

## A Perfect Marketing Recipe:

# The "*Cooking With Style*<sup>™</sup>" Recipe Book Marketing Program

**Do you hate asking for referrals? Would you like the “perfect recipe” for getting more referrals?**

Most dentists and team members hate asking their patients for referrals! It feels awkward and self-serving, and the efforts are always short-lived. Some worry that patients will think they're not busy or successful, or that they are “begging” for new patients!

What if you had a secret recipe for getting referrals – a perfect recipe so unique and credible that it will have your patients telling their friends about your practice like never before! Well - this is one practice marketing strategy you can really sink your teeth into – because it works! And its “cookbook easy!”

Perhaps you've noticed our preoccupation with food – TV cooking shows, recipes magazines, newspaper sections devoted to food, gourmet recipe books, and healthy eating & weight loss diets, to name a few. Everybody loves food! And most women enjoy talking about food and sharing recipes. They're always on the lookout for a good recipe to try at home. The "*Cooking with Style*<sup>™</sup> Practice Recipe Book" marketing program is the newest and hottest way to leverage this interest into new patients and to get your patients and staff energized like crazy in marketing your practice.

The purpose of any patient related marketing is to get your patients talking about you to their friends, neighbors and co-workers. Publishing your own practice recipe book is a perfect way to differentiate your practice, to capture people's attention and to get them talking about you. It's certainly a great way to change the energy and to create a “buzz” about your practice.

**Handing out a few copies of your cookbook to each patient and asking them to give them to their friends is about the easiest way there is to ask for referrals – without asking!** But there's more to the “perfect recipe” and the psychology behind it, than just that.

As fun as it is to share recipes and talk food, there's more to this marketing strategy than the food! This “marketing recipe” includes a special ingredient. (It's actually a “secret” ingredient because nobody else is doing it!) When you include this ingredient it will get people talking about you and supercharge your patient referral marketing efforts like you've never experienced before. In fact, if you use this secret marketing recipe in the right way, your patients will be excited and feel compelled to tell their friends, neighbors and co-workers about your practice. Would you like to know the secret why?

This isn't just any cookbook! It's a recipe book with a “mission” - your mission **to save lives!** This mission **IS** the “purpose” which gives you permission, and provides your patients with the motivation to want to help you spread the word. Because your mission **is** to save lives, when your patients ‘get’ this, they will help you!

Most people don't know that gum disease is linked to heart disease, diabetes, and other health problems; or that people with sleep apnea and who hate their CPAP can stop snoring and sleep better with an oral appliance; or that headache sufferers can find relief by fixing a bad bite. In an age where people are becoming increasingly focused on reducing risk factors, reducing healthcare costs, avoiding drugs, and living with better health, this information is greatly appreciated.

Your practice recipe book will have some great tasting recipes, and your recipe book will also have nice dental marketing and practice information in it as well. But more importantly it has life-saving information that most people don't know about. And that is your "mission" – to ask your patients to help you get this important information to their friends.

Your very own "*Cooking With Style™*" practice recipe book is the perfect marketing vehicle for asking your patients to help you with your mission to save lives by giving them your recipe book. The focus on recipes makes it fun and creates positive energy. People will love cooking and sharing the recipes, but more importantly, they'll gladly accept your request to help you. When asked properly, your patients will be eager to help with your mission to get health information to their friends and neighbors!

So - why is this recipe marketing project such a "perfect marketing recipe" for your dental practice? Because nobody likes asking for referrals, and the practice cookbook makes it "cookbook easy" for your team to talk to your patients about their friends, as well as for your patients to actually talk to their friends - about you!

Simply hand three or four recipe books to a patient, point to the health information and ask them to help you 'spread the word'. You should be serious about your "mission" - but have fun with it! Doing it this way is much more effective and less awkward than outright asking them to refer their friends! Every six months you'll have a new recipe book to give to your returning patients to do it all over again. It really is that simple!

Your "*Cooking With Style™*" Recipe Book will soften the "referral message" with your patients, as well as introduce your practice and dental team to prospective patients. Included in each recipe book is a "staff favorites" section where selected team members list their favorite recipe and give a short biographical sketch. New patients will already know a bit about your practice before they come in, and have something in common to talk about. They may even have tried some of the recipes and will be excited to talk about them when they come in. They may also have been to your recipe web site where they can find more recipes, learn more about you and about the important health matters you can help them with.

Other expanded uses of this concept include using your recipe book in neighborhood mailers, recipe post cards, recipe contests and other marketing 'involvement tools' – all designed to capture the attention and interest of not just your own patients, but hundreds of prospective patients who will appreciate your recipes and your "high-road" integrity approach to helping them with their health.

If you'd like to "get cooking" with your own "perfect recipe" for growing your patient referrals and creating a new "buzz" about your practice, [contact us](#) today for our [special introductory pricing](#). With our recipe database and easy online recipe book assembly, you'll quickly have your recipe book finished and in the hands of your patients in no time at all.