

Ep #128: Buying Dollars at a Discount with Jimmy Nicholas of Jimmy Marketing



Full Episode Transcript

With Your Host

David Phelps

[Dentist Freedom Blueprint](https://www.DentistFreedomBlueprint.com) with David Phelps

Ep #128: Buying Dollars at a Discount with Jimmy Nicholas of Jimmy Marketing

David Phelps: Jimmy, we both know that marketing should never be looked at as an expense or a cost. It is an investment, and it's what we typically call "buying dollars at a discount". Your example of invest \$1,000 to net \$4,000 after overhead expense, that's buying dollars at a discount.

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David Phelps: Good day, everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community and the Dentist Freedom Blueprint Podcast here with you today with what's going to be a fun, and I think a fast-paced discussion interview with a good friend of mine, a friend of mine that I've known in the marketing world for, gosh, probably half a dozen years, was actually a Glazer-Kennedy Marketer of the Year award winner. I lose track, it's probably been three or four years ago, but amazing guy, great family, and also what I love about him is he has built a great team.

I think that speaks well to people who are in business when you can see their team and see how they run and what their culture's like. You know you're working with somebody that's true and truly transparent. So my good friend today is Mr. Jimmy Nicholas. Jimmy, how're you doing, sir?

Jimmy Nicholas: Good, David, thanks for having me today.

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David Phelps: It's fun to catch up a little bit with you, although we get a chance to see each other here and there at some of our friends and meetings and conferences, but let me tell people a little bit about you, Jimmy.

You actually got started kind of early in marketing. I believe you were about 15 years old in 1997. That's like 20 years ago, and you sold your first website to a local business. That's pretty entrepreneurial to be out there.

For me, I was still throwing newspapers and doing lemonade stands, so you were very advanced over what ... But you're younger than I am so that makes sense that you'd be a little more technologically astute. That's what got you started into what we know today as online marketing, kind of a big word but we're going to break it down today for our listeners.

Same time you were dedicating yourself to high school classes, then obviously college courses, you built your own web design and web hosting business, and really just increasing your skills and expertise in that big field of marketing. 2003 you graduated from Bryant University and diversified by becoming a full-service marketing company. Over the next eight years you accumulated considerable expertise and experience in numerous facets on online marketing. In 2011, you took a big step in your marketing career and you founded Jimmy Marketing, and since Jimmy Marketing's inception, Jimmy and his team have helped numerous doctors, dentists and orthodontists push their own practices to brand new levels of prosperity. Jimmy Marketing helps clients predictably attract more ideal patients from the web by implementing your proven three step system. You've won many awards for your exceptional marketing strategy and six-star

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customer service, including, as I mentioned earlier, the highly coveted and prestigious 2013 ... see, I was close, three or four years ... 2013 Marketer of the Year from the Glazer-Kennedy, the world's largest direct response marketing organization, led by our mentor, Dan Kennedy.

You've also quite a publisher and author, Jimmy, you've got multiple best-selling books on marketing, also an award-winning speaker. I've heard you speak many times. You attend a lot of marketing conferences around the nation and the world, updating your attendees and the participants on the latest and greatest marketing technologies and techniques as well. But besides all that fun work, and it is fun, I know it's fun, 'cause I know you're passionate, but you also do some other cool stuff with your family. We were just talking about stuff this past weekend that we were both doing. You like to golf, boat, travel, and, of course, spend time with your wife, Jennifer, and your 20-month-old son, Carter.

So there's the bio of a guy that I really respect. And I'll say it again, I respect you, Jimmy, because I've known you for a number of years, you're a stand-up guy, you've won awards, but also I had a chance to meet your team, and you've built a great team, which is the key to being a visionary. A visionary can be as smart as a whip, you can know your stuff inside and out, but if you're going to deliver products or services to clients, you've gotta have a team, and if you don't have a team, you can be the smartest whip in the world and it's gonna fall apart and you're gonna look stupid, so you've done a really good job with that. And I want to talk a little bit about today, what differentiates you from just marketing in general? Because you're helping, very specifically, dentists and orthodontists. You've really niched down. Maybe we can

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start there. Let's talk about why you decided to niche down there and then let's talk about your three-step system. Why orthodontists and now dentists? Why did you decide to go there?

Jimmy Nicholas: Yeah, so what happened, ironically, in competing for that Marketer of the Year award in 2013, I was going up against an orthodontist. That orthodontist was a mutual friend of ours, Dustin Burleson, and at the time he was my enemy. He was just playing a bigger game of life and business than I had anticipated at the time, but what happened is as I edged him out for the Marketer of the Year, and won, and he wrote a hand-written note to me congratulating me on the victory and he has to sign everything, "Your number one fan, Dustin."

And that was just, to get that orthodontist who's super, super successful, four or five locations at the time, and to take the time to congratulate me, I was really impressed with that, and our paths crossed again in a Mastermind with Dan Kennedy that we were a part of, and at a dinner he was asking me, "What's working for you in the online world?" I said, "Well, we got this three-step system that's working really well for podiatrists. We've tripled the leads for the podiatrists that we've helped on multiple occasions." And he said to me, "Do you think what you're doing for podiatrists could work for orthodontists?" And I gave him the answer that I give anybody today when they say, "Will your stuff work for me?" And the answer is, "I don't know, because we have to test it. With marketing."

Fortunately today, as a result of working with about over 70 orthodontists, and we're up to about 15 dentists right now, we have a lot of data and a lot of information that we can use to increase the likelihood of success in terms of

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better results for a new client today that we didn't have a few years ago, and as a result of helping, ultimately Dustin hired me and then referred me to all of his coaching clients and their only online web marketing provider that they recommend, we have been able to develop a system that's very transferable from orthodontists, and then a lot of the orthodontists tend to be married, not tend to, but some of them are married to dentists, so then we started getting referrals with a lot of dentists.

Basically, what we're doing for these dentists and orthodontists is a simple three step system. I say simple 'cause it's simple for me to explain, but keep in mind there's hundreds of steps that we do in each of these three steps for our clients, but to give you a high-level understanding of that three-step system is, basically, we start with the website where we look at the messaging, the offers, the whole look and feel, the layout of the website. We make sure that that website positions the doctor as the logical choice for treatment in their particular market. Once that is in place, the next logical step is let's get more people to that website.

So that's in step two where we're attracting more patients. Some of our clients will do offline marketing, like TV, newspaper, direct mail. We predominantly live in the online world, but let's face the facts, that a lot of people that will see a TV ad or listen to a radio ad, ultimately go on the website, so it all ties together and that second step is where we're attracting more patients using multiple traffic sources to get as many new patients for that doctor as possible.

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So as a result of using multiple traffic sources, our third step is the tracking and optimization step. That's where we are tracking the incoming phone calls, the new patient phone calls, through the website, based on the traffic source, as well as the forms that come in based on the traffic source. Then we summarize that information, the results, in a monthly cost per lead spreadsheet, and ultimately provide the patient names as well to the doctor, so that they can cross-reference the actual prospects, the potential patients, to the ones that become a new patient, so that we can really measure return on investment. That's our typical three step system.

David Phelps: I think it's very powerful. You know, Jimmy, I know because I don't look at as many dentist websites as I'm sure you do in your team, but I still look at quite a few, when people come knock on the door at freedom founders and we do a strategy call with them. I want to do a little bit of research so I'll go to their website, the first thing I'll do. First thing a prospective patient's going to do is typically they're going to go online and let's see what's this company's about, what this doctor's about, and in most of the websites, I'm sure you see the same thing, is they're very static, they're pretty, lots of time there's nice colors, they look really pretty, so there's a lot of companies, unfortunately, that that's what they think marketing is.

That's what they sell, whether they think it's marketing or not, that's what they sell, and many times I think it's client driven. A doctor, or a doctor's staff, don't really know what marketing needs to be, so they think pretty, and they all think well pretty, pretty is good, someone sees pretty, they're going to like us because it's pretty, and you're more about, what we know in the world of marketing to be

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direct response. Not only do we want to position that office, that doctor, but we want that patient, or that prospective patient, to take some kind of action, and that action doesn't have to be just to pick up the phone and call for an appointment, because that's only a small percentage of people, right?

A small percentage are going to say, "I need a dentist today and someone referred me to Dr. Jones and I went to his website." Great, made the call, excellent, that's awesome. But that's maybe three percent. What about the other 97 percent of people who are casually thinking about getting their kid's teeth straightened or whitening their teeth or got a little sensitive tooth that's not driving them to action. What do you do with them? How do you deal with those people?

Jimmy Nicholas: It depends on each dentist, each orthodontist in terms of what it is that they want to attract more of. Someone who has a toothache or is in an emergency type situation, most likely you could give that person a phone number, and they're gonna call you because they have a big problem, and they're in pain, they're gonna call you. The website in that regard isn't as important, say, as someone who is looking for, or not even realizing that maybe teeth whitening or cosmetic dentistry with veneers or teeth in a day, all on-floor procedures, things where they may not be thinking about it right then and there, what we're finding works really well is reports that can nurture a prospect, a potential patient, give some value to that person and have them say after they read that report, "Wow, that was worth my time investing in reading that report, I feel comfortable, I feel trust." Because with any medical doctor, or any business in general, I mean, trust is so, so critical, to get them to that next step.

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Then what we'll do is we'll use a lot of retargeting ads today, which basically, if you're not familiar with retargeting, it's when people come to your website and then they leave, but they'll see your ad on other websites that they go on. Often times, it was very interesting, I was talking to an orthodontist last week, and she thought that retargeting was thousands and thousands of dollars to have this technology, because she actually saw our ad everywhere, and was like, "That must cost you thousands of dollars." The reality is you can get it for about a hundred bucks a month because of what we're doing, is we're buying unused inventory on these websites that people go on. We reach about 93 percent of the people using the internet today, and they can't sell as much advertising as traffic coming to the website. So there'll be this unused inventory that we can buy and basically then put your ad there if they've been to your website. So very, very targeted, but again, helping that nurturing process.

Our ultimate goal is for someone to request an appointment and come in for that appointment. So we are working with different funnels when it comes to ... If you're not familiar with the word funnel in the marketing world, it's basically a system that allows that prospect to go into your sales process, to ultimately help them become a patient. It depends on what it is the doctor's offering and really what they're trying to attract, and who they're trying to attract, as to what makes most sense for their particular practice.

David Phelps: Yeah, totally. Very good. Is there a way that a doctor could do an assessment or an audit of their own current website to determine whether or not it's viable, if it's providing them the marketing strategy that they could best

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use or best optimize? What could you suggest for that, Jimmy?

Jimmy Nicholas: Yeah, so obviously if you've been in the market for a website or marketing services, I'd say in the last couple of years, you've probably been offered an audit at some point, and they run this through an automated tool and it spits back all these different things wrong with your website. That's standard stuff and certainly something that we could do for you, but any company could do for you. Where a lot of marketing companies I think fall short, is this logo test that I like to have the doctors do on their own to kind of discover really how much they could be falling short in terms of differentiating themselves from the other doctors in their particular market.

The way that logo test works is, it's really simple. You would go on your own website and you would remove the logo, you would remove the contact information, and you would look at what remains. You want to focus on the first part of what they see. A lot of dentistry websites, we'll see those beautiful pictures, but we wanna also realize that's the most important part of the screen, the real estate of the screen. In the print world it was called above the fold. In our world we look at the scroll line, basically, on a typical laptop or iPad. We've got mobile devices too, to look at, but what remains on that screen when you remove that logo, if the wording is basically the same as every other dentist or orthodontist or doctor, in your particular market, then you're really losing a great opportunity to differentiate yourself to your audience.

It's a problem that requires you to have some better messaging that will help differentiate you so that people are more apt to call you for that new patient appointment

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versus, if you sound like everyone else, they're kinda like, "Well, there's no reason for me to call this particular dentist, let me hit the back button." That's where they leave you and go onto your competitor. So having some differentiators very visible towards the top of your website is very, very important, and that logo test, you'll probably find not many companies in our world providing that, but it's something that you could do yourself, and then where we or another company could come in, obviously, is helping you with that messaging so that you are the logical choice in your particular market for the solutions that you want to attract into your practice.

David Phelps: Is the differentiator primarily in the text message, Jimmy, or is it combination text message, layout, video, report offer, you looking for all those things or mainly copy?

Jimmy Nicholas: That's a great question. It will vary depending on the assets that the doctor may particularly have at that time. What I mean by that is, let's say that they don't have a video. I don't want them to stop and then have to go produce a video for two months when we could adjust some copy on the website and get them better results much, much faster. As you and I both know, there's no shortage of things to do. More of what we need to figure out is what's gonna move the lever the most to get the most new patients, so we look at copy, we look at layout, because the layout's important, because the way that that site is laid out, we could get in more messaging or more differentiators versus if we just had one big picture on that first part of the website, so it's a combination of things, and it's really different as to if we're looking at an existing site.

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Obviously, if you've been on a lot of the sites that we've developed, you'll notice a similar blueprint, a similar layout of the sites, and that's because we're looking at heat maps provided by Google, we're looking at videos of potential patients and then explaining what they want to see on a website, and feedback provided by them, so we're looking at that data, and we don't wanna reinvent the wheel, we want to go with what works. So we'll reuse that blueprint, but it's important that you're also different than your competitors in your particular market, so you've got to look at their layouts and make sure that your leverage as much as possible on there, but copy is a big, big part of it, but it could be the report that we may wanna leverage, or could be a video. It could multiple panels cycling through. It's gonna be different for each doctor depending on what assets they have.

David Phelps: Jimmy, you mentioned the phrase "heat map". Could you maybe just explain what that is. Some people might be learning, what's a heat map?

Jimmy Nicholas: Thank you for stopping me and remember I gotta put it in English.

David Phelps: Or I could toss some very in-depth vernacular your way and just see what you do with that. We could trip each other up all day long, I'm sure. What's fair is fair. So you tell us what a heat map is and I'll teach you a new dental word, how's that?

Jimmy Nicholas: Right, well. A heat map is something very, very simple, where it's your website, and there's layers of color on that website where, if it's red, that means that area is visited very often, more often than areas of, say, green on the website. Where you might think green is good, green is ...

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But in the case of the heat map, it means less activity, then red is really, really hot. It's like a hot area where people are going. And where it's very beneficial is after, say, a couple months of having your website up, we can look at these heat maps, you can look at your own heat map through Google, and see where people are going, and then if you wanna promote something in a place where that's very hot, where the eye is going, that may be something you wanna swap out and test to see if we change that, is it gonna get you more of the types of treatment that you're looking to attract? Which obviously, I don't wanna say more important, but with dentists offering more treatment options than an orthodontist, typically, knowing where to put things, and which are the best locations for you, can really help you attract the different types of treatment that you want to basically grow in your practice.

David Phelps: Because you only have so many seconds to catch the eye in this distracted society today, you gotta know exactly what to put where. Otherwise you lost them, right? Like you said, you hit the back button, they're gone in a flash. So, really important.

A big question that I think every business owner has, in this case our doctors' and our dentists' world as well, is what should I budget for setting up marketing? Let's talk specifically like your website, because that's what we're talking about today. So what do I need to budget? I got out there in the world and some company says X dollars, another company says X dollars. How do I figure this stuff out?

Jimmy Nicholas: That's a great question. There are tools that you can use. There's a couple that we recommend. Some are free. The

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first one that's a free one is the Google AdWords Keyword Planner. And if you Google "Google AdWords Keyword Planner" it'll take you there. You do have to have an AdWords account, you don't have to have it be active to use it. It's a free way to get some information in terms of the number of searches for whatever keywords you type in. So, for example, you may be interested in learning how many times people type in "dentist" in your town or series of towns. How many times do they type in "invisalign"? How many times do they type in "sleep apnea"? How many times do they type in "veneers"? "Dental implants", "dentures", I mean, you can put all those terms in there and then Google will basically spit back at you numbers in terms of searches per month.

On the local level, it's accurate but not as accurate as if you were advertising nationally. Obviously a lot of the people on this podcast are gonna be more interested in that local data. So I wanna caution you that really don't know till you actually set up the campaign, in your given market, to know what it is that you should be investing with, let's just say for instance, AdWords, as a traffic source.

What we have found is that when you max out on your AdWords threshold, your investment, and what I mean by that is ensuring that your ad is displayed 100 percent of the time, we have found exponential success with the number of new patient phone calls coming into the practice. To make it an illustrated example for you, let's say your budget is a thousand dollars for AdWords, and to make the numbers easy, let's say it generated 10 phone calls. So a hundred dollars per lead for that phone call. But let's say you're in an area where you could invest 3,000 dollars, meaning there was 3,000 dollars' worth of

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traffic to your website. That 3,000 dollars, betting would think it might be ... They should be able to expect 30 leads, 10 times the three.

But what we've found is when you do max out, those numbers actually go up, typically, more than what you find on the lower level of your investment. The reason I think that is the person who's searching in the research mode phase may seek out a dentist in the morning, or a particular treatment solution in the morning, and then maybe the nighttime, come back to it and research again, and if your ads not there 100 percent of the time, and you've reached your budget for the day with Google, because they do their advertising based on a daily budget, if you've reached your budget, your ad won't display. So what we find is, is if you do max out in your area, typically you're gonna get more leads than what you may be finding with a smaller budget.

Now, when we look at the overall budget, the key is really to ... As long as you're getting a return on investment, if you know your numbers of your margins, your lifetime patient value, your initial visit value, to basically be able to predict cashflow, you really should have an unlimited budget in terms of as long as you're getting a return on investment. So to make it simple, if you invest a thousand in advertising, but generate 10,000 of production, and you're operating at, just to make the numbers easier, a 40% profit margin, that's four grand for the thousand profit. You've made 3,000 dollars for that investment, so if we can get more of those patients ... And that's where the tracking of everything today is so, so critical. To ensure that you are getting a return on your investment. But definitely the Keyword Planner is a great tool to start with.

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And then there's a couple paid tools that we use. One that I highly recommend is iSpionage with an I, I-S-P-I-O-N-A-G-E. iSpionage. It's about 60 dollars a month, you can get a two-week trial on it. But it basically tells you what your competitors are most likely spending on AdWords, and competitors as in the local competitor, but also let's say Invisalign is advertising in your backyard, or another large ... 1-800 Dentist, or you know, something like that. We want to use that data to figure out, really, what that budget should look like to expect results right away when you start the online advertising. It's gonna be different depending on the market as well as what you're looking to attract. Different ads, different keywords, cost more or less depending on the market, depending on what they are.

David Phelps: Yeah, really good, Jimmy. We both know that marketing should never be looked at as an expense, or a cost. It is an investment. And it's what we typically call buying dollars at a discount. Your example of invest 1,000 dollars to net 4,000 dollars after overhead expense, that's buying dollars at a discount. And the question that you proposed is why would you wanna limit your budget to a thousand dollars if you've got more. It's really your capacity. You know, how much capacity do you have in your business to service X numbers of clients, or patients, in this case. And you get to dial it up to whatever you want to.

But being a good strategist, I know what you do with your clients is you start them with ... Because everybody wants to test at first, right. I'm not gonna give you 50 grand and say, "Let's go do it, Jimmy," you're gonna say, "No David, don't do that, let's start with X dollars, let's produce the results, let's track it, let's see, oh, I know, let's use the heat maps, let's use the analytics," and then we'll what to

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dial up, right. You've got knobs you can turn, right, you dial up this knob, let's dial up this knob, and fine tune it, and after a few months you pretty much know what you're gonna get. And that's just a matter of how much do you wanna do, right? You start pumping it out there in a way like that.

Alright, one last thing I wanna do, this is really, I think, a benefit for my members of Freedom Founders and really anybody listening to this podcast. I'm very frank about saying that I love having great people on my podcast. I don't necessarily go out of my way and endorse everybody and say go sign up. I like to bring good people, let people make their own decision. But because, Jimmy, I know you, and I know your team, and I also know a good number of doctors and orthodontists who are using you. I know them personally. I know the results you're getting. I think it's important to distinguish one more thing that I think makes you and your team extremely valuable, and that is you put some miles ... I'm gonna call them, you may have a different term, I'm gonna call them milestone deliverables, with your clients. You say we're gonna get X done by X point in time, and if for any reason you, the client, are not satisfied with the deliverables and the expectations we set forth based on our laid-out plan, we will refund your money and we're done.

You've got a couple of those you set in place with people, and I think that's important because I know there's a lot of ... Unfortunately there's a lot of service providers out there today. And again, they may be very smart and very capable, but they unfortunately string things out. And then someone jumps on board, and they've got all these great plans, and it's like, you know, a year later, that stuff's not happening. And you put yourself on the line, and I

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appreciate that, because I want someone that I'm gonna work with to say, "I'm gonna put some skin in the game with you, Dr. Phelps, I'm gonna put some skin in with you. We're gonna be a team here, you're not just paying and we'll deliver when we want to." Can you just give us a little bit of an idea what that looks like? Because I think it is pretty unique.

Jimmy Nicholas: Yeah, absolutely. One of the main reasons why we implemented these guarantees, money back guarantees, is to take some of that risk off, because we know there's no shortage of marketing companies to choose from, and we're not selling a product. We're not selling a widget. When we start with your website, the potential doctor could look at all the websites we've built and they still don't know what theirs is gonna look like. They may have had bad experiences with other companies so they're reluctant. A lot of our clients, they just did the website with another vendor, and when we do the logo test nothing passes.

To help put our clients at ease, our first 100 percent money back guarantee is anything that you invest with Jimmy Marketing, up until the point of that website going live, if at any point of the process you say, "I want out," for whatever reason, we'll give you 100 percent of your money back. To protect your investment so that at the end of that process you know what you're getting, you know what the website looks like, you're excited to go live with it. And basically, that fulfills that first part of that money back guarantee. And then typically what happens is our clients will have us advertise, or manage their advertising, do some optimization with search engines, and ads and that sort of stuff. For typically, like you mentioned, we do a testing phase where we test some

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smaller budgets, and then we look for pockets of profit and then scale from then.

But let's just say, for instance, you can do that for three months with us. What we're willing to do, for that three months that you're with us, is if at the end of the three months you felt that we did wrong by you, we didn't know what we were doing, and you wanna part ways, you want your money back for what you've invested on the marketing side to Jimmy Marketing, we will refund you a 100 percent of what you've invested to Jimmy Marketing. You would be on the hook, obviously, for the ads. But we're on the hook for our retainer of services, and that's so that you know, hey, we do have skin in the game. And ultimately we're looking for long-term relationships and not just to sell you a website and sell you a supposedly SEO and that we ... we don't wanna take money from people if the value is not there.

What we have found is the return on investment typically is there, especially for the dentists and orthodontists that we work with. Another reason why we have focused in on those two niches, because it's easy for us to implement the system for our clients and get them great results.

David Phelps: Excellent, excellent. Well I know your integrity and I know that you're about long-term relationships and that's why I'm really pleased to be in a relationship with you and be able to recommend your services, because marketing today is not a luxury, it's necessity, for any business. And you just gotta partner with the right people. That's one of the keys. It is partnering with the right people. And Jimmy, I'd say you're definitely one of those. Well, I want people to know how to contact you. And I think you offer ... Obviously your website is jimmymarketing.com, so people

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can go there and just read more about what you do. I know you've got a lot of social proof there of doctors you've worked with. You also do a marketing strategy call. If someone would like to engage with you, your company. And how's that work, and where do they go for that?

Jimmy Nicholas: Yeah, so, lot of times people will wanna have a strategy call where they kind of just talk with someone at Jimmy Marketing. If you go to jimmymarketing.com/consult that is a form there that you give us some information so we can research your local area for you to give you some key information, what the opportunity looks like, you give us some of your competitors, we can do some research. And then after you submit that form, you're able to book a call with a marketing advisor here at Jimmy Marketing, so that you can go over those results, you can ask any questions that you have. And ultimately, at the end of that call, the goal is to figure out if it makes sense for us to talk further, and do some more research for you, or part ways. Or hire us on the spot. We do have some people who sign up right away, a lot of referrals. But a lot of doctors, they tend to be fact-finders, and want some information, and more information, so we figure out what the next step looks like on that call. Very, very low key, no obligation, and ultimately our goal's always to be giving value and we let the value kick in and hope we can help you out long term.

David Phelps: Excellent, excellent. Well Jimmy Nicholas, it's been a real pleasure. Thanks for taking your time today to educate us and let us know what's happening in the marketing world, the online world, and look forward to seeing you at our next Freedom Founders meeting.

Jimmy Nicholas: Sounds great. Thank you so much.

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David Phelps: All right. Take care.

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