

The Dental Video Revolution: Doctor Video Script Strategy

Developing a script strategy is one of your most important steps in posting videos to your website. Don't start by posting random video clips of your dental life and philosophy on your site. Don't get carried away like a dog marking its territory!

You only have one goal in posting video to your website – converting the visitor to a patient in your chair.

If you have been working with The Wealthy Dentist University or the Internet Dental Alliance (IDA), you understand the concept of multiple web marketing portals or sites. **Each portal is designed to *target a specific type of high-value dental patient.***

Campaigns for General Practitioners:

- Anxiety Free Patients
- Children's Dentistry Patients
- Cosmetic / Restorative Patients
- Dental Implant Patients
- Denture Patients
- Family / General Dentistry Patients
- Gum Disease Patients
- Invisalign Patients
- Minimal Sedation Patients
- Orthodontics / Invisalign Patients
- Orthodontics Patients
- Root Canal Patients
- Sedation Patients
- TMJ / TMD Patients
- Tooth Whitening Patients
- Wisdom Teeth Patients
- Dental Insurance Patients

Campaigns for Board Certified Specialists:

- Endodontist Patients
- Oral Surgery Patients
- Orthodontist Patients
- Orthodontist / Invisalign Patients
- Pedodontist Patients
- Periodontist Patients
- Prosthodontist Patients

The Dental Video Revolution: Doctor Video Script Strategy

Start by selecting the primary dental markets from this list. This makes video scriptwriting a breeze.

We usually suggest choosing from 3 to 5 based on your clinical capabilities and whether or not you are a general or specialty dentist.

Step 1: List out your target markets

For example, you might list these target markets:

1. Cosmetics
2. Implants
3. Family Dentistry

Now you know where to focus your videos. This is very important because professionally designed web marketing portals are built to rank well with the Internet search engines for potential patients searching for a **specific type of dentistry**.

You don't want your videos to be talking about Invisalign when your website is targeted at Denture or Sedation patients.

Step 2: Where to place your video on your websites

At a minimum we suggest including video content on the following three web pages:

Your first video is for your website's Home Page. This is the entry point to your website and the natural place to put your first video. This video will not only introduce you, but will also draw focus to the primary dental market of each specific website.

Your next most important webpage is the Meet-The-Dentist Page. This is the page where your video talks about your personal background, family and how you are part of the local area.

You can also make a statement about how you and your team have X number of hours of advanced continuing education in the dental market you are targeting. Then you close with a call-to-action statement.

Your third most important web page is your Primary Target Market Page. This is the page where your video gets into the details of your treatment capabilities for the specific clinical service, like Cosmetics, Implants, Braces, etc.

The Dental Video Revolution: Doctor Video Script Strategy

Step 3: Video Script Formula

I'm not a big fan of detailed scripts. First of all, you don't want sit there reading a long script. You will come off like a brick.

What I strongly suggest is to write out your opening and closing sentences with two or three short phrases in the middle. You want to come across as if you were speaking to an actual patient sitting in front of you.

A simple trick I often use to appear more natural is to have my wife or a team member sit behind the camera. I'm really talking to them while I glance at the screen to remember my speaking points. An added benefit is that the team member can easily stop and start the camera and make sure you stay in the viewfinder's range.

To make the customization process as easy as possible, I will give you at least two examples of each type of script. These will be followed with a step-by-step customization formula. Finally, if you choose, you can use the fill-in-the-blank template examples.

Step 4: Writing your Home Page Script

Remember, this is a 20 second introduction. You are not trying to sell a case here.

Your goal is to introduce yourself, state your primary market and give potential patient two to three short statements about the specific kind of dentistry this web portal is targeted at.

My first example is for an individual doctor speaking.

Welcome, I'm Doctor Tim Johnson. Here at Tulsa Dental Care, we can meet virtually all your dental needs and we have a special focus on Cosmetic Dentistry. We offer several beautiful cosmetic techniques to fix chips, cracks and stains.

Our goal is to make every new patient's visit as stress-free and comfortable as possible.

If you are looking for great dental care in the Tulsa area, click the "Appointment" link at the top of this page or call us directly at area code 888-555-5555. We will always be happy to answer any questions you may have and get you started on the smiles you and your family deserve.

The Dental Video Revolution: Doctor Video Script Strategy

Let's take minute to make a few points...

Assuming you are a general dentist, it is important to tell patients that “we can meet almost all your dental needs” so that they don't think that your primary target market is the only kind of dentistry you offer.

Your first bullet point should always be about your market focus area. For example:

- *We offer several beautiful cosmetic techniques to fix chips, cracks and stains.*
- *We offer several beautiful cosmetic techniques for natural-looking crowns and bridges.*

I've put together over 100 of these short bullets and included them in *Resource A: Bullet Points for Doctor Video Scripts*.

Your second bullet point should be a “Comfort, Concern or Convenience” point. For example:

- *Our goal is to give you the personalized quality care you deserve.*

Our second example is for two doctors alternating back and forth a sentence at a time:

Welcome, I'm Doctor Tim Johnson.

And I'm Doctor Jennifer Black.

Here at Tulsa Dental Care we can meet almost all your dental needs.

We are also known for our special focus on Cosmetic Dentistry.

We offer several beautiful cosmetic techniques for natural-looking crowns and bridges.

Our goal is to give you the personalized quality care you deserve.

To acquaint you with our office, we are offering all new patients \$25.00 off their first Complete Oral Exam, X-Rays and Routine Cleaning.

If you're looking for great dental care in the Tulsa area, click the “Appointment” link at the top of this page or call us directly at area code 888-555-5555.

We'll always be happy to answer any questions you may have and get you started on the smiles you and your family deserve.

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You may offer an optional incentive to call your office. I've included several examples in *Resource B: Patient Incentives within Doctor Video Scripts*. The thing to remember about incentive offer is that a token offer is just fine. You don't need to "buy" new patients, just nudge them with the offer.

Start your call-to-action statement by stating your primary geographic market. For example, you can say:

- *If you are looking for great dental care in the Peoria area...*

This is especially important if your practice name does not include your primary geographic market.

Continue your call-to-action statement by saying, "Click the appointment link." You must state specifically where the link is on the web page.

End your call-to-action statement with, "Call us directly at area code 888-555-5555." Make sure this number matches the number at the top of your website home page, and always use your area code. Depending on your target market, patients may be coming from outside of your immediate local area code.

If you are using a call tracking number on your website, which I strongly recommend, be sure to use that number in your video.

Remember, you only have 20 seconds. If you are from the South, you can slow down to 30 seconds. Once you reach 40 seconds, have your spouse or assistant turn off the camera and rework the script. Brief is better.

Now for Step 5: The "Meet the Doctor" Script

This is the page you use to talk about your personal background, family and how you are part of the local community.

You also make a statement about your how you and your team have X number of hours of advanced continuing education in your target market (Cosmetics, Implants, Sedation, etc.). Then you close with a call-to-action statement. Twenty to thirty seconds is the maximum for this script.

Assuming you have a well-designed website, your personal dental philosophy is already on this page, as well as a listing of your professional memberships and credentials. Let these speak for you. You don't need to gild the lily in your video.

The Dental Video Revolution: Doctor Video Script Strategy

Let's take a look at this example:

Hi, I'm Doctor Tom Haze at the San Francisco Denture Center. I've been proud to call San Francisco home since I came to live here in 2001 and graduated from University of the Pacific.

I usually split my free time between the San Francisco Big Brother program and my hobby of rock climbing.

My team and I have completed over 100 hours of advanced continuing education and hands on training in how to build the perfect set of dentures.

Our goal is to give you the most comfortable set of dentures you've ever experienced and the smile you've always wanted.

I look forward to working with you personally. Just call 888-555-5555 to get started today.

And for all the female doctors watching this video... we have this example.

Hi, I'm Doctor Maxine Jones at Dallas Dental Care. I'm a native of Dallas and graduated from Dallas High School.

My husband Todd is a pediatrician at Dallas Hospital, and my little girl Sandy is in third grade and wants to be firefighter.

My team and I have completed over 100 hours of advanced continuing education and hands on training in Sedation Dentistry.

Our goal is put you at ease, make you comfortable, let you relax through your visit and to give you the smile you've always wanted.

Call us now at 888-555-5555 to discover our advanced dentistry with a soft touch.

Step 6: Focus on the specific Dental Market you are targeting

This video will go on your Market Focus Page. **It is absolutely imperative that you only focus on *one* target market per video: Cosmetic, Implant, Ortho, etc.**

This is the page where you really tell them about the benefits of your primary focus area. You can have up to a maximum of 60 to 90 seconds of information in this message.

The Dental Video Revolution: Doctor Video Script Strategy

Now, before we get into our examples, here are some major no-no's:

1. The number-one barrier to converting the web visitor to an appointment is too much technical information.
2. Never describe a dental procedure, like a root canal, tooth extraction or dental implant that involves any potential for pain or blood.
3. Never show pictures or drawings illustrating a procedure.
4. Never talk about your latest piece of equipment, no matter how fantastic or expensive it is.

Now let's look at another talented example:

Do you have a strong fear of going to the dentist? You're not alone.

It's okay. People just like you visit us every day at St. Louis Dental Care.

In 2001, our dental team was trained in sedation dentistry.

The process is really very simple. You take a small pill that relaxes you. Someone drives you to our office. You may feel a little drowsy. Depending on your needs, we may give you a little more medication.

We won't begin until you're totally comfortable. When we are done, someone will drive you home where you can relax for the rest of the day.

Often, the next day you'll remember little if anything about your visit.

Many times you can get all or most of your dentistry done in just one or two visits.

Wouldn't that be a great way to get your dentistry done?

Call us today. We'll be happy to answer your questions about our sedation dentistry with a soft touch.

The Dental Video Revolution: Doctor Video Script Strategy

And here is a good example from another talented marketing guru impersonating a doctor.

Are you concerned about missing teeth or ill-fitting dentures? Are you looking for a permanent solution that will make mealtimes a pleasure again?

A solution that can save you from the social embarrassment of poorly fitting dentures?

People just like you visit us every day at Peoria Dental Care.

In 2001, our dental team was trained in dental implants, a permanent solution to dentures and missing teeth.

The process is really very simple. It starts with a short initial exam to determine if dental implants are the right solution for you. Together, we will lay out a treatment plan that you're comfortable with.

And the results can be life changing.

Call us at 888-555-5555 today. We'll be happy to answer your questions about our dental implants, the permanent solution to missing teeth and dentures.

Our next video in this New Patient Marketing Machine series walks you through how to upload and position your videos directly into your website or marketing portal. We'll also show you how to use stock or pre-recorded video to help differentiate your web marketing from your competition.

Finally, we demonstrate how to post an entire web marketing portal to the Internet, complete with video, in less than 10 minutes. That means that in less than 10 minutes you can be up and running on the Internet with a complete Cosmetic, Implant, Ortho, Sedation or Family dentistry marketing campaign.

Now, I would like to ask you a personal favor. If you could take a minute and give me your thoughts on this video and our New Patient Marketing Machine educational series, I would sincerely appreciate it.