

FAQ – Cooking With Style Patient Referral Marketing Program

1. What's included with the "Cooking With Style" marketing program?

The "Cooking With Style" marketing program comes complete with free set up and design; 100 recipe books; 100 *Save A Life Today* booklets; training materials / instruction manual; special pricing for recipe books and other marketing products; two branded web sites (DrName.CookingWithStyle.com & DrName.SaveALife.info - monthly subscription extra); pre-written health special reports; and *Cooking With Style* license.

2. How do I set up my practice recipe web site and recipe book?

It's easy to create your own recipe book and web site. You supply your practice logo, staff photographs, team member biographical sketch, and favorite recipes – we supply the rest! Our admin site and easy instructions will walk you through the set up process, and with just a few clicks of the mouse you will have your site up and your recipe book printed in no time.

3. Can we print our own recipe books?

No. They are licensed and produced by DREAMarketing and contain copyrighted materials and use/permit licenses. Since it is printed in limited quantities (under 1,000) it is unrealistic to expect better pricing than what DREAMarketing can offer. Even in large quantities used as neighborhood direct mailers or newspaper inserts, we are able to negotiate web-press printing prices that are excellent.

4. What does the recipe book contain?

Each recipe book contains 40-50 recipes and five food categories. Staff Favorite Recipes help to introduce your team to prospective patients in a fun way before they come to your practice. The center section presents dental health topics including cosmetics, oral-systemic connection, diabetes, etc. (You choose four from a list of pre-written topics). Several "banner ads" and side-bars are sprinkled through the pages presenting dental health topics of your choosing. This dental and health related information subtly brands and promotes your practice as patients read through the recipe book and share it with others.

5. How does the Cooking With Style web site work?

In addition to branding your practice and offering health information to site visitors, the web site is designed as a marketing "involvement tool." Your cookbook website visitors can search for recipes as well as submit their own favorite recipe. This gives the marketing project a "Home-Spun" feel. Your patients and prospective patients will learn about you and your practice, enjoy the health information you provide, and love the recipes! So much they will want to "Tell-A-Friend". This is all part of what creates the "buzz" and excitement about this marketing project. Your patients will be

honored to be asked to submit their family favorite recipe which might be included in your next cookbook.

6. What is the “mission” that drives this marketing project?

Your “mission” is to save lives! This allows you to ask your patients to help you save lives by informing others about certain health dangers that are life-threatening. The recipe book lets you carry this message and connect with patients in a fun way.

7. How is the best way to hand out recipe books?

Be serious but make it fun! Give three or four recipe books to a patient and ask them to help you tell people about important health matters – and have fun cooking some good food and sharing the recipes with their co-workers and neighbors.

8. How do we use the “Save A Life Today” brochures?

“Save a Life Today” is the “mission” of your marketing project. It is the permission and pretense (not false) you use to enlist the help of your patients to talk about you to their friends and co-workers. “Save A Life” brochures are 8 page booklets which present basic information related to the oral systemic connection, diabetes, heart disease, migraines, and so forth. You can use it to “piggy-back” along with the recipe book as an insert, or use it independently as an educational tool. It is linked with your DrName.SaveALife.info web site which provides additional information and free reports to those interested in learning more.

9. What benefits are there to being a monthly subscriber?

There is a monthly subscription or membership fee to keep the branded web sites active and functioning. Additionally, being a monthly subscriber gives you discount pricing on the costs of printing your recipe books, discounts on new editions that come out every six months and on other marketing products from DREAMarketing.

10. Why is it important to be a monthly subscriber?

Aside from the extra promotional branding and cost savings, part of your marketing strategy and health mission is to drive people to your DrName.CookingWithStyle.net web site so they can learn more about you, your dental team and your practice. Without a web site your “mission message” will risk falling flat because you will have no place to drive patients or potential patients to learn more about you or the health dangers you crusade against. While they may not go to a dental web site specifically, in the spirit of “food” they will visit this web site and just happen to learn about you. Monthly subscribers enjoy certain cost savings on printing costs, re-subscribing and set-up costs, and get savings on other DREAMarketing products.

11. *Why do I want a new "Cooking With Style" recipe book every six months?*

You would not want to have a patient back in six months and give them the same recipe book and ask them to give it to their friends – again! With a new recipe book in hand, you can re-approach them with your newest edition and (re)invite them to give them to their friend. It gives you a chance to thank them for helping you previously, to ask them what recipes they enjoyed most from the last one, and most importantly re-commission them as your ambassador to get out the word about health matters. With each version you hand out, you are training and rewarding them for this “patient-referral / tell-a-friend” behavior. Besides – they will look forward to returning each time to get their new toothbrush and recipe book – as you further differentiate your practice and become talked about in your community. Nobody else is doing it!

12. *What is the cost of the recipe book program?*

The cost for the *Cooking With Style* marketing program is very reasonable. Make sure to check out the price sheet / order form to take advantage of current discounts offered to first time subscribers. Whether you spend a lot or little on external marketing, one thing for sure is that most dentists spend very little on “internal” marketing related to promoting patient referrals.

When it comes to practice marketing, it is wise to adopt and execute a patient referral (B2C) marketing strategy and commit a monthly budget to this consistent strategy.

13. *Is the "Cooking With Style" marketing program a "Turn-Key" program?*

Yes! The best marketing programs usually are turn-key or ‘plug-n-play’. This is true precisely because they are the ones that get done! The dentist’s and team member’s time is too valuable to be spent figuring everything out, doing the copy writing and designing and publishing, ad nauseum. Pulling a ‘lever’ and having a finished product and customized marketing system fall into your lap is a great time saver as well as money saver. It simply costs too much to design this on your own and risk coming up with something that doesn’t work!

14. *Why should my practice invest in patient referral promotion – internal marketing?*

Many dentists (often begrudgingly) spend plenty of money on external marketing, yet they spend very little (if any) on internal practice promotion. In fact, most dentists’ budget for patient referral promotion is either non-existent or at best very stingy. The irony is that even though an average of 70% of new patients come from patient referrals, very little is spent to encourage this behavior or to thank those who referred the business! Imagine if 70% of the dollars spent on marketing in a typical dental practice were budgeted toward getting high quality patient referrals!

Bottom line - This is a proven way to get people talking about you in ways you would never likely accomplish otherwise. It is a differentiation strategy that will get you noticed. Create a monthly

budget, commit to it and keep pumping recipe books into your community. It will work - but only if you do it!