

Transcript

Episode 32: How to pre-suade your new patients to come to your office

Gary:

Welcome to another edition of the Less Insurance Dependence Podcast. I'm Gary Takacs, your show host, co-host actually, with my great friend, Naren! Hey Naren, how are you?

Naren:

I'm fine, thank you Gary! How are you this afternoon?

Gary:

Oh man, I am doing amazing! Very excited to record another Less Insurance Dependence Podcast. And if you're a regular listener to the podcast, you know we're mixing it up a little bit on this episode, because normally, you'll hear Naren's voice first, followed by mine. And this time, we're going to mix it up a little bit. And there's a reason for that, there's method to the madness. Well you all know that Naren and I have a great deal of appreciation for the work done by Dr. Robert Cialdini. Robert Cialdini is by many, considered to be one of the most influential voices and people in the world of marketing. And he's written some amazing books. The first one was titled Influence. You know, Robert Cialdini is one of those people that names his books with a single word title, a single word title. I like the efficiency of that, by the way. His first book was titled Influence, and the second book was titled Pre-Suasion. Pre-Suasion. Now if you're listening closely, you might think, did Gary just mispronounce that, because the words are actually persuasion. But no, I did not, it is, the book is called Pre- P-R-E hyphen Suasion. The book is fabulous and I'm going to give just a very tight summary here. And of course, I'm really not doing justice to the full content because the book is amazing, but in essence, the book Pre-Suasion is how you can deliver messages to your consumers so they're pre-oriented, they're pre-suaded to accept your message and furthermore, accept you as the source of whatever goods or services they're looking for. So let's recognize this right now. The world of dentistry has changed. News flash. It's changed. Not that long ago, a patient would come in, maybe with a toothache, maybe that was the kind of patient that came into the dental practice they had a toothache. And you know, we still certainly see patients that have a

toothache and hopefully we can help them get out of pain and get them on the path to good oral health. But because of the proliferation of the internet, we have many patients that are looking for specific services. Perhaps they want something improved about their smile. Or they're looking for a very specific service, perhaps it's a mom and her daughter or son is 18, 19, 20 years old, and she's looking for a place to have their daughter's or son's wisdom teeth extracted, so she's looking for something very specific. So Naren, can you help us understand, help our listeners understand more about how they can pre-suade their potential clients to come to their office and also to understand that they're making the right decision to come to a particular office?

Naren:

Absolutely, Gary. I think Google was created in 1998, so 21 years ago. I still remember the good old days where we had Altavista, we had you know, all kinds of search engines, and even Yahoo. Yahoo was the big kahuna back then. Nobody has heard of Google. I was working for a company in Austin and one of the darlings of technology called Trilogy, and people say, hey, this thing called Google, you guys should check it out. It's a bunch of kids from Stanford, like 30 people working there right now. So that's how people got to know about Google. And I remember the problem with Yahoo and the other search engines were they were all curated by human beings. So as the internet started exploding, literally, like doubling every month, they couldn't keep up. So after a while, they don't really focus on designing the algorithms to come up with good answers. After a while, you could monopoly Yahoo by stuffing keywords and stuff like that. So Google came on board and changed everything and the rest is history. And the reason I'm telling you that story is, in 2019, people ask Google questions like, billions of times a day. Billions with a B. And we have many of us, if you are in like your 30s, 40s, 50s, you probably have asked Google at least a hundred questions. Probably like thousands, thousand questions. And one of Dr. Robert Cialdini's principles is called consistency. And what he says is once we form a habit, we tend to stick with it. Like for example, brushing our teeth. Many of us don't have to remind ourselves to brush our teeth, it's just something we do. We wake up, we brush our teeth. And Google has become like that, it has become the person you go to or the brand you go to, anytime you have a question. Like for example, I was just Googling the president of United States in 1924. Google gave me the answer, you know, but boom!

Gary:

Well Google, Google actually, by many, is considered a verb today, correct?

Naren:

Yeah, yeah. We just Google it.

Gary:

Google it. And you know, it's actually not a verb, it's a noun, it's a company.

Naren:

Yeah.

Gary:

But for many people, the common usage of the word Google is as a noun, you know, just Google it, right?

Naren:

Google it, exactly. And so anything that I want, you know, like about, we might have an argument me and my daughter about some topic, we just Google it. Like, anything we want, we just know the answer, it takes two seconds. And a lot of times, you don't even have to type it anymore, we can just speak into it. So what happens is, after the average human being in North America has used hundreds if not thousands of times, we tend to trust Google. We tend to believe that if Google gives this as the first or second or third answer for a particular query, this person is the right answer for me. It's called search engine biased. So we almost believe Google. I remember there was a testimony recently where the CEO of Google was in front of congress and he talked about, somebody asked, is Google a truth-telling machine? And he said, no, it's not. But that's what people perceive it as. People perceive Google as the truth engine. You know, it may have, it will give me the right answer. And anyways, I don't want to get into the mechanics of search engine optimization and how you become the truth, how you become number one, but that's the reality we are looking—

Gary:

You're so right, Naren, because I'm just thinking of my own behaviors. I don't even think to question the answers when I do a Google search.

Naren:

Yeah.

Gary:

When I'm asking Google a question, I don't even, it's not even crossed my mind that, do I need to verify that, it's accepted, isn't it?

Naren:

Exactly. Like, I mean, we have come to a point as a human race, I mean, because Google is not just used in North America, all over the world, we tend to accept what Google tells us. We don't tend to question it, you're absolutely right. And it comes back to that idea that, because I'm the one asking Google, I'm smart, therefore Google Answer must be correct, otherwise why am I asking Google? So it's like a self-fulfilling prophecy. Now I'm not a stupid person, I'm asking Google, so Google is right. So that's the reality. So what we notice when we look at Google analytics, people are finding a particular dentist, someone who's really good at SEO and search engine optimization, sometimes tens of thousands of times, but your practice, for example, is seen more than 30,000 times every single month. And like you said, it's not like the old days, they're just typing in dentist. They're typing in hundreds of different keywords depending on what their needs are. Like somebody might say, I want before and afters for veneers. You know? Because somebody told me about veneers, I've been doing research, I want to know if you have any experience in that. So when people type in these hundreds of different keywords, if you start showing up higher and higher and higher, you get placed in their subconscious mind and somehow, they believe you are the right answer. You know, there have been some studies, and Google doesn't do this but if Google wanted to, it can shift the governments of 25% of the countries in the world just by switching the search results. So I do think we talked about pre-suasion, I do think in 2019 when almost all of us use Google on a, multiple times a day, one of the best ways to pre-suade is to make sure that you are optimizing, optimizing your website so it's showing up for hundreds of different keywords, thousands, or if not ideally, tens of thousands of times. Because when you do that, you have an advantage in the subconscious of your potential patient. Because, because they see you again and again, and because you show up higher and higher, people tend to believe you. Gary, I want, I want your thoughts on it. Listening to this, you know, you

all do it, so it's very easy for us to not even realize it because we just, what are your thoughts?

Gary:

Yeah, you know, this conversation is so important and I love the way we can kind of tag team this, Naren, between you and I, because you represent a vast experience base in marketing, and I represent a vast experience base in practice management and developing a thriving practice. So I want you to really pay attention as a listener to what Naren is saying, and how important it is to be ranked, and to be ranked for certain keywords of services that you would like to grow your practice in. Now I want to amplify this with two specific recommendations that piggyback on what Naren's suggesting. One would be to, and I've said this before in past episodes but I want to say it again, I would like your goal, doctor, to be the most reviewed office, dental office, in your community. I want you to have the highest number of Google reviews over any other practice in your community. Now that's a bold goal, especially if you're in a big city, but you can do it. You can do it. And I want you to really work on getting Google reviews because now, let's say that your potential consumer is finding you by search, that consumer is very likely to take a look at the number of Google reviews. Reviews are currency. In today's market, reviews are currency. And when they see that you have hundreds of favorable reviews, it just reinforced, secondly, that you are the right choice. And then the next thing that I want you to do is I want you to make sure your website is maximizing the display of those reviews, the display of those reviews. So for example, if you go to our website, my dental practice, my LifeSmilesDentalCare.com, if you go to that website, you'll notice that in the banner—and this is all done by Ekwa, by Naren, you and your team, you've done brilliant work on our website—but you'll notice that in the banner that will scroll, if you're on the homepage, it will scroll from one review to another. There's a consistent parade of positive reviews and different reviews that are being presented to a visitor to our website. So think about how those three things piggyback. Number one, you're now high on search engine, in terms of the search engine performance, and your practice is being presented as a source for whatever service they're looking for. Number two, they look quickly to see that you have a lot of favorable reviews, so it's got reinforced. They then visit your site and they're now reading some of these reviews in a natural, organic way, and all of it says to that consumer that you are the right choice. You pre-suaded, in the words of Robert Cialdini, you pre-suaded the potential dental consumer to say, you are the right choice. So Naren, it's a one,

two, three, you know, kind of a combination of activity that makes it so that the patient thinks you're not only the best choice, you're the only choice for them! Does that make sense?

Naren:

Absolutely. So it's kind of interesting, I agree 100% that you know, we can use the website as a powerful, powerful pre-suasion tool. Because technically, they have to, a lot of people will go to your website before they even pick up the phone and call. Right? But what I'm saying, today, about you showing up on Google search results is that's even before, like before they even know who you are, just by changing how many times you show up. So if you set a goal of, I want to show up at least 10,000 times. You know, when people are googling anything to do with dentistry, and I want to do that better and better and better every month, that's where the magic starts. Imagine—

Gary:

Can I use a fun analogy that I think all of our listeners, and Naren, I'll put you on the spot here, we didn't talk about this ahead of time. We all know the power of social media today, right? Naren, have you ever met someone in person after you've gotten to know them on social media. In other words, they've been a social media friend, and I'm using the friend in air quotes.

Naren:

Yeah.

Gary:

And then perhaps at a conference or perhaps at a meeting you get a chance to meet them face to face. Does that ever happen to you?

Naren:

Yes, yes.

Gary:

And isn't it interesting because you feel like you already know them before you met them. Right?

Naren:

Yes, yes.

Gary:

And that's what we're talking about here. So when they see you in Google, in search, they're getting to know you before they ever come into your practice. And once they come in, it's like they're reconnecting with an old friend.

Naren:

Yes, and another thing is, Google, we trust Google. It's like in God we trust, we kind of trust in Google, you know?

Gary:

We can replace the word God with In Google We Trust, I think!

Naren:

Yeah! And for many people, they don't ask their friends when they need something. They don't even ask their own brothers or sisters. You know, like, they just Google it. They just find out on their own. Because they're carrying a device in their pockets, most people have at least one or two computers. Anywhere they are, they have access to this thing called Google and they can ask Google whatever they want. And we have come to a point where, when they keep hearing your brand name, again and again and again on Google, we trust your brand name. I'm not talking about you showing up in ads, because Google will say ads and we all know its ads, many of us don't even look at ads, we just literally scroll down and look at the organic result, and the reason we are using Google is to find out what the organic result is. So I do think it's a big deal because I have seen, this is a funny thing like, when a client, we start working with a client. In the beginning, they're showing up 3,000 times, 2,000 times. And then it goes up to like 30,000 plus times. After a while, the clients will say, I don't know what the heck is happening, but I'm getting more phone calls. It's like magic. The reason is—

Gary:

And that's exactly what happened in our practice. We converted our marketing to Ekwa and we did a bunch of fundamental work to make this happen, and guess what happened? All of sudden, we started seeing not only more new patients but higher quality new patients through the work that you had done to enhance all of our digital marketing.

Naren:

Thank you, thank you Gary, yeah, absolutely, and that's because this power of, you know, influencing 30,000 people month after month after month, again and again and again. So I don't, I mean, why work hard? I mean, like, the book Pre-Suasion says, why not pre-suade them? Not just one person but 30,000 people? So I do think it's a key point. You want to understand, today, we don't question Google, we just trust Google. So you want to make sure you focus on getting more and more people to see you and then Gary said, the other piece is to go along with those reviews, the videos, the before and afters, all those other pieces, so by the time they're calling, they're like, I'm going to meet the best dental team in town! Even though you have never spoken a word to them just yet. Or they're like, well, you aren't the best guy, I don't even want to waste my time calling you, I'm going to call the other guy who I think is the best guy. So in their minds, they're deciding who the ideal dental practice is before even that first phone call is made.

Gary:

Right, right.

Naren:

But it's crazy the world we live in, but it is the world we live in.

Gary:

You know, Naren, as we're kind of coming into the homestretch here, I have an action item for our listeners. You know, I like to think that our listeners are those that take action. They're not just sitting here kind of academically learning something. They want to take action. And I have a fun action item for you. I'm a huge fan of the work that Ekwa has done with my practice. They are our digital marketing agency at Life Smiles Dental Care, they're not only the agency for my practice but because of the amazing work I've seen them do with me, they have become our go-to resource to recommend to our clients in my Thriving Practice Academy. Naren and his team have put together a VIP team within the Ekwa team to work specifically with any referrals that I make. These are amazing people who really understand what we're doing. And they also have the permission to use all the marketing collateral that I'm using in my practice, obviously customized to their practice. We've done the legwork, we've done the testing, we've done the headlines, we've done the ads, we've figured out what works. And here's my action item. If you'd like to learn more about how Ekwa can help you, you're likely listening to this on your phone. I'd

like you to hit pause on this podcast and send a text message. The text message I'd like you to send, this is one word, type in thrivingmarketing, it's got to be all one word, don't let your spell check correct that to two words. Thrivingmarketing, text that to 44222. Again, thrivingmarketing texted to 44222. And what's going to happen is that you'll provide a couple pieces of information and then you will get detailed information about how Ekwa can be on your team to help you receive the marketing results that we've achieved in my own practice. And I'm so excited to recommend you and your team, Naren, because of the amazing work I've seen happen in my practice, and it's been a key for us to be completely insurance dependent because of the awesome marketing that we have in place. So for those of you that are listening to this, it's really important for you to get a marketing team onboard to be partnered with you to help you reduce your insurance dependence, and I couldn't think of a better resource than Ekwa. Naren, you and your team. So again, text thrivingmarketing, all one word, to 44222 and you'll get detailed information about how Ekwa can serve you to help you further reduce insurance dependence.