

A hand holding a glowing lightbulb with the word 'BRAND' floating above it. The background is a dark, textured surface with a gold glitter border on the left.

**BE YOUR OWN**

**BRAND**

Drew Matthews

## Get the most out of your LVI education in 2016.

There is a unique culture at LVI. It attracts the best dentists, the most innovation, the best teaching and creates an outlook for the future second-to-none in dentistry. However, it can be a little daunting to be surrounded by such great talent and success. Where do you start? The first step is to look in on the great dental practice brands and examine the dynamic dentists at their helm. By doing so, you begin to see common denominators that can act as your guideposts to brand creation in 2016.



# 2016

**Great LVI dentists don't race in the mirror.**

Snap the rear view mirror off of your practice today. Unless you're backing up, you don't need to know any more facts about where you have been. Eternal optimism and forward movement permeate top LVI dentists' culture.

**Great LVI dentists focus on how much they take home, not how much they make.**

You can set practice goals, but until you make those goals personal, you are just increasing overhead. Fill in the blank for 2016:

I want to take home \$-,---,---.00

I want to work \_\_\_\_ days each month.

Every decision flows from these two numbers - pricing strategy, range of services, payroll, technology, growth opportunities and more.

**The best LVI dentists make long-term decisions.**

Great dentists net-out. They know the best way to get short-term benefits are to seek long-term gain. Top LVI dentists don't view a particular piece of technology or singular LVI class as an immediate return on investment. EVERY decision they make is for the long term. A collective of small decisions flowing seamlessly from the one before, all with one overarching focus: to become the dominant, most profitable practice brand possible.

**Great LVI dentists know they only have one competitor - themselves.**

Focusing on another competitor only invites emulation, admiration or jealousy. You can't be them. More importantly, they cannot be you. Let's repeat that - your competitors will never have your unique skill set and personality. Your brand is only owned by you. LVI is the living laboratory that attracts, trains and nurtures the creation of great dentists. It is your first step becoming your own successful brand.

**Great dentists hire people smarter than themselves. But they do so with an eye for how they will fit into the practice.**

Hiring the best is an old axiom, easier to say than to implement, but the greatest LVI dentists have perfected the art of surrounding themselves with truly outstanding talent. Not average. Not can-be-better. Just flat out outstanding. They invest in training, team building and camaraderie. They understand that a tight, well-coalesced team amplifies their success.

**Great dentists know they are the purveyor of the services and the image of the practice.**

The ability to understand that *you* are the brand, the image, the heartbeat of your practice may be the hardest objective of all to achieve in 2016. You have to be able to stand outside yourself, look in at your strengths and weaknesses and maximize your assets. For all practical purposes, you are an actor on the stage playing the role of the world's greatest dentist every single day. Patients get it. They will reward you with their business, trust, loyalty and referrals.

**Great LVI dentists are driven.**

Admittedly, some of the great LVI legends appear to be on hyper-drive with boundless energy. Look closer to the core and you see they feed off their love of being a dentist. Each LVI class generates a renewed drive and love for dentistry. It is the fuel that drives practices to become exceptional. Dental brand masters excel at creating energy.

**Great LVI dentists make the decision to become the number one brand in their own mind far in advance of achieving the same position in the consumer's mind.**

Sit down, and talk with the legendary greats of LVI. Listen closely, you will find they ALL believe in themselves. They are undergirded by substantively more than self-help philosophy and life coaching. It is something deeper that they all share - a true desire to help change patient's lives for the better. This mental commitment drives their actions, shapes their brand and cements their success.



**Great dentists seek advice, process the information, make a decision and move on.**

Watch an instructor at LVI. They move with precision and confidence. You don't see great dentists bogged down in decision-making. They rarely second guess, but they ALWAYS learn from their decisions and reapply the knowledge to future actions.

**Great LVI dentists make contacts and seek alliances.**

Tired at the end of the day? The LVI greets are too, but they still drop by a fundraiser on the way home. They eat at different restaurants to increase their contacts and exposure. They enjoy thinking about and implementing their own personal PR campaign on a daily basis. Over the years, it adds up to hundreds more patients and hundreds of thousands of dollars.

**Great dentists are both humble and confident.**

The LVI culture teaches both confidence and humility. Patients are attracted to the knowledge and confidence and comforted by the humility. It is the secret of great branding, not unlike going to the best restaurant, you know you are going to have a good experience, but the icing comes when the chef stops by the table and sincerely asks what you thought of your meal.

**Great LVI dentists have a backup position.**

Thinking through the what-ifs of the practice has great benefit.

If my office manager leaves,

I will replace them with\_\_\_\_\_.

When a service line begins declining nationally,

I will have already trained in\_\_\_\_\_.

I want to take a six-week vacation,

I will need to\_\_\_\_\_.

**SO... HOW CAN I START?**



**I'm starting from scratch and need a 1,2,3 of marketing steps in 2016... what are they?**

**January:** Claim and build out your online directory listings to help your SEO.

**February:** Focus on learning Facebook in depth. Pay particular attention to the 'Insights' section. Start creating and boosting two posts per week. Think photos.

**March:** Produce a video (one every other month). Two videos on your brand, four on service lines. Place on your own YouTube channel and also link to Facebook.

**April:** Learn about and purchase \$1500/month in Google PPC (pay per click) advertising.

**May:** Learn about and purchase \$1500/month in Facebook/Instagram advertising. Set up and track 250-500 of your and your competitor's keywords.

**June:** Learn Twitter, become proficient. Learn Instagram, become prolific.

**July:** Learn Hootsuite to tie all your social media together.

**August:** Find a programmatic advertising vendor and start first campaign.

**September:** Set up Constant Contact or Mail Chimp. Send out 1 email per month.

**October:** Create a baseline patient/market survey. Implement.

**November:** Create a multimedia brand campaign to launch in 2017.

**December:** Budget \$20-25K/month marketing budget for 2017.

**LET'S GET STARTED!**

**YOUR TIME IS LIMITED,  
SO DON'T WASTE IT LIVING  
SOMEONE ELSE'S LIFE.  
STEVE JOBS**