love Getting Dental Work Done



Do you have your hand in the air?

Are people staring at you right now?

If so, you're a very unique person.

First of all, it means you LOVE getting dental work done... most people don't. Secondly, if people are staring at you, then you read this in the presence of others AND chose to raise your hand anyway.

That's just plain awesome! Go ahead and put your hand down now. What you'll read in the rest of this pamphlet will make you even more excited.

But, what if you're sitting there, shaking your head, thinking something like; **"I would NEVER raise my hand to say I love dental work!"** don't worry. I have great news for you too.

Our goal is to always make your process of getting dental care a pleasant experience. Not just tolerable, not something you just have to "get through" but something you actually enjoy!

Most people really appreciate that.

Our first priority is to make sure you are completely comfortable and have no fears, doubts or nervousness.

We want to earn your trust and confidence, because that will guide your future treatment.

### **Yes! We Do That Kind of Dentistry...**

Perhaps you're reading this because you have a friend who is a patient of ours, and they told you how much they love us.

Or maybe you've been referred to us for a specific dental need and were told that SmileDental "does that kind of dentistry."

Well, it's true. We do accommodate people in ways that some other dentists can't, which may give you more options and flexibility. You can be sure that no matter whom you've seen before and no matter what kind of experience you have had; you'll be delighted by your experience and the kind of care you'll receive from us.





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### You Are Unique

Every now and then, a patient who has been referred to us may feel reluctant to make an appointment. This is usually because they've been disappointed by other dental care providers.

Many a dentist has neglected to take a personal approach with their patients in favor of an assembly line mentality. That's a mistake. There's no one size fits all approach to dental care. You will be treated with the utmost personal care at SmileDental. Of course we are going to be focused on your oral health, but we look at you as an entire person too.

We assess your unique circumstances so we can tailor your treatment to fit your needs. Dental health affects the whole person. It can cause or worsen depression, anxiety and insomnia...affect hormone levels, Alzheimer's, dementia, cardiovascular disease, diabetes, cancer, stroke, and a variety of other conditions.

Our dental expertise includes; Emergency Dentistry, Conscious Sedation, Cosmetic Dentistry, Children's Dentistry, Dental Crowns/Caps, Dental Bridges, Teeth Whitening, Laser Dentistry, Dental Implants, Family Dental Care, Root Canal Therapy, Sport and Mouth guards. Our commitment is to give you a customized, tailored approach to your medication and treatment regimen.

### Care You Can Be Confident In

From your first contact with SmileDental, you'll see that we care. The personal touch is just as important to us as setting clear and measurable goals for your dental care. It is our belief that both are vital to improve, protect and maintain your oral health.

Are you ready to start smiling more every day? Let us show you how our approach to dentistry can change your life.

*Call our office now for a  
consultation at 555-555-5555.*





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Meet Dr. Friendly Smilemaker

### **"My Mission is to Make Dentistry a Fun Experience."**

Germantown, MD orthodontist, Dr. Friendly Smilemaker is a native of Maryland, born just a few miles from Germantown. Dr. Bergh's decision to become an orthodontist was greatly affected at age 13 when he began working in his father's office. Seeing first hand how an orthodontist can change lives and how much a beautiful smile can affect someone's self-esteem, was the key to choosing orthodontics as a career.



Dr. Friendly Smilemaker

Germantown, MD orthodontist, Dr. Friendly Smilemaker attended University of Maryland University School of Dentistry, where he earned his Doctorate of Dental Surgery. Attending the University of Southern Maryland, he received his Master of Science degree in Craniofacial Biology and his Certificate in Orthodontics.

Continuing education is critical in providing the highest quality orthodontic treatment. We are in an age of rapid change, and keeping up with the latest developments and innovations allows us to provide our patients with the most current braces and orthodontic treatment available. Germantown, MD orthodontist, Dr. Smilemaker participates in training and courses to continue his education, averaging over 100 hours each year.

Earnestly,

*Dr. Smilemaker*

Dr. Friendly Smilemaker, DDS,

Dr. Smilemaker's Professional Memberships Include:

- American Association of Orthodontists
- Maryland Association of Orthodontists
- American Dental Association
- Maryland Dental Association
- Germantown Academy of Dentists

## **You Deserve a Beautiful Smile!**

Call our office now for a consultation at 555-555-5555



## SCG - How to Choose the Right Dentist

“What No One Ever Told You About Oral Health and Your Smile”

THE SMART CONSUMER GUIDE TO

# How to Carefully Choose the Right Dentist For You

By: Dr. Friendly Smilemaker

- 2 Big Misconceptions About Dental Care
- The 5 Questions You Must Ask Before Choosing a Dentist
- 3 Recommendations to Ensure You Have Healthy Teeth and A Great Smile

***This Special Report Is For Everyone Who Smiles . . .***



## 2 | The Smart Consumer's Guide to Choosing The Right Dentist

The Smart Consumer's Guide

# To Choosing The Right Dentist

By: Dr. Friendly Smilemaker, DDS



Dr. Friendly Smilemaker

Dear Friend,

I call you that because I hope you will become one of our friends.

I know choosing a dentist can be a difficult task. This information is given to help you choose a dentist that's right for you.

I've written this report as a guide to everyone who smiles.

Because, regardless of the condition or health of your teeth, most of us have the capacity to smile.

My goal is to create a world where I help more people smile, more often.

I do that through dentistry and this report will provide you with tips to make the best decisions regarding the care of your teeth your health and your smile.

**I hope you find value in this information.**

Our dental office was created so you can experience friendly, gentle Dentistry that produces proven results – a great smile and healthy teeth for life.

If you are a person who wants teeth that look good and feel good, or if you have apprehension about going to the dentist, I believe you'll love Bergh Orthodontics, but in this guide I'll give you information to help you make an informed educated decision about choosing a dentist no matter where you are.





### Dr. Friendly Smilemaker | 3

So, let's get right to it by looking at the FIVE questions you must ask any dentist before agreeing to sit in their examination chair.

These five questions are the key questions you must ask to discover the dental practice that's right for you.

In my practice at Bergh Orthodontics, I and my team have determined these key questions to be the most often asked (or wondered about) by patients.



Some of these surfaced through our years of experience and others over thousands of hours of post-doctoral training.

#### **Question 1: How do I know I'll like my experience if I come to your office?**

First impressions mean a lot. A well run practice should be able to effortlessly describe the way you'll feel when you step through their doors.

What will you notice the moment you step into their office? Is it old and out-dated, stuffy and cramped or is it a state-of-the-art facility, designed for your comfort?

Ambiance is nice, but honestly, a far more important aspect of a unique dental practice is the staff. They should be "people-people" people, who enjoy others and truly love giving great service.

At Bergh Orthodontics, many of our patients have remarked to us what a friendly, upbeat office we have. We take personal pride in being an office that our patients like to come to. Patients are greeted by smiling staff members at the front desk when they arrive for their appointments, then shown around the front office.

We have a lounge to relax in before seeing me, Dr. Smilemaker, or my dental assistants and hygienists. There are computer terminals with games for children, a coffee station and other comfortable amenities.

If you haven't been to a dentist in a long while, you can be assured of not being embarrassed or scolded. Listen, we know it can be hard to come in even though you know you should. We won't make it any harder.

We work to make it easier, so you can feel relieved about that!



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You get individual attention to help you get the right kind of dental care that looks good, feels good, and helps keep your teeth for a lifetime.

You'll benefit from the latest technology available in equipment, materials, and technologies so you can not only have great dental health, but also a great smile. You'll enjoy a friendly, upbeat atmosphere of open communication.

It's important to ask if the dentist you are considering will take the time to answer your questions, and work to understand your concerns.

##### **Question 2: How do I know you are a good Dentist?**

Good dentistry comes as a result of the combination of education... on-going professional post-doctoral training and teaching... talent... experience... and the commitment to doing it right.

- What kind of experience does the dentist have?
- What do others say about him or her?
- What kind of reviews do you find online or in their office?
- What organizations or community involvement does the dentist have?

These are things to look for.

You'll want to make sure your dentist has a friendly, caring chair side manner.

That he or she pays attention to the details that will ensure your care is as thorough and gentle as possible.

If you have a challenging dental situation, how will the Dentist handle it? What can and will they do for you. Why?

Does the Dentist have an ability to employ wide-ranging diagnostic and treatment methods to figure out what works best for your situation?

One of the things you'll notice about me is that I have a passionate commitment to giving you quality dentistry that looks good and feels good.

Since launching Bergh Orthodontics in my hometown of Sault Ste. Marie, Ontario in 2009, I have crafted and inspired bright new smiles for thousands of patients. I've developed my practice with the feeling of "friends helping friends, creating beautiful





## Dr. Friendly Smilemaker | 5

smiles for life.” I built my practice into a “one stop shop” of dental services based on the founding mission of providing the level of care and service that I and my staff would want for ourselves as patients.

After graduating from the University of Western Ontario, I started my dental career as an associate dentist with Cambrian Dental in 2005.

I eventually became a partner in the practice, but decided to move on just a few short years later in 2009. I understood the fear that people of all ages sometimes have of visits to the dentist, so I wanted to offer Conscious Sedation, which allows patients to be relaxed and comfortable, as if they were sleeping.

My commitment to continuing education includes completing the Core Curriculum at the Las Vegas Institute for Advanced Dental Studies, which focuses on Cosmetic Dentistry and the inter-relationship of the teeth, as well as numerous courses on Conscious Sedation, Implant Dentistry and Orthodontics.

I have also been recognized with a Fellowship in the Academy of General Dentistry. I am a past President of the Sault Ste Marie and District Dental Society, a member of the Patient Relations Committee of the Royal College of Dental Surgeons of Ontario and have been elected to the board of the Group Health Centre Trust Fund.

I don't tell you any of this to brag, but to simply show you that I am committed to offering the highest level of expertise and staying on top of what is happening in the field of dentistry. When I started Bergh Orthodontics in 2009, I quickly learned that creating a successful dental practice is as much a matter of great clinical skills, as it is being an excellent “people person.”

### Question 3: Do you offer all the Dental services that I need or could need?

This is an important question. While every dentist offers exams, cleanings, and care for cavities, not all dentists offer everything you may need.

You may find a dentist that is perfect for you, but what if you need children's dentistry? Does your dentist offer bridges and implants, or will you have to be referred out to another office to get your dental work done?

Among the not commonly seen services are:

\* Cosmetic Dentistry Services- Smile make-over





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wanted.

- \*The ability to show you a computer simulation of what your smile could look like AND to make a "preview" smile that you can wear and show others what your new smile will look like.

- \* Rapid Whitening to give you white, bright teeth in about an hour.

- \*Ultimate Power Smile: If movie-star white is your goal, then this is the technique for you.

- \* Super-Strong tooth-colored materials so teeth don't look grey or dark at the gum line...giving natural looking teeth.

- \* Full cosmetic consultation for challenging, difficult situations- restoring smiling and chewing to how they should be.

- \* Bad Breath Evaluation and Treatment

- \*Advanced three dimensional x-rays

- \* Dental Implant Therapy- To replace missing teeth and rebuild smiles, performing all aspects of the treatment, surgery and restoration since 1989.

- \* Gum Therapy- Which includes using plastic surgery for your gums to make them look right, regenerative surgery using bone grafts to rebuild missing bone, specialized antibiotics to treat resistant gum disease.

- \* Customized Cosmetic Dentures-Teeth that look stunning and natural.

- \* Intra-oral video and digital cameras- so you can see what we see when we look into your mouth.

- \* FDA Approved Migraine Headache Prevention- that is 77% effective in reducing migraine headaches!

- \* Decay Preventing Sealants that wear 100x better than Regular sealants- something every parent wants for their children.

These are things people don't always think about. But your life and treatment can be dramatically simplified if you know what the dentist can do before you choose.

Bergh Orthodontics is a full service dental practice. We can help you with all the routine services you would expect, along with the ones that you don't commonly see in most dental offices.

We offer almost all the dental services you'll ever need, right here in our office.

Our dental expertise includes; Emergency Dentistry, Conscious Sedation, Cosmetic Dentistry, Children's Dentistry, Dental Crowns/Caps, Dental Bridges, Teeth Whitening, Laser Dentistry, Dental Implants, Family Dental Care, Root Canal Therapy, Sport and Mouth guards. Our commitment is to give you a customized, tailored approach to your



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medication and treatment regimen.

Among the routine services we offer are examinations, cleanings, check-ups, conservative gum treatment, fillings, advanced x-rays and computerized dental diagnostics, root canals, crowns, bridges, removable partial dentures, and cosmetic dentures.

Many patients say they really like the fact that they don't get sent all over town for their services.

### **Question 4: Do you make appointment scheduling, fees, billing, and insurance easy for me?**

There's nothing worse than trying to navigate your way through complex appointment setting procedures and billing schedules.

Your life is too busy already.

At Northern Dental, we recognize the importance of being able to get appointments and having a flexible schedule.

You can request an appointment anytime from our website, or call our office directly Monday through Saturdays.

As for insurance, like many Canadians, you may have a dental plan through your employer, union or provincial government.

We deal with all sorts of plans and file for you helping you win in dealing with insurance companies...and we can help you understand your dental plan.



Remember that a dental plan and a treatment plan are two different things:

A dental plan is a means to help you to pay for your dental treatment. Employers provide health and dental benefits for a variety of reasons, including the promotion of good health.

A treatment plan is the personal plan you and your dentist develop together to meet your oral health needs. It serves as your road map to good oral health and should not be limited by what a dental plan will cover.



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- What is covered each year?
- Is there a deductible?
- Is there a total dollar limit on my coverage?
- Can I choose a procedure other than the one my plan covers?
- Will I still be covered if I change jobs?
- To what extent am I covered for cleanings and x-rays?
- To what extent am I covered for dental treatments such as fillings and root canals?
- What about other treatments such as bridges and crowns, dentures and oral surgery?
- Can I choose my own dentist? (Some plans may restrict you to a list of approved dentists.)



Our staff is ready to help you so that your total dental experience is the same we'd want for ourselves.

If you aren't covered by a group health and dental insurance plan, then you know how quickly medical bills can add up.

We help you understand the fees, billing and insurance so you can be comfortable financially, too. We work to make fees affordable while helping maximize your insurance coverage.

The fifth and most important question is:

**Question 5: How are you going to help me keep my teeth for a lifetime so they look good and feel good?**

Or for those who have lost some of or all of their teeth the fifth and most important question becomes:

**How are you going to help me regain lost appearance and function?**

Instead of telling you what to watch out for on this question, allow me to tell you what we do at Bergh Orthodontics.



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First, we'll talk with you about your past medical history and dental history. We want to know your concerns and what is important to you about your teeth and your treatment.

Then, we'll do a thorough dental examination that leaves no stone unturned. We know from experience that many times hidden, unknown problems exist that you don't know about. In fact, unless you have pain, there's often no way for you to know that you have dental problems. Some problems don't even exhibit any symptoms until they are advanced.

- We'll evaluate your teeth gums and bite, looking for hidden signs of problems before it's too late.
- We'll offer you the kind of dentistry that we would want for our own families.
- We'll help you get the bright, white smile you've always wanted.
- We'll answer your questions and work out the needed appointments to give you the best results as quickly as possible while maintaining quality care.

We know that serious, life-threatening risks to your health can be a result of untreated dental problems, so we'll help rid you of any dental infection-and help you stay that way.

You will receive an individual, customized plan of treatment that serves four functions:

- 1) Correcting your problems
- 2) Enhancing your appearance
- 3) Creating long term solutions
- 4) Preventing future problems by giving you maintainable dental health

Once your treatment (if any) is complete, we'll help you maintain your dental health with periodic visits on a schedule designed for you as an individual.

Dentistry is a lifetime need. Teeth don't heal themselves. If they did, no one would lose any teeth.

Because of our expertise and experience, we often are called upon to deal with very difficult, challenging dental situations.

**Every age has its own special dental problems.**





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As you live longer and work later in your life, your dental needs are unique. We help you regain lost function, eliminate painful conditions, and enjoy a youthful, radiant smile.

In closing, not every dentist is right for every individual.

Even though we are the fastest growing dental practice in the town, we know we aren't right for everyone, but we are right for those who want to keep their teeth for a lifetime.

We are right for those who want teeth that look good and feel good. We are right for the person who wants a bright, white smile.



If you can answer "yes" to any of these questions, then you may be an ideal candidate to be a patient in our practice.

In fact, before I close, let's look at a few misconceptions that cause people to choose the wrong dentist and waste time, money and experience often traumatic results. I want to bring to your attention a couple common misconceptions consumers have when choosing a dentist, and a couple recommendations!

### **Misconception #1 : The dentist that offers the lowest price is the dentist you should choose.**

Maybe – but not always. Here are a few points to consider.

**Point #1:** The price you see offered may not be for the services you want performed. Before you select a practice, decide what you want to accomplish.

Usually, if a dentist is much lower in price than other dentists it may indicate that they run you through procedures faster, and spend less time with you.

This may not be good, because the focus is not on quality.

Also, price is usually an indication of quality. More efficient Dentistry may cost more. Better trained dentists who want to give you more time and quality of service cost more. Reliable service and products cost more. You don't buy the cheapest car, clothes, or foods. Don't let price alone be the deciding factor when choosing a dentist.

**Point #2:** The price you see advertised may not be the price you pay.





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Many people have learned that the low price they saw advertised was not the amount they were charged.

And if you've responded to a price offer from a dentist, you too may have been the victim of false or misleading advertising. You probably learned the hard way that some practices offer a cheap price – and then pressure you into paying a lot more once they get you in the office. Some of them may not even intentionally do it, but it still happens.



You'll find other practices – professionals like Bergh Orthodontics who work hard to earn your trust and respect.

As a way of improving our profession, I've dedicated my practice to educating the public. The only way you can make an intelligent decision is to have all the facts you need. This is why I give away this booklet.

Some things you need to know about your plan:

#### **MISCONCEPTION #2: Dental Procedures and Treatments are Painful**

Fear of pain is the number one reason that millions of people avoid going to the dentist.

The truth is that too many people wait until they are in agonizing pain before breaking down and dragging themselves into the dentist's chair.

And all for nothing... because majority of the time they're walking out the door feeling dramatic relief from the pain within hours, even minutes.

For the most part, the nightmare of a barbaric dentist is a thing of the past. Medicine and technology have come a long way in allowing for proper pain management that promotes nothing more than a feeling of pressure while undergoing treatment and some brief soreness afterwards.

Even invasive procedures are often times pain free!

I understand the fear that people of all ages sometimes have of visits to the dentist, that why my practice is also renowned for our use of Conscious Sedation, which allows patients to be relaxed and comfortable as if they were sleeping.

**If you're thinking about having your teeth examined, whitened, or you are looking for other cosmetic or general procedures, I offer these three recom-**



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### Recommendations:

**Recommendation #1:** Make a commitment to yourself to get your teeth and gums examined every 6 months. The longer you wait, the worse it will be (and costly!). Regular check ups will extend the life of your teeth and help maintain their look and feel!

Also, 4 out of 5 people are walking around with the worst silent killer of teeth and it's called periodontitis- aka gum

disease.

If your gums are bleeding when brushing or eating hard food, you have bad breath, pain or sores in your mouth, gums are pulled back which make your teeth appear longer, or you see pus between gums and teeth, you must get in right away!

**Recommendation #2:** Ask questions. The way you learn about a practice is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:

- Do you have any testimonials from current patients who are satisfied and enjoy their experience with their dentist? If you are looking to have aesthetic or cosmetic work done, you will want to see before and after pictures of actual patients from that office. We have an entire wall of testimonials in our office. You are welcome to come in and see them during business hours. Many dentists use books with pictures in them, but the problem is that these are not his or her patients.
- The second question you'd like to ask is "Is there any warranty or guarantee given?" For example, if you bought a washer and dryer, you will be offered a certain warranty that will guarantee that washer and dryer will work for a certain time period, and if it doesn't, they'll replace it. Well, in our office almost every procedure has a warranty so if something goes wrong with a covered procedure, we'll fix what needs to be done for no extra charge.
- The third question you'd like to know, is what is the doctor doing to stay current and keep his/her skills up to speed, especially if you are doing a specialized procedure. See, there are so many dentists out there, and some are better than others at different procedures. So, you want to make sure the dentist you choose to do your procedure is very experienced at it.
- Finally, the last question that many of our patients ask, and I think is very important is, "**What does the dentist do to insure that you are going to have an anxiety free and pain free experience?**"



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For example, many of our patients come in very nervous and scared, but find out that we have nitrous oxide, known as laughing gas, and we can now use lasers to detect cavities where x-rays couldn't.

Our patients leave our office telling us how it didn't hurt a bit.

By asking these questions and spending the small amount of time necessary to make an intelligent choice of a dentist, you will help create a doctor-patient relationship founded on mutual trust and respect

**Recommendation #3:** Once you're satisfied that you're working with an honest, competent professional, set up an appointment.

By following these recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want great service by a well-qualified dentist, who can service your Dental needs completely and thoroughly - creating healthier, whiter teeth, preventing and treating your gum disease, and making your dental experience an enjoyable one- then I invite you to call me.



You will receive your free initial clinical examination that includes a comprehensive examination of your teeth, an oral cancer screening, gum and bone disease exam, review of your medical and dental history and a cosmetic screening.

Thank you for requesting this report, to schedule an appointment or for more information call our office at 555-555-5555.

I wish you the best in life time dental health,

*Dr. Smilemaker*

Friendly Smilemaker, DDS

*P.S. Please feel free to pass this valuable report on to others that you know could benefit from this information.*



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# eLaunchers referral culture

## Referral Culture Tools, Techniques and Training

Everyone says that their number one source of growth is referrals, yet they have not built a formal 'referral culture code' for their organization. We have heard Dan Kennedy say, if you want them to give you referrals, you need to give them good tools and teach them how to talk about you. When we build your referral culture we will give you everything: Your referral survey, tell-a-friend website, Infusionsoft follow up campaign, friend welcome package and gratitude expression process. We will show you how to use the shock and awe package along with 'three cards trick' to ask for referrals. We will show you how to get online reviews using Infusionsoft with review site 'Sotellus.com' and trigger referral campaign when someone gives you good review. If you are an info-marketer, an educator or have a membership site of any sort, a formal 'Study Buddy' program can generate a consistent flow of referrals. If you get referrals from various 'centers of influence' we will help you put together a program for your formal referral sources as well.







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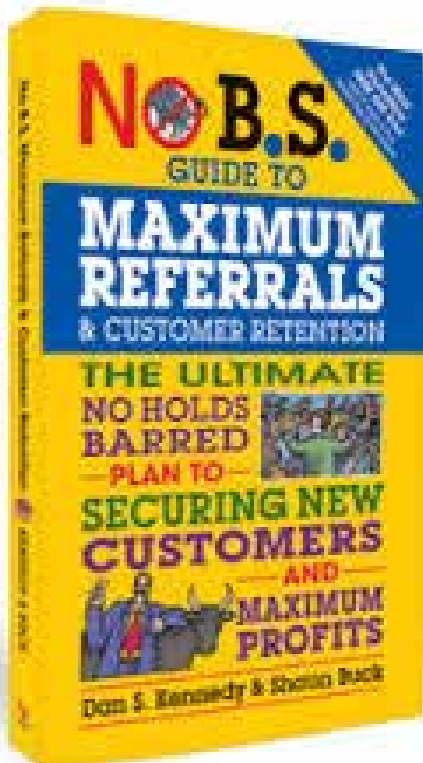
## Referral Culture Training

eLaunchers.com Referral Culture is an end to end system that facilitates asking for referrals, thanking them for the referrals and welcomes the new prospect in your family using automation tools of Infusionsoft. However, your humans do need to do their part.

Your humans need to identify a 'moment of impact' when someone in your organization has gone above and beyond the call of duty and you can sense gratitude in the air. At the right time when it feels right, your humans need to ASK for a referral.

Some books and training from GKIC is recommended. Upon implementation of Ultimate Conversion Concepts Platform, Parthiv will go through the referral culture training with the CEO of your company and identify the potential moments of impacts and help you develop your referral culture ritual. Once your referral culture ritual is established, your CEO and Parthiv together will speak to your staff about incorporating the referral culture in your business.

Everyone says that the biggest business growth has been 'word of mouth' but most people don't have a formal process to capitalize on this phenomenon. Our Referral Culture solves THIS problem.



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