The Wealthy Dentist™ Answering Machine Marketing Presented by Jim Du Molin, MA, RCD TheWealthyDentist.com™ is a division of Du Molin & Du Molin Inc.	
Would it be good for you if We could give you an additional new patient a week from your Internet Web Site?	
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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W D **Answering Machine** Message 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." W D **Answering Machine** Message **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 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! **Answering Machine** Message 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 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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