


## Practice Answering Machine Message Program

# The Wealthy Dentist™

## Answering Machine Marketing



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[illegible]

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W  
D

Would it be good for you if...

We could give you an  
additional new patient a week  
from your Internet Web Site?

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# Answering Machine Message

*Thank you for calling (Your Practice Name). Our office will reopen to handle your needs personally at (8:00 AM tomorrow morning or 8:00 AM Monday morning).*

*If you are a new patient who would like more information about our practice, you can visit our Internet web site at [YourPracticeName.com](#).*

*You'll find complete details about all our services including (Sedation, Dental Implants and Cosmetic Dentistry) and... how we can meet your entire family's needs. You can even request an appointment directly online at [YourPracticeName.com](#)...*

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# Practice Answering Machine Message Program

## Answering Machine Message

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Once again that's YourPracticeName.com.  
Or leave a message at the beep and we will  
do our best to get back to you as soon as  
possible.



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## Answering Machine Message

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**Step 1.** Always start by identifying your practice with your practice name. It is amazing how many times I hear messages that start with "Doctor's Office". Duh? Which one?

**Step 2.** Don't start by telling them that you're are closed. Duh! They know you're closed. It's after hours and they are getting an answering machine.

Start by telling them when your office will reopen and be available to handle their personal needs. Everyone wants their needs attended to personally.

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## Answering Machine Message

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**Step 3.** If it is Thursday and you are closed until Monday, be sure to change your message from 8:00 AM tomorrow to 8:00 on Monday. Other wise this person may call back the next day, just to find you're still not open. This makes you look stupid and you have just lost a valuable new patient.

**Step 4.** Say your web site domain name slowly. Don't rush.

**Step 5.** In the second paragraph above, be sure to list the three prime high-value services you offer, i.e., Sedation, Dental Implants and Cosmetic Dentistry. Remember, this is a marketing message. Always lead with your high-value services.

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**Step 6.** Also important is to follow-up with *“and... how we can meet your entire family's needs”*. Most dental practices can't support themselves on just high-value services. If you just feature Sedation, Implants or Cosmetics many people will assume you don't do General & Family Dentistry and will drop you from their consideration.

**Step 7.** Now for the **MOST IMPORTANT STEP**. You must tell them they can request an appointment online! *“You can even request an appointment directly online at [YourPracticeName.com](#)...”*

*Once again that's [YourPracticeName.com](#).”*

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## Answering Machine Message

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### Major Points to Review

1. Always repeat your web address. Slowly, so that there is no confusion.
2. If your answering machine doesn't accept messages, that's fine. Tell the prospective patient that.

If you want to say that *“If you are calling to cancel an appointment, please call Dr. Right Thinker directly at 555-5555 to personally confirm your cancellation”*, that's fine too. The main issue is to lead with your marketing message!

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## Answering Machine Message

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3. As a general rule, keep your message as short as possible. Record your messages with as little background clatter and noise as possible. Have the person recording the message sound professional... but caring.

Remember, the whole purpose of this message is to move prospective new patients to your Internet Web Site. Once on your site they can get all the details about your high-value services and request an appointment directly 24 hours a day, 7 days a week, weekends, holidays and even when you are on vacation!

**Let your IDA dental practice web site generate new patients while you sleep!**

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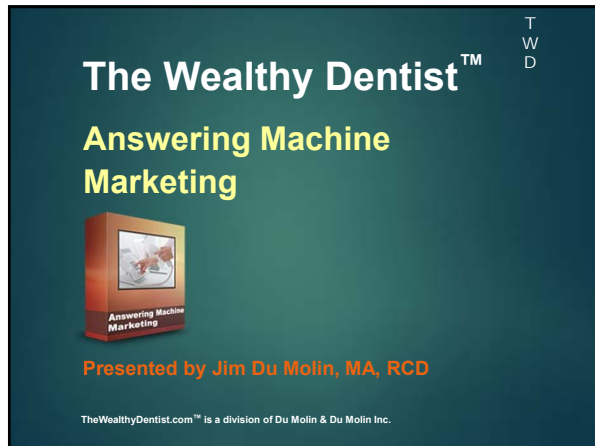
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