

Ep #53: Interview with Scott Corbett – Part 1



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Dr. David Phelps and Evan Harris

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You are listening to the *Dentist Freedom Blueprint* podcast, with David Phelps and Evan Harris. Navigating you through the uncharted waters of a turbulent economy with straight-forward advice to, transform your practice into a self-sufficient cash machine, compound your net worth assets, and multiply, multiply, multiply your passive cash flow streams.

David: Hey everyone, this is Dr. David Phelps with the Freedom Founders mastermind and the *Dentist Freedom Blueprint* podcast. Back with you today with another outstanding expert interview today with my good friend Mr. Scott Corbett. Scott, how are you doing today?

Scott: I am doing great today, David. It's so great of you to have me on this podcast. Love the podcast. Love the work you're doing with dentists.

David: Well Scott, you have been a central figure in everything that I've done in the last four or five years in terms of just helping me so much with that big word, marketing. Everybody in any business talks today about marketing, marketing to get new clients, customers, patients. It's what every business needs and dentists are no exception.

I have the chance, as I know you do, to look at a lot of websites. I look at a lot of dentist's websites. I talk to a lot of dentists on the phone every week and I always like to pull up their website. Just number one, I want to learn more about them. Just like probably any patient who might be out prospecting wants to find out, "Well, is that a dentist office I want to go to?" So I'll look them up and just take a look.

I'm not the marketing genius you are but I studied it for quite a while, Scott, and I do know a few of the basics. I do know that when I look at a lot of the websites there's just some key elements missing. Now these websites,

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many times they look really nice and they're pretty and maybe from a visual standpoint they're attractive. But from there on, they're missing the boat.

I want to talk today, Scott, now you do lots of things in marketing. Let's focus in on for our listeners today, what's the real purpose of a website? Maybe let's just take that as kind of our opening here. Scott, what would you say is the purpose of a website for any business?

Scott: Well I think that the real bottom line purpose of the website is to help the business grow, help the business thrive and prosper. Basically that means attracting new customers, clients, and patients. As well as providing kind of a 24/7 employee providing certain key services to people.

So just like on Freedom Founders, you've actually got a place where your members can log in, go to the forum. So provide services like that. But primarily, it's designed to attract new clients, customers, and patients, and ultimately help you grow your revenue.

David: Scott, when I look at a lot of websites there is the basic information that you would expect. There's the, usually the contact information. A lot of times on a dentist's site you'll see a place where someone can actually schedule an online appointment. They'll have directions to get to the office, that kind of thing. And they'll have the typical navigation tabs that talk about the office, about the staff, the doctors, blah blah blah.

What to me is missing is, there's no way that 99.9 percent of these websites have instituted any way to capture the basic information of someone who comes on the website. We call that the basic contact information, which should

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be just like a first name and email address. It's what you and I know in the in the world of marketing is called direct response marketing. Can you talk a little bit about that and why do you think that's missing from so many websites today?

Scott: Yeah, absolutely. I'd say you're touching on something that's such a big deal here. So let's just review what really happens in the world, in real life. I'm just going to assume this is in the context of a new patient, not an existing patient. Okay?

David: Okay.

Scott: So someone moves to your town and part of what mom needs to do is find the family a new dentist. So you can probably guess what she does next. She either asks people in her network, which is probably limited if it's a new town, and she probably goes online. So let's just say that's the context. Mom or maybe dad goes online, looks around for dentists. Everyone on this call knows that she immediately confronts a variety of options.

Let's just say though that things work out in your favor and she clicks a link to your website. That's the moment that we're talking about here. So this person comes to your website, she's looking for what you provide. So what are the things that can happen in that moment?

Well number one, you know the best of all possible things can happen. She looks at your website, she likes what she sees, and she immediately picks up the phone, calls your office, and makes an appointment. That is what we dream of, right?

Well I'm sorry to say but that does not always happen. So that's the context you're talking about here, David. So

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what about if for example maybe it's 2:00 in the morning. Because she has insomnia and she thinks, "Well now that I'm up I may as well look for a dentist." And she knows your office isn't open.

What can she do at that point? Or maybe right in that moment she's looking, she's actually—she's not ready to make a decision yet she's just gathering information. So what can you do? Knowing—and this is the truth folks—she's probably never ever going to come back to your website on her own if something doesn't happen in this moment.

I'd say your particular example is right on target because one thing that can happen, you can offer her a lower-commitment way to find out more about you or to get access to some crucial information. So whether it's offering someone a, "Here are the five things you ought to know before picking a dentist in Springfield, Illinois." Or, "Here are the five things every mother needs to know about how her child needs to be brushing, flossing" whatever. You get the point.

Some kind of tempting or relevant piece of information that you basically offer up in exchange for her contact information. So leaving aside what happens after she does that, then at least you've got a way to follow up with her later on. That's great.

I also want to add, David, that something that's a supplement to that and that's really the best, I mean you really want to capture the information of anybody who comes to your website, if possible. Knowing that a very small percentage will actually pick up the phone and call you on that first visit.

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But I just want to add one thing. A super simple thing to do is drop a little piece of tracking code on your website. So that when she comes to your website and she either fills out the form or doesn't, she either calls or doesn't. That's going to trigger what we call a retargeting or remarketing campaign. So that the ads for your practice will then follow her around as she goes about her life online over the coming days and weeks.

So again, it'll remind her. "Oh right, that was that dental practice. Yeah, I still need to make that appointment. Okay, let me click this ad and go back." So it's just another thing that brings people back and gives you a way to not lose that golden moment when she's actually right there on your website.

David: That's great, Scott, you know that code that you're talking about that allows for the retargeting, it's almost like stalking in a way.

Scott: Yeah, it is.

David: And of course, we've seen it work on all of us. I watch it when I open up to different websites and pages. Sure enough, there's an ad from some other website that I had gone to. Just as you said, I was investigating something, I didn't take any action that day. I wasn't ready. But there they are following me around a little bit. You know, I use the word stalking in a funny way, but you're right, it just keeps that element of the initial inquiry top of mind.

Again, I want to reiterate what you said, Scott. How many people, whether they're looking to go to the dentist or seek a new dentist or whatever business service it might be, but when they are actually searching, they're not ready that day.

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Or, as you said, the mom in the middle of the night, just doing some checking and happens to come to a website because she's looking for a dentist or dental treatment. It could be for her kids, could be for herself, whatever it is, but the person is not ready. And as you said, once they're gone, they're typically, that's it, they're gone.

So you said two things. One, you could put the code on the website. That's not a big deal, difficult to do today, right? I mean that's pretty basic stuff for you guys that are in marketing, correct?

Scott: Very, very basic. Takes about 20 minutes start to finish.

David: I would bet you, Scott, that if we looked or surveyed 100 or let's say 1,000 dentist's websites, I'll almost bet you that maybe one or two out of those 1,000 might be utilizing retargeting. I mean, would you guess?

Scott: Yeah, one to two percent of all businesses in general. Yeah, it's just not commonly done. Even though it's one of the easiest and best things you can do. Yeah, you're right it's just not common.

David: Now going back to capturing the initial contact information, that's in marketing what we call building a list. I talk about the fact that people once they do give you that information because you've given them something of value, you've given that report, that download. As you said, maybe five main questions that you need to ask before you select a dentist for your child. Something that's easy for them to get, they can download it right away. And in doing that, they've given you an email address and a name.

Now Scott, what should we do with that? How does an office, in this case talk about a dental office, how do they

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use that information? Now they have it. Does someone in the office just start every day going back and sending emails to this person? Asking them what they want? Or how they can serve? What's the process?

Scott: Right, because having a name and an email just sitting in your database doesn't help you at all, right? You're pointing to the idea that this is an opportunity. It's an invitation for you to actually go back and build the relationship up from that point. So how do you do that?

Well okay, there are two ways. There's the automation path and there's the manual path. Probably in the best of all possible worlds you want to do both. But most dentists I know are really busy. Their staff is really busy. If they have any chance to make what you might call non-mission-critical phone calls during the day, in other words to deal with scheduling and patients and things like that, you know that those opportunities are pretty rare.

So let's focus on the automation part because that's more dependable. Basically there are so many systems that you can use to do this. Don't really need to get into them now. But it's very easy, at a minimum, just to create what you call an autoresponder sequence using email.

So that the minute that that form gets filled out, it triggers a sequence of emails that basically do two things. They continue to provide value in the form of information. And just as importantly, maybe more importantly, they introduce this person to you the doctor, to your staff, to what makes your practice unique. It's just building a relationship. It's a proxy for a face-to-face or a phone call relationship, right? They're hearing from you. They're learning more about you.

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Like you said with the retargeting ads, it's also a way to just simply remind them that you're there. Because everyone is so busy, way too busy, and getting an email in their inbox on a given morning might serve the same purpose as a retargeting ad appearing in front of them when they're on *The New York Times* website. It's like, "Oh yeah, I need to make that dadgum dental appointment."

So it's a reminder, it's relationship building, and it's continuing to provide them value because that's what you always ought to focus on is, how can I make this person's life better? How can I enrich them? How can I serve them?

David: So your point is these automated email responders are not meant to go out and immediately just try to get the patient to call and make an appointment. You're not pushing them to take any action, at least not right away, you're trying to deliver more value.

When you've found out kind of what the person wants by way of maybe the report that you offered. We can talk a little bit more about being specific about the types of services and the ways that you can even further segment the kind of patients who come to you.

But let's say once you have that contact information, now you have the ability to, as you said on a, what do you think maybe a couple times a week maybe initially, a little bit more than later? But you know first of all, send them an email back and thank them for their interest in the report that they just downloaded because of the request that they had.

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Then follow up and maybe give them a little bit more information that backs up that report because obviously that's something they wanted. Continue that conversation or those emails for the next several weeks. Not blasting them every day but maybe three times a week, figure out some sequence. But every so often to throw in the opportunity for that prospective new patient to engage the office in some way.

Make it easy. Make it inviting. Just ways that you can intrigue them to take that next step, right? Because again, Scott, we know that unless someone's got pain today or an absolute necessity to have something done today, getting them to take action does take creating a relationship of trust. And that takes time, right?

Scott: It does. It takes time. It takes multiple contact points. And yeah, I'd say in terms of sequence, you're right on target. Probably initially two to three times a week, and I'd do that for the first four weeks or so. That's really your best opportunity. After that, you can continue an automated sequence. So maybe it drops back to once a week, even two or three times a month.

But then also, I'll say this too. I really hope that dentists out there are not only doing this to new patients who come to their website and fill out a form, but they're also reaching out and making contact with their overall database.

So in other words, current patients or inactive patients through one of the great things you can do, and again there are a variety of ways to do it, is just to put out a little monthly newsletter or e-zine of some sort. If those words seem like too daunting then write a simple "greetings from

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Dr. Phelps” email once a month. I mean anything really to reach out to your whole database.

Then of course if you're doing something like that then this new person will also get in the loop on that too. So I mean really, you should never let a month go by without touching in some way at least with an email everybody within your reach.

David: Good points. Good points. Now I know it's also very possible, in fact I would recommend, I think you would recommend also, Scott, that every dentist office look at the types of services, maybe the unique niche that they offer.

Some offices are focused on pediatrics, some are with orthodontics. Some like to do more cosmetics or full mouth rehabs or implants or sedation dentistry or sleep apnea. I mean, we can go on and on with all the different types of services that are offered. Some practices have multiple doctors and then they do probably 98 percent of all the dentistry that could be done so they can offer everything.

So how would I, if I was the dentist, and I offered multiple services as I just listed, how would I handle that with my website? Because now I'm trying to speak to potentially a lot of different people. Moms who have kids, I'm talking to maybe Baby Boomers who want to fix their smile or replace teeth with implants. I'm looking at people who are scared to death of the dentist but I've got sedation.

Am I just going to plaster everything on one website like a big billboard and just hope somebody hits the right trigger? How do we do that?

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Scott: Great question. Yeah, you're right. I mean most businesses provide a variety of services and truthfully most patients in a given moment are really looking for one. So there's a bit of a challenge there.

Here's how I would approach this from a marketing point of view. Again, back to that moment when someone is going to a search engine and typing in let's just say it's something about—I don't know—it could be anything like a sleep disorder, sleep apnea problem. It could be something related to having discolored teeth. It could be something related to wanting to learn more about dental implants.

So someone goes to a search engine and they're searching for—they've got a question. They've got a problem they want to solve and it's about one thing. All right. So again, back to that moment. What happens when they confront a variety of options on that search engine results page? Well hopefully what you've got is different pages on your website that really focus on that one thing.

So let's say that you've got a website and it does in fact have a page on dental implants. So if everything works perfectly, then two things are happening there. One, when that person goes to Google or Bing or whatever, Google search results page, they see that one page of your website on dental implants coming up in the, what we call the organic, which is below the ads, that part of the results page.

They click on that page and they go and they're reading all about your approach to implants. The way you make it affordable. The way you make people comfortable when they get them. The way you explain the process to

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people. Success stories from other people that you've worked with.

So you're making them comfortable. You're educating them. And you're also providing them maybe on that page a special report or a video series all about implants so they can get comfortable. That's a big procedure, right? So it's probably not an impulse buy. They're really thinking about it.

And again, when they take action with that, whether it's filling out a form or something else, then you know your information that you give them immediately after is all going to be focused on implants. Even if you expand it to other things later on. So that can happen.

Now I also have to mention that there is another way to get on that Google results page, because it is really tough to get on there in the organic results. It's really competitive and we probably don't have time to talk about SEO very much today. But SEO, in other words, optimizing your website for the organic search results, is harder than ever.

So there's a way to kind of cut to the front of the line. That's by advertising for those kinds of search results. But it's the same exact process. So if your ads are at the top or over on the right hand column, again they click your ad, they go to a page that's really as closely tied as possible to the thing, the problem they're trying to solve, the thing they're trying to find out more about.

David: So a smart doc would look at the services and the demographics and the psychographics, meaning what are the concerns and what are the other aspects of the profile of the different segments of patients that he or she serves

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in their practice. And really try to segment that down to maybe two or three, or in some practices could be four five or six.

And build the SEO, the search engine optimization, to specific pages, website pages so that that person who is searching for “dental implants Dallas Texas,” is going to get to that page of your website for implants, and not just your general page where they might get caught lost in the shuffle. And go, “Well it's just another dental office, don't see anything here that really stand out.”

Bam, if they hit implants, and right there as you said Scott, everything is focused on the needs of that patient. And the videos and the free report that will be offered to give them additional information about questions they should ask about implants before they seek services. Then the autoresponder, that is the email sequences that would follow up after that person opts in or asks for that report will then again be directed just towards that service.

Now if I'm that patient, that prospect, I feel like that dentist office is speaking just to me and not just to me as just a general patient. I don't feel special that way. But now I feel special because everything, all the words, all the contexts, all those emails, all those touch points, are directed to that very thing, the very problem, that I want to have solved in the first place.

Scott: Yeah very well put, very well put. You know, David, I know this about you too. I mean you took that even a step further and you went as far—I believe—as even creating a little mini website just around these specific areas, right?

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So it's not just a page on your website. It actually becomes a two, three, four, five page mini-website that's just all about this particular issue. But it's just a different version of the same thing. Of course, you have to decide from a business point of view, is the investment in what it would take to build out such a site worth it? But still it's the same idea.

And you're exactly right. You're basically honoring the conversation that's in their head. You're trying to basically enter into that conversation rather than the other way around which is to insist that if they're going to interact with you they have to join your conversation.

David:

Exactly. Well Scott, you're right. You said early on today in our discussion that this whole arena of marketing and online marketing, being internet or website marketing for any business, but here I'm talking to my dental colleagues. It is a daunting process to figure out what does that look like.

I will tell you from my own experience years back when websites just first came into play. Typically there were a few vendors out there that kind of said they specialized in helping in certain market segments, dentists being one of those. So you signed up. This big marketing service company would come and say, "Yeah, we do websites for medical or dental professionals" and they'd build you the pretty website.

But none of this was part of it and I would have thought that after 10 or 15 years that some of these companies would have evolved to the point where they were actually getting it right and I don't see it. So that's the bad news.

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But Scott, that's also the good news because that means there is so much room for any dentist out there to take just a little bit more action, get just a little bit ahead of the pack. Because let me tell you folks, nobody—again, I look at websites all the time and nobody is using any of these very basic things that Scott and I are talking about.

So Scott, I'm going to plug you on this call because there's very few places where I can send dentists to get the services they need. This is such a big deal for me. It's in my heart, it's my passion to help dentists get through the clutter themselves and get good people that can help them.

You are a man of high integrity. That's why I've worked with you. You've become a great friend of mine. You've helped a lot of our dentists in Freedom Founders and so I'm not going to let this call go by without giving our listeners now a place to go. And Scott, I know your team has done a lot of this work for our Freedom Founders members.

You do work for other areas besides dentistry but you've got a real passion because you're one of our trusted advisors with Freedom Founders. You understand dentists. You certainly understand marketing and how to put this together and make it simple and not this big complex arena that doctors can't understand. You've got that ability.

So Scott, if some of our listeners wanted to contact you and your team at Lightmark Media, what's the best way to do that?

Scott: David, thank you so much. It's been an honor working with you over the years and with your Freedom Founders

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members. It really has been a pleasure and I appreciate all you're saying.

As far as getting in touch with me and my company, the website is Lightmark, L-I-G-H-T-M-A-R-K Media dot com. Feel free to look around. There's also a contact page on there. You can fill out a form. You can call us, we answer the phone. I'm perfectly happy to get on a call with anyone in David's world and just to try to hear what you're up against, hear what your goals are, and I'll offer any suggestions I can.

David: Well you do a great job, Scott. You do a great job at helping people with where they are. Not trying to get them to do too much at one time, just get some of the basics done. See how that works. See how it feels. See the difference it can make for you and you can always add on the extras.

I think Scott that I'm going to need to have you back for another session because there's a whole lot more I want to dig into. I want to thank you for your time today. Let's get you back and let's do another session. We can go even a little bit deeper on some of the additional aspects of online and website marketing that are available to dentists and doctors today.

Scott: Sounds like fun to me. Let's do it. Thank you, David.

David: Thanks, Scott.

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