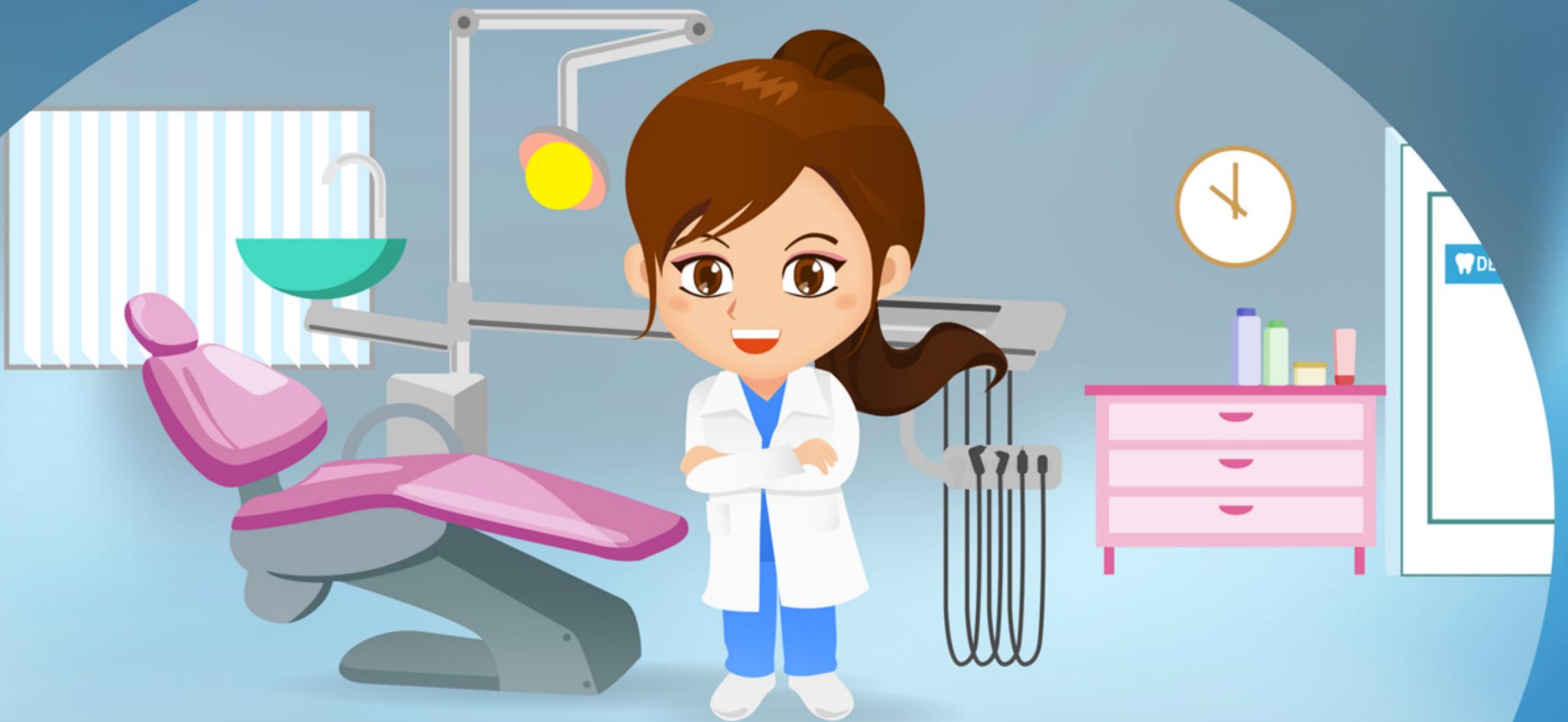


Definitive Guide to Master “Story” In Your Dental Practice



The 7 Core Concepts of StoryBrand is based on the fundamentals that let you tell a story through your practice which your patients can *relate to* by positioning you as *a guide* who helps them *transform* into the person they really *want to become!*

Use this guide against your marketing to determine if you are effectively applying a story to get your patients to engage with your practice!

1. The Character (The Hero)

- ✓ In your success story, "Patient" is the Hero.
- ✓ Focus on your patient's needs & the value of their wellbeing.
- ✓ Give them the feeling that they are the most important person in your practice at any given moment.

2. A Problem (The Villain)

- ✓ Identify your ideal patient's External, Internal & Philosophical problems, that prevent them from being healthy and successful.

Examples:

- ✓ They want a beautiful & fulfilling smile.
- ✓ They want to look good and confident.

3. Guide

- ✓ Be your patient's guide by being empathetic & compassionate and help them achieve their goals.

Use the following examples to gauge whether you are being an effective guide for your patients.

- ✓ I can effectively read my patient's emotions, I slow down it feels like my patients are having a hard time catching up to me.
- ✓ I am emotionally present with my patients.
- ✓ I work with my patients to address any guilt or fear they may have had in the past regarding their oral health and help them overcome them.

4. The Plan

- ✓ Create a clear plan that will help your patients in achieving their goals.

Here are some common reasons why your plan might fail:

- ✓ You failed to actually ask the patient if they'd like to book an appointment
- ✓ You were not crystal clear in letting the patient know we can help them, and how.
- ✓ You did not attempt to ease them to alleviate any fears or concerns by calming & persuading them.

5. Call To Action

- ✓ Encourage your patients to book an appointment with you by giving them multiple options,

Examples:

- ✓ An Appointment Request Form
- ✓ Call Now Button
- ✓ Text Now Button
- ✓ Chat Now Button

6. *Transformation*

- ✓ Help the patient visualize their own transformation process.

Help your patients understand the importance of good oral health and how committed you are in helping them take care of themselves.

7. *The Result*

- ✓ As an effective guide, let your patients know how their life will change if they follow your recommendations and what will happen if they don't.

We discuss this topic and action steps in greater detail in episode #419 of The Thriving Dentist show. Listen to the full podcast for more in-depth information at <https://www.thrivingdentist.com/>