

# #ReputationMatters

## Grow Your Practice for FREE!

-Quote to remember: "You can please most of the people some of the time, some of the people most of the time, but none of the people all of the time."

-Dentistry is at an advantage because our patients generally have low \_\_\_\_\_ for their visit.

### **Research**

-According to Luca, raising your Yelp/Google score by \_\_\_\_\_ stars leads to a \_\_\_\_\_% increase in revenue.

- \_\_\_\_\_% of consumers trust what they read online about you from someone they have never met before according to Nielsen.

-They aren't reviewing your dentistry! They are reviewing the way that you and your team made them \_\_\_\_\_ while they were in your office.

## **Reviews**

-Your "Google House" contains the vital information about your practice. Your Google house must be \_\_\_\_\_!

-Google reviews generally contain first names and last names of the people leaving them. This is great for us. When people have to put their name on something, they are more likely to be \_\_\_\_\_.

-Anonymity minimizes \_\_\_\_\_.

-If you haven't claimed your practice's Google page, you can claim it by going to <https://support.google.com/business/answer/2911778?hl=en>

-Google can be reached by phone for listing issues at 844-491-9665.

-If you haven't claimed your practice's Yelp page, you can claim it by going to <http://biz.yelp.com>

-Yelp filters out reviews from people who aren't \_\_\_\_\_.

-Reviews from a new Yelp user have a \_\_\_\_\_ chance of getting filtered out.

-One way to help raise the odds of a Yelp review being published is to have the patient \_\_\_\_\_.

-If you can get a review in one place and one place only, that place is \_\_\_\_\_.

-The best way to get more reviews is for you and your team to \_\_\_\_\_.

-Never let a compliment \_\_\_\_\_.

-Be sure to check out Small Thanks with Google for cool graphics and posters of your great reviews!

-Easily and inexpensively frame your Small Thanks with Google posters at [www.Framebridge.com](http://www.Framebridge.com)

-Honoring and recognizing your team is a great way to help get more reviews. Find a way that fits the culture of your practice. Incentives and rewards work great too!

-Having a Google Review Site Shortlink is beneficial because it makes it \_\_\_\_\_ for your patients to get to the right spot to leave you a review.

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-To make the Google Review Site Shortlink for your practice, watch my demo video on YouTube at [bit.ly/gslvideo](http://bit.ly/gslvideo)

-Have cards printed with the Google Review Site Shortlink at [www.Moo.com](http://www.Moo.com).

-\_\_\_\_\_ is a telephone company that can help you team in their day to day tasks and get more reviews!

-Three apps you and your marketing/office manager needs on your phone are:

1-\_\_\_\_\_

2-\_\_\_\_\_

3-\_\_\_\_\_

## **Resilience**

-The first thing to remember when it comes to dealing with a negative review is:

DO NOT VIOLATE \_\_\_\_\_!!!!

-It is important to wait \_\_\_\_\_ before responding to a negative review.

-Once you are talking to the patient who left you a bad review, it is important to be \_\_\_\_\_, polite and \_\_\_\_\_.

-Remember, sometimes a negative review can help you identify a shortcoming in one of your office \_\_\_\_\_. Identifying it and fixing it can help your practice get better!

-Offer a remedy if someone dropped the ball, but DON'T \_\_\_\_\_!

-The best thing to do for a negative review is \_\_\_\_\_ it out in \_\_\_\_\_!

-Always check and see if a review violated the site's \_\_\_\_\_.

-Negative review coping steps

- 1- \_\_\_\_\_
- 2- \_\_\_\_\_
- 3- \_\_\_\_\_
- 4- \_\_\_\_\_

-The Reese's Peanut Butter Cup Phenomenon: Sometimes \_\_\_\_\_  
\_\_\_\_\_

-THE response for a negative review from someone who is not a patient: Hi, NAME! So sorry you had a bad experience. Funny thing...we don't have any patients with your name in our practice. Looks like maybe a case of mistaken identity and your one star rating was meant for another practice. We take this very seriously and the idea of someone who is not a patient here reviewing us has us perplexed and concerned. Please contact us to discuss more if you would like!"