



## Dr. Nate Booth

PROFESSIONAL RESOURCE

### How to Do a Local Smile Makeover

Doing a local Smile Makeover is a fantastic way to let your community know that you care about people (the emotional connection) and that you are an expert in restorative dentistry (the logical connection). It costs you nothing but some time and a lab bill, and can generate huge amounts of positive public relations with the people in your community and the patients in your practice.

#### The Media Relationship

First, establish a relationship with a person in a local media outlet. Local newspapers work best. They love the human interest stories of people in their communities. In many areas of the country, over 90% of people read their local papers. The next best options are lifestyle magazines or television/radio stations that do human interest stories.

Tell the media person that your office will donate your services to local person who otherwise couldn't afford it. Explain the steps outlined below. Be sure to stress the human interest aspect of the story. "This isn't a story about restorative and cosmetic dentistry. It's a story about a community member whose life will be changed for the better." Show the media person B&A photos of cases you've completed and the accompanying testimonial letters. Give the media person a short, written proposal based on the information below.

#### Timetable

The Smile Makeover is a series of events that follow the timetable below:

Week One – Call for patients in the media outlet

Week Four – Selection of patient

Week Five – Prepare the case

Week Eight – Seat the case

Week Ten – Patient follow-up visit

#### Call for Patients

It's best to schedule Week One in early September, January, February or early March.

In the media outlet, announce that, "Local dentist, Dr. Sharon Stone, and the *Mayberry Gazette* are providing a Smile Makeover for a resident of Mayberry. If you or someone you know has a smile that is negatively affecting their or your life, send a photo of your smile and a short story explaining why you should be selected to Dr. Sharon Stone, 123 Main Street, Mayberry, NC. There will be no cost for the Smile Makeover. The deadline for submissions is September 28th."

## How to Do a Local Smile Makeover (CONTINUED)

### Selection of Patient

Two days after the date you mentioned in the first story, review the cases you received and select the best three or four candidates. During the entire selection process, ask yourself:

1. What person will have a dramatic result? People who have missing upper front teeth or spaces between their upper front teeth are always good.
2. What person has a great story? Younger people whose social lives and work careers have been adversely affected are always good choices.

Have the people come to your office and do a clinical exam. Be certain there are no significant perio, endo, or bite complications. The people should have good oral hygiene. Sit down and talk with them for a few minutes. Ask a few follow-up questions concerning the story they wrote.

After you have seen all the candidates, make your selection. Notify the winner, have them complete a Media Release Form (Use a form supplied by the newspaper or radio station.) and set a preparation appointment. Notify all the people who weren't selected with the letter shown at right.

### Preparation Visit

Schedule the preparation visit as soon as possible after you have selected the person. Have the person bring in photos from magazines of smiles she likes. Have the reporter at your office at the entire visit or just at the end of the visit when the person sees her new temporaries for the first time. Take high-quality before and after photos. Be sure the reporter records the first words out of the patient's mouth.

If the reporter wasn't at the beginning of the appointment, review the smile design process you went through with the patient. Make sure the following four topics are prominently discussed so the reporter puts them in the story:

1. The patient works with you to co-create the smile of her dreams.
2. In response to your question, the patient tells the reporter how easy and painless the process was. "Maria, how did your visit go today?" "Any discomfort?"

*Dear Nancy,*

*Thank you for sending us your photo and story. Even though you are very deserving, we have selected another person for the Smile Makeover. I hope you receive the dentistry you desire in the near future.*

*If we can help, please give us a call at 555-555-1234.*

*Sincerely,  
Dr. Sharon Stone*

## How to Do a Local Smile Makeover (CONTINUED)

3. The temporary restorations look great. “You can have a beautiful new smile in three hours at Dr. Stone’s office.”
4. The patient’s emotional reaction is the primary thing you want to capture. “Maria, what do you think of your new smile?”

### Seat Visit

Have the reporter back for the seat visit. Take photos after the case is seated. At this visit, briefly discuss modern cosmetic dentistry, the materials you use and your advanced cosmetic and restorative training. Perhaps show the reporter other cases you’ve done correcting different problems. Be sure one of the cases demonstrates your implant expertise.

### Follow-up Visit

Schedule the patient to see a professional photographer one week after the seat visit. At the follow-up visit, have the photos ready to show the reporter. Get a photo with the patient and you together. Have the patient discuss how her new smile has improved her life. Ask the question, “Maria, how is your life different with your new smile?”

Briefly discuss with the reporter that Maria’s reaction is typical of the people you see. Be sure to use “sound bites” the reporter will record:

- “Change your smile. Change your life.”
- “Maria’s new smile changes the way the world looks at her; and the way she looks at the world.”
- “Cosmetic restorative dentistry isn’t just for front teeth. Back teeth can be restored to their original strength and beauty.” Show some before and after photos of cases you’ve done.

### Media Piece and Reporter Relationship

The reporter will probably put all the above information into one newspaper article, one radio show or one television segment. Offer to do some cosmetic dentistry for the reporter. Maybe this is only whitening. Take great care of the reporter. Send him/her a thank you note. Make the smile make-over a yearly event.

Learn How to Make It Easy  
for People to Accept  
Comprehensive Dentistry  
with Nate Booth’s  
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