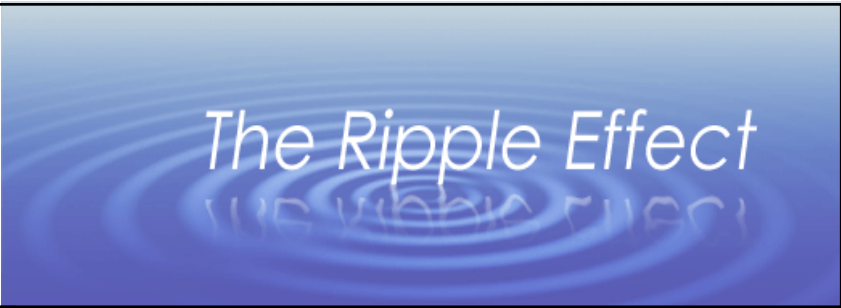




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## Marketing Practice Evaluation Questions:

How many new patients do you have monthly?

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What is your goal for new patients monthly?

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What marketing/referral source brings you the most new patients?

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How many new patient emergencies do you have monthly?

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How many of your new patients are children? Adults?

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How many referrals do you receive monthly from your existing patients?

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How many complete exams do you perform monthly?

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Do you mail a new patients packet? If so, what do you include?

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What is the value of a new patient in your practice over 12 months?

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What is your marketing budget?

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What did you spend on marketing last year?

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How many media appearances have you had?

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How many were free?

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What charities do you currently work with?

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When is the last time you used a patient loyalty survey?

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Do you have a marketing director? Who might be the best person to do this?

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If you can't answer a question, if you don't quite know how to achieve your goal or if you want to hear more about how you can incorporate your own marketing plan, please call or email us to receive a FREE copy of our Special Report explaining in detail Hailey's top 20 marketing tips.