

How to Spend Less and Make More

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Establish a Baseline:

1. Practice Name:
2. Role:
3. What is the goal for your practice:
 - a. Maintain my current patient base
 - b. Grow new patients each month
 - c. Get more high dollar cases
 - d. Expand locations
 - e. Start a new practice
4. On a scale of 1-10, how involved are you in your marketing?
1- 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
5. If you were to describe your practice in 3 words, what would it be?
6. What are 3 ways that you are different from other dental practices?
7. What percentage of collections are you currently allocating to marketing?
 - 1-3%
 - 4-6%
 - 7-9%
 - 10%+

Identify Goals:

8. What are 3 words to describe your dream practice?
9. Write down your answers from questions 3 & 7:
10. Use the budget allocation sheet to identify if your spend matches your goals

Create a path to success:

11. How are you going to establish your brand?
12. Defensive marketing plan:
13. Offensive marketing plan: