

**GROW WITH
CONFIDENCE**

THE AWAKENING

I call this story The Awakening because that's exactly what happened... I woke up.

I woke up to the fact that the way I had been managing new patients in my practice was completely broken. The things that worked for years to grow the practice and attract new patients just weren't working anymore and I felt like something was missing...

I was tired of feeling like I always had to sell dentistry. I had spent so much time over the years working with coaches and consultants to perfect our sales process... but I had never once considered what my patients actually *wanted*.

When I stopped worrying about my sales process and started thinking about my patients' buying process, everything changed. My whole world shifted and I started doing more of the dentistry that I love.

At the end of the day, most patients want to know three things when they're looking to improve their smile: What are my options? How much is it going to cost? And who should I trust to do the work?

There are millions of people out there right now who feel self-conscious about their smile, and they aren't doing anything about it because they *don't know where to start*.

As you follow along in this ebook, my hope is that you'll begin to see things differently—and discover a more effective way to communicate with your patients.



Are you stuck in a cycle of
'JUST TRYING' to survive each day
instead of doing more of the
procedures you LOVE TO DO?


WHEN IN DOUBT



ZOOM OUT

Everybody knows
you're a dentist...

BUT NOBODY KNOWS WHAT
YOU REALLY DO



You should be using your website & social media platforms as a way to show the world

WHO YOU ARE AND WHAT YOU DO

Once I got out of my own way and just started posting clinical content, people started to notice and everything changed.

"Hi Dr. Harris. I was hoping you could help me. I am 22 and attend ASU. I am at a time in my life where I should be happy and enjoying meeting new people but I am extremely self conscious of my smile. I have been to 4 different consults now and every time I leave more discouraged. I just want to be able to smile and not hide my teeth anymore...."



JUST START



Kendall had seen four different dentists. Four consultations. Four times hearing the same scripted explanations of what was possible.

And every time, she left feeling the same—unseen, unheard, and stuck.

When she reached out and sent this DM above my initial thought was to tell her to call the office and schedule a consult but realized how much that complicated things. I wondered what would happen if I were to just send her a video response and give her advice without having her come into the practice to see me.

No pressure, no sales pitch. Just a conversation.

That single shift changed everything.

For Kendall, it meant finally feeling understood.

For me, it was a wake-up call. Proof that there was a better way to connect with patients.

Because today, people aren't just looking for another dentist..

They're searching for someone who gets them before they ever step through the door.

The way we've always done things? It doesn't work anymore. The key isn't working harder—it's working smarter.

And it starts with seeing things differently...



SEE IT DIFFERENTLY

DIFFERENTLY

ATTRACT

CONNECT

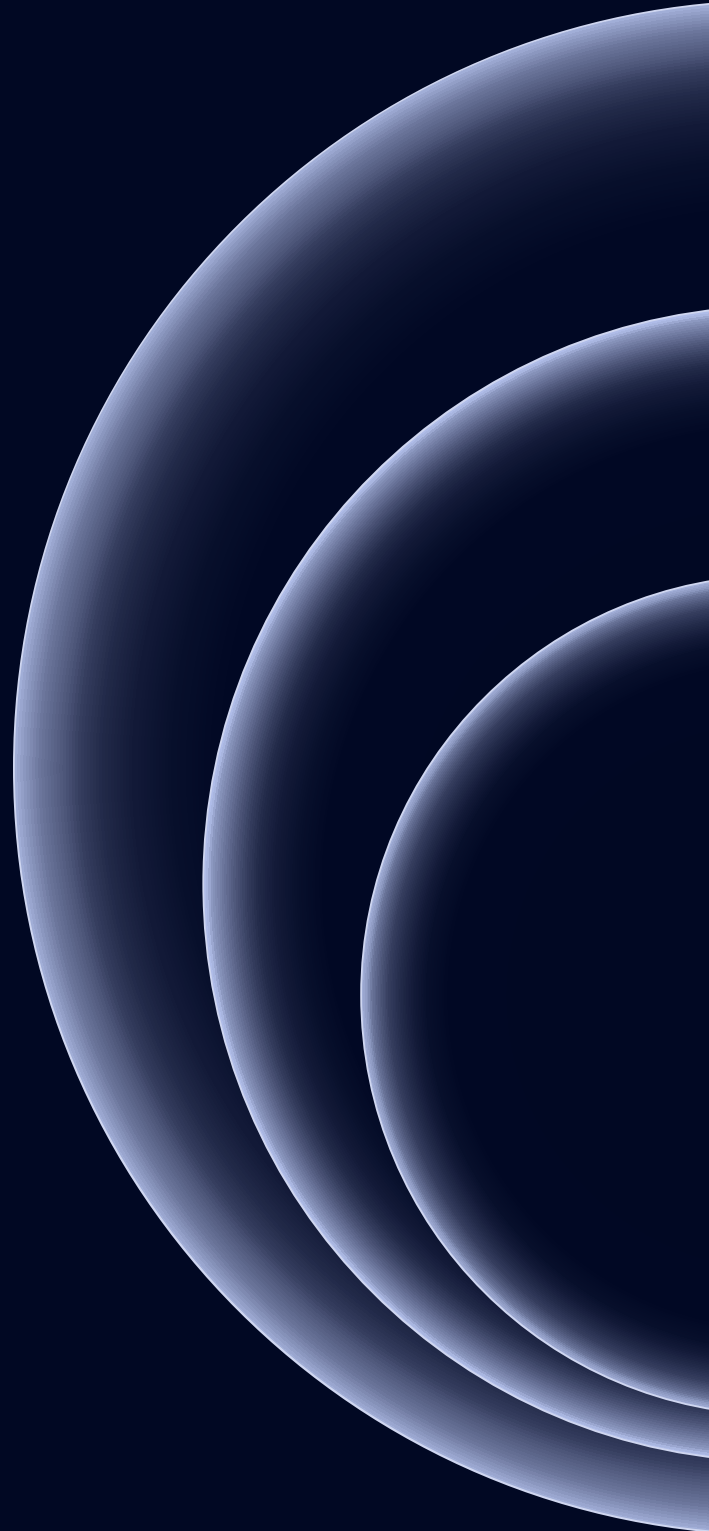
CONVERT

GROWING A PRACTICE ISN'T ABOUT DOING MORE—IT'S ABOUT SEEING THINGS DIFFERENTLY.

Patients aren't choosing a dentist the way they used to.

They're searching, filtering, deciding—long before they ever reach out. The difference between being an option and being the only choice comes down to how you show up.

This 3-step process shifts the focus from chasing patients to attracting the right ones, building trust before they ever step through the door, and turning that trust into life-changing results.

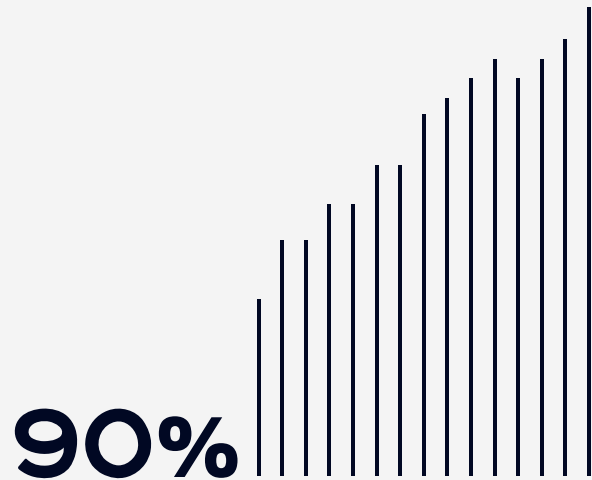


ATTRACT

The best patients don't need to be convinced—they already see the value in what you do before they ever reach out. They've done their research, connected with your story, and know you're the right fit.

POWER OF SOCIAL PROOF

Trust doesn't happen by accident. Patients trust what they see, and they want to see people like them experiencing what's possible with you.



INFLUENCE DRIVES ACTION

53% of social media users who follow creators have made a purchase after seeing an influencer's post, proving the power of trusted recommendations in driving decisions.

Source: Time.com

AUTHENTICITY & TRUST

Consumers perceive user-generated content as 2.4x more authentic than brand-created content, with 90% considering authenticity a critical factor in their purchasing decisions.

Source: Neuroscienceof.com

ATTRACT

CORE THEMES

A strong brand isn't built on random posts—it's built on consistency and clarity. Core themes keep your content focused, making it easier to create, engage, and convert. They ensure every post reinforces your brand, attracts the right audience, and builds trust.

WHO I AM

WHO I TREAT

WHAT I DO

WHY CORE THEMES MATTER

Create a recognizable brand voice

Your audience knows what to expect and why it matters.

Streamline content creation

Less time spent brainstorming, more time delivering impact.

Reinforce expertise & trust

Clear positioning establishes authority and credibility.

Attract the right audience

Messaging becomes magnetic when it's consistent.

ATTRACT STRATEGY

CONTENT PLANNING

- Assign core themes to specific content categories (e.g., personal insights, patient transformations, education).
- Plan 4-6 weeks at a time—set topics in advance to stay consistent.
- Use a content calendar to map out posts, ensuring a mix of storytelling, social proof, and expertise.

CONTENT BATCHING

- Dedicate one day per month to filming, writing, and producing multiple pieces of content for efficiency.
- Repurpose content—turn one video into multiple posts, reels, and stories.
- Use templates to streamline design and captions.

SCHEDULE & POST

- Automate posting with scheduling tools for your preferred platform.
- Post at peak engagement times based on audience insights (will vary based on platform).
- Keep a content bank of evergreen posts for quick access when needed.

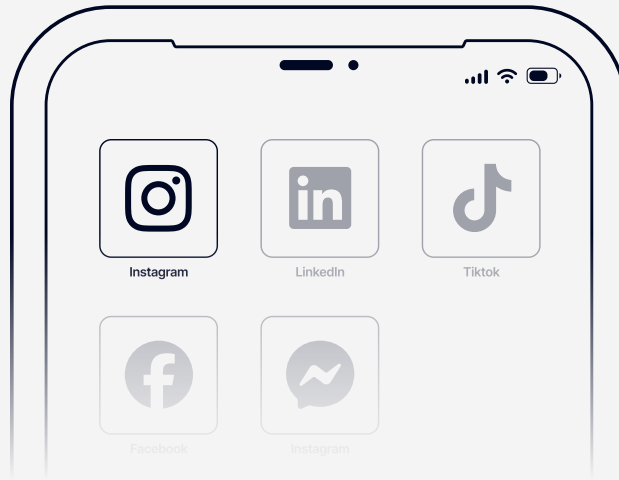
**WANT MORE ON CONTENT STRATEGY,
CREATION & TRENDS?**

Scan the QR code for the Social Media Foundations Guide



ATTRACT

CORE TOOLS



PLANOLY

Visually plan, schedule, and auto-post content across Instagram, TikTok, and Pinterest. The drag-and-drop visual planner helps you curate a cohesive feed while managing captions, hashtags, and scheduling in one place.

(Alternative: Metricool for advanced analytics.)

CANVA

Canva Pro simplifies graphic design with professional templates, brand kits, and AI-powered tools. Easily create social media posts, carousels, and videos without needing advanced design skills.

DESCRIPT

Descript makes video editing as simple as editing text, allowing you to remove filler words, add captions, and repurpose long-form videos into short-form content in seconds.

(Alternative: Veed.io for web-based video editing.)

MANYCHAT

ManyChat automates Instagram DMs, Facebook messages, and website chat, helping you engage with followers instantly. Set up keyword-based auto-replies, drive conversations, and turn social media engagement into real leads.

CHATGPT

ChatGPT speeds up content creation, brainstorming, and repurposing, helping you craft compelling captions, video scripts, and engagement strategies. Use it to generate ideas, refine messaging, and optimize posts for better reach.

CREATE OVER CONSUME

ATTRACT CONTENT CREATION

WHY DOES IT MATTER?

Consumption is passive—it keeps you in the cycle of watching others build their vision. But creation? That's where transformation happens. Every piece of content you share is a chance to lead, to connect, and to build something bigger than yourself.

Think about it: The more you consume, the more you compare. The more you create, the more you contribute.



THE EMOTIONAL SHIFT

Creating over consuming isn't just about posting— it's about getting out of your own way and not worrying about what other people are going to think. It's about stepping into your authority.

- **From Doubt to Confidence:** You stop questioning if you have something valuable to say—because the act of creating proves that you do.
 - **From Overwhelm to Ownership:** Instead of feeling behind, you set the pace. You're no longer just taking in ideas—you're making them.
 - **From Invisible to Irreplaceable:** When you create consistently, people don't just follow—they trust, engage, and invest.
-

ATTRACT

CORE CONTENT

Here's how I built a content library that works for me 24/7

WHAT IS THE CONFIDENCE PROJECT?

The Confidence Project is a way to capture more than just smiles—it's about documenting transformation. Every year, I invite a select group of patients to take part in a professional photoshoot, creating a library of real stories that showcase the impact of a confident smile.

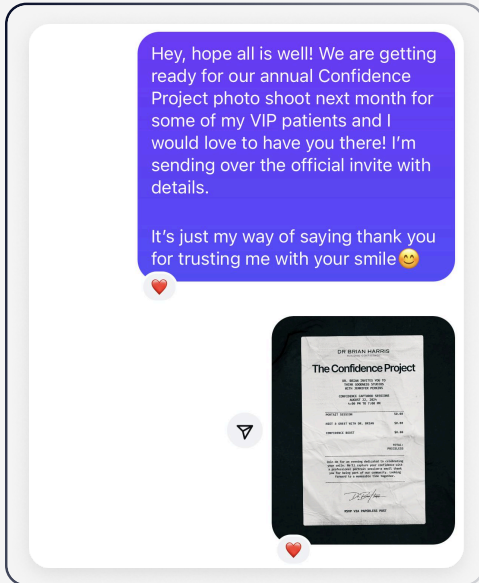
This event has become one of my most valuable content strategies. Instead of constantly searching for the right visuals, I have an entire bank of high-quality photos and videos that help tell my story—before-and-afters, testimonials, and moments that make someone stop scrolling and see what's possible.

WHY IT WORKS

- Patients connect with real stories. They see themselves in the transformations.
- One day of effort, months of content. A single shoot provides the visuals needed for social media, the website, and marketing.
- It builds trust before the consultation. Seeing confidence in action helps potential patients take that first step.



EVENT BLUEPRINT



DM TEMPLATE

Hey [Name], hope you're doing well! I'd love for you to be part of something special. We're hosting our Confidence Project photoshoot next month to highlight some of my VIP patients and their incredible transformations.

It's my way of saying thank you for trusting me with your smile. I'll send over the details, but let me know if you'd be interested—I'd love to have you there!

EVENT TIMELINE

4-6 WEEKS OUT: PLAN & INVITE

- Decide on a theme and key messages.
- Make a list of VIP patients who represent your brand.
- Send initial outreach messages.

3 WEEKS OUT: LOCK IN DETAILS

- Confirm photographer/videographer.
- Schedule optional hair & makeup.
- Create a shot list (smiles, candid, testimonials).

1 WEEK OUT: FINAL PREP

- Send reminders with logistics.
- Prep any branded props or patient gifts.
- Align the team on shoot-day flow.

SHOOT DAY: CAPTURE CONFIDENCE

- Help patients feel at ease before shooting.
- Get a mix of posed and candid shots.
- Record authentic testimonials in their own words.

POST-SHOOT: CONTENT BANK

- Select and edit high-impact visuals.
- Batch-create content for social, website, and emails.
- Share patient features and tag them to increase reach.
- Build a content bank so you always have fresh, high-quality visuals ready to go.

CONNECT

Trust begins long before the first appointment. When patients feel seen, understood, and confident in their decision from the start, the relationship shifts from transactional to transformational.

CONNECT

THE CURRENT SALES PROCESS

Most patients don't walk into a consultation feeling excited—they walk in feeling unsure, overwhelmed, and hesitant. They're expected to trust the process, commit to treatment, and make a major financial decision all in one visit—before they've even had time to process what's possible.

According to the ADA, the average case acceptance for elective procedures in dentistry is



Patients don't hesitate because they don't want treatment.

They hesitate because they don't feel ready to say yes.

If we want more patients to move forward with confidence, we have to stop focusing on selling a procedure and start guiding them through a decision.

Confused consumers

DO NOTHING

The truth is, confusion leads to hesitation.

Patients don't always say no—but they put off making a decision. They wait. They research more. They talk themselves out of it.

Think about it—how many times have you had a patient say, “I need to think about it” or “I need to talk to my spouse”—when they seemed so engaged during the initial consult?

HESITATION HAPPENS WHEN

- They don't fully understand their options or what's possible.
- They aren't sure how to explain the value to their loved ones.
- They haven't had time to emotionally process the decision.

It's not about convincing them—it's about helping them feel ready.

When they can clearly see the path ahead, when they feel understood, and when they trust that they're making the right choice, everything shifts.

That's why we need a better way to guide patients through the decision-making process.

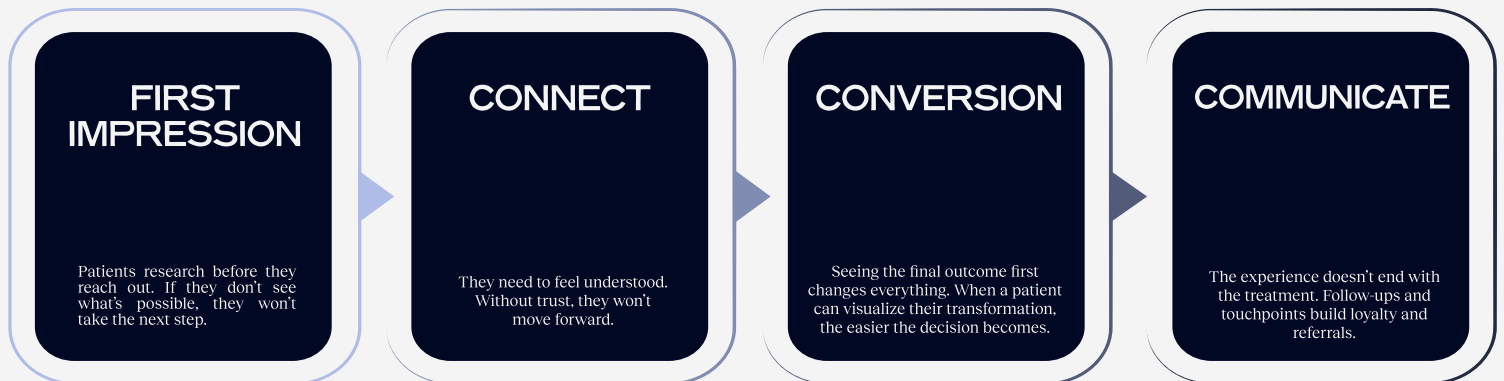
THE BUYER'S PROCESS

WHY PATIENTS SAY YES (OR NO)

Patients don't commit because they understand the steps of a procedure—they commit when they feel certain it's the right choice.

A new smile isn't just about aesthetics or function. It's personal. It's about how they see themselves and how they show up in the world. Yet, most consults focus on the process, not the person.

Decisions happen when patients can see the outcome, trust the process, and believe it's right for them.



When we design the journey through the patient's perspective, we eliminate the friction. Instead of trying to "close" patients, we help them feel ready to move forward.

This is why **Smile Virtual** changes the entire experience.

WHAT IF EVERYTHING CHANGED BEFORE THEY WALKED IN?

Patients hesitate when they don't have clarity.
Dentists waste time on consults that go nowhere.

Smile Virtual changes that.

It builds trust before the first visit.
Gets you in front of the right patients. Eliminates the guesswork.

More trust. More conversions. More of the work you love.

FOR DOCTORS

- Fewer no-shows and wasted consults.
- 87% case acceptance rates—because patients feel ready before they arrive.
- More time spent treating patients who are already committed.

FOR PATIENTS

- A way to explore options without pressure.
- A preview of their future smile before stepping into the office.
- The confidence to say yes without hesitation.

smile virtual

smile virtual

Pricing Get A Demo Sign In

Elevate Your Cosmetic Dental Practice with Virtual Consultations

Save Time, Increase Efficiency, and Enhance Patient Satisfaction

GET A DEMO BUY NOW

87% Treatment Acceptance

3x Lead Conversion

50% Monthly Production Increase

Stop making it so difficult for
people to do business with you

Start offering virtual consults in your practice using
Smile Virtual, dentistry's top video consult platform.

SIGN UP BELOW



PHRASES FOR SUCCESS

Virtual consults aren't about selling—they're about guiding patients toward clarity and confidence.

The right words can turn hesitation into action, making patients feel seen, understood, and excited about their transformation.

These five simple phrases help create trust, eliminate pressure, and move patients toward a confident "yes."

1

"LET ME SHOW YOU WHAT'S POSSIBLE."

Patients need to see the vision first. This phrase opens the conversation with excitement and frames the consult around possibilities, not procedures.

2

"YOU HAVE TWO GREAT OPTIONS FOR IMPROVING YOUR SMILE"

Offering clear choices helps patients feel confident and in control, turning uncertainty into excitement.

3

"YOU DON'T HAVE TO DECIDE RIGHT NOW."

No one likes feeling pressured. Removing urgency makes the process feel easy and allows patients to commit on their own terms.

4

**"I WANT YOU TO FEEL 100% CONFIDENT
BEFORE TAKING THE NEXT STEP."**

Patients don't just need information—they need certainty. This phrase reassures them that they're in control of the decision.

5

"WHEN YOU'RE READY, WE'LL MAKE THIS SEAMLESS."

The final touch. This phrase removes any lingering hesitation and reinforces that the next step will be simple, straightforward, and fully supported.

VIRTUAL CONSULT ESSENTIALS

ENERGY & PRESENCE

Your energy sets the tone. On video, it needs to be amplified to come across clearly. Be animated, expressive, and fully engaged to ensure your passion and personality connect on screen.

AUTHENTICITY OVER PERFECTION

Patients don't want perfection—they want someone they can trust. Choose a natural setting rather than a professional studio to create a more approachable, relatable experience.

INTRO VIDEO EFFICIENCY

A strong introductory video gives patients the answers they need upfront and saves time during consultations. Share it before personalized recordings to focus on what matters most—their unique case.

PERSONALIZED FOLLOW UP

This is where trust is sealed. This isn't a virtual exam—it's a conversation about possibilities. Use a personalized video to address the patient's specific needs, referencing the intro video for context. Keep it short, clear, and focused on their goals, helping them see the bigger picture and feel confident about the next step.

SETUP & FILMING

Lighting: Use natural lighting when possible. Soft, diffused light from the front works best—avoid harsh shadows.

Backdrop: Clean and neutral, with minimal distractions. Avoid busy patterns or cluttered shelves.

Camera Placement: At eye level and framed so you're centered in the shot. Keep the camera steady—no hand-held angles

Eye Contact Matters: Look at the camera lens—not the screen—to create a more natural, connected feel. This helps build trust, making the patient feel like you're speaking directly to them.

Reduce Distractions: Turn off notifications, silence background noise, and make sure your space is quiet. Even small distractions can pull focus away from the message.

Consistent Quality: If possible, use the same setup for all virtual consults. This keeps branding and professionalism consistent across every interaction.

CONVERT

When people believe in the outcome before they begin, the decision to move forward feels natural. There's no need to sell—just to show them what's possible and deliver results that elevate their confidence for life.

LOGIC VERSUS EMOTION

LOGIC VS EMOTION

For years, in-person consultations have relied on logic—showing stacks of photos, diving into treatment plans, and overloading patients with technical explanations. But here's the truth: logic doesn't drive decisions. Emotion does.

Patients don't commit because they've seen a dozen examples of other people's results. They commit when they can see themselves in that transformation. When they feel what's possible, the decision becomes effortless.

"OLD" WAY

Over-explaining with clinical photos

Breaking down every treatment step

Focusing on technical details

Helping patients visualize their own smile

Connecting to how they'll feel post-treatment

Focusing on confidence and transformation

"NEW" WAY

"PEOPLE BUY
EMOTIONALLY AND
JUSTIFY LOGICALLY."

ZIG ZIGGLER

The best consultations don't just explain—they inspire. When patients can visualize their future smile, the decision makes itself.

CONVERT SMILE TEST DRIVE

Imagine showing your patients exactly what's possible—before they commit. The Smile Test Drive does just that, and it's a game-changer.

For years, patients have had to rely on before-and-after photos of other people to imagine their own transformation. But photos don't build emotional connection. Seeing their own smile transformed in real-time does.

The Smile Test Drive allows patients to experience their potential smile—before making any permanent decisions. In a single visit, they see, feel, and wear their new smile, building excitement and eliminating hesitation.



EMOTION OVER EXPLANATION

Patients don't buy procedures—they buy confidence. Alexa came in hesitant, unsure if veneers were the right choice for her. She had seen before-and-after photos, but she couldn't picture it for herself.

With the Smile Test Drive, she didn't have to imagine anymore. She saw it. She felt it. She knew. That's when logic and emotion aligned, and saying "yes" became easy.

CONVERT SMILE TEST DRIVE PROCESS



The Smile Test Drive is a procedure that is done at the patients first in-person consult visit.

A special flowable composite is placed over the existing teeth to change the size, shape and color of the smile.

Patients can wear it home for the day and experience what it is like to smile with more confidence.

WATCH LIVE DEMONSTRATION



CONVERT VALUE IS PRICELESS

“How much do you charge for this?”

ZERO

It's never just about the price—it's about the transformation. Patients aren't investing in veneers; they're investing in the confidence that comes with a new smile. When you shift the focus from cost to the life-changing impact of your work, value becomes undeniable.

DECREASE PRICE

Race to the Bottom

Lower prices attract bargain hunters, not loyal patients

Undervalue Your Work

Discounts make it harder to establish authority.

Short-Term Gain, Long-Term Loss

You win the sale, but lose credibility

INCREASE VALUE

Provide Access

Connect early through virtual consults and personalized videos to build trust

Give Them Answers

Use tools like the Smile Test Drive to show patients exactly what's possible

Create Emotion

Help patients visualize their transformation—because people buy what they can feel.

WHY THE SMILE TEST DRIVE INCREASES VALUE

Seeing is Believing: When patients see their future smile in real-time, the transformation becomes real—and so does their excitement.

Once They See It, They Want It: When patients experience their potential smile, it's hard to imagine going back. The desire to become that version of themselves drives action.

Confidence in the Process: By giving patients a preview, you're not just showing them results—you're inviting them into the journey. This sense of involvement makes them more confident in saying yes.

KEY TAKEAWAYS

1

GUIDE, DON'T SELL

Connect emotionally to build trust and drive patient decisions.

2

CLARITY CONVERTS

When patients understand the outcome, hesitation disappears.

3

WIN TRUST VIRTUALLY

Smile Virtual breaks barriers and boosts case acceptance.

4

SHOW, DON'T TELL

The Smile Test Drive lets patients feel their transformation.

5

VALUE OVER PRICE

Focus on the transformation, and price fades away.

DESIGN WITH GROW WITH CONFIDENCE

Struggling to Attract the Right Patients? Growth99 Dental Delivers More Qualified Leads.

Patients aren't just choosing a dentist—they're making a high-trust decision. If your practice isn't showing up at the right moment with the right message, you're losing business to competitors who are.

Growth99 Dental turns your website and marketing into a lead-generation machine, bringing in patients who are ready to book—so you can *focus on what you do best and grow with confidence.*

HOW WE HELP YOU GET MORE QUALIFIED LEADS

- Custom, High-Converting Websites - Designed to capture and convert patients actively searching for your services.
- Local SEO That Puts You on Page One - More visibility in local search means more qualified leads straight to your practice.
- Automated Lead Nurturing - Convert website visitors into scheduled appointments with targeted follow-ups via SMS and email.
- Paid Advertising That Works - Data-driven Google and social media campaigns that attract the patients you want most.

MORE VISIBILITY. MORE QUALIFIED LEADS. MORE GROWTH.

If you're tired of spending money on marketing that doesn't deliver, it's time for a smarter approach. Growth99 Dental helps you attract the right patients, at the right time, with the right message—so your practice can grow with confidence.

Get More Qualified Leads Today. Scan the QR code or visit get.growth99.com/dental to book a strategy session.

