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The 9 Critical Myths to Getting Unlimited 5 Star Dental Reviews *FAST* Without Getting Banned

4.9 ★★★★★ 136 Google reviews

Version 1.0

NEW PATIENT SYSTEMS INC

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Paul Speziale, CEO

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1. What Other Dentists Are Saying

"You must read 'Getting New Dental Patients in the New Economy' by New Patient Systems Inc." – Dr. Howard Farran

"New Patient Systems Inc. has got us from no online presence to: #1 in Google for all main keywords, to the top in reviews and as a result, has increased our patient flow over 650% every single month for several years and counting. They are always testing new ways to get new patients in the door. Highly recommended."– Dr. Bobby Brown

"Based on Dr. Howard Farran's recommendation on New Patient Systems Inc.'s book, I hired them. They got me over 55 new patient calls and over 50 reviews in just a couple of months. Highly recommended and they have earned my trust" - Dr. Michael Allen

“New Patient Systems Inc. has taken us from no online presence to: between #1 and #3 in Google for all main keywords, a large amount of reviews and as a result, it sometimes feels like I get a new patient every day. Earned our trust.” - Dr. Andrew Tortorella

"Hired them based on referral from a colleague. New Patient Systems Inc. manages everything for us and got us to #1 in Google for all the main keywords, got us national media coverage, a large number of reviews, and advertising that gets us new patients every month. Highly recommended." -Dr. Corey Grossman

"Based on a referral from a colleague, I hired them. Brought us from beyond page 3 in Google and barely any internet presence to #1 and 2 for main keywords, a lot of patient reviews, and an advertising system that generates new patients every month. Earned our trust." – Dr. Angela Morales

"New Patient Systems Inc. gets us many new patients a month, and also got us to #1 Google ranking for all main keywords as well as double or triple listings on page 1. Highly recommended to other offices." -Dr. Rosanna Porretta

"New Patient Systems Inc. has been working with us for several years and this is what they've achieved for us: many new patients a month from his advertising system, a promotion that brought us increased production, and handles all our marketing. And as of 2015, he has also gotten us to #2 in Google for one of our main keywords. Highly recommended to any office" -Dr. David Brown

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"Achieved several new patient calls a month, every month from their advertising system. Got us to #1, page 1 on Google for all our main keywords and multiple listings. Handled our marketing and almost tripled our enrollment in our orthodontics course. Gladly recommend him"
-Dr. Alan Macdonald

"Does all the work for us and brought in over 320 calls for needed cosmetic cases. He's brought to us 300-700% return on the money we have paid him." - Dr. Irving Isakow, Toronto, ON

"New Patient Systems Inc. has almost tripled enrollment on our orthodontics course. Earned our trust and would gladly recommend him."- Dr. Rob Bond

"We've had bad experiences with outside help before New Patient Systems Inc. But they have turned everything around - website and have acquired many new patients a month over the past several years. They have earned our trust." -Dr. Kathy Hledin

"I chose him because of his knowledge of psychology in marketing, and even though he is across the border, he still: paid for himself in 1 month, increased my production 42% in one month, reactivated 19 patients (including some from 2005), and gave us a great way to retain patients, fill schedule holes and cut down on cancellations. Gladly recommend him" -Dr. Arthur Freedman, Manchester, CT.

There's much more at http://www.PatientSystemsInc.com/testimonials

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2. Why you need to read this now

You are at a crossroads right now. You can stick your head in the sand and hope it all just blows over, or read this report and prevent your office from losing patients and prospective new patients to your competitors.

What's that you say, you will read this later? Do so at your own peril. You are missing one of the greatest marketing tools that has ever been at available for dentists - reviews. The amount of high quality patients I have attracted using reviews as part of an overall strategy for my clients is staggering. I know this because I get calls from them saying that patients are commenting on it. It would be like missing investing in Bitcoins (which I missed and will forever regret that). You are being bypassed by your competitors and you are losing patients and prospective new patients – high quality ones you never even knew you could have had.

And it might not be this way much longer. Google changes their rules all the time, multiple times a year actually and may get rid of reviews altogether. You must act now and read this report ASAP.

3. What marketing companies and "gurus" don't tell you about reviews

When I first start working with a new client, I usually get asked "Why didn't [previous marketing company/guru] tell me about this?" This prompts me to tell them the 2 truths of dental practice marketing that they don't want you to know:

a) **The simplest answer is that they just don't know.** Dental marketing is very challenging. The rewards are there for those that put in the time, test new ideas and are persistent. However, it's unrelentlessly punishing for the lazy or too busy.

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For a marketing company or "guru" to convince you that they know dental marketing, all they have to do is to demonstrate that they just know more than you do. This works because most dentists are bogged down in technical knowledge, working on patients, running the office, managing Suzie's tantrum and damage control on what your assistant said to a long term patient to be able to follow what works and what doesn't in marketing.

Couple that with the fact that in this day and age (read my latest book "Getting New Patients in the New Economy"), you have strategies that either don't work anymore or that your competitors are already doing them – dramatically reducing your results and return on investment.

The days of expecting ONE thing to work -for years- generating lots of new patients and keeping your schedule full are LONG over.

So just because they are a "dental marketing company", does this mean they know everything? Does this mean they are guaranteed to know the most efficient, cost effective, fastest way to do things? Do they know new methods that not only make things work, but also take work off your shoulders and increase your ROI simultaneously?

b) **The second and more sinister reason is that they just don't want YOU to know.**

Why? Information is power, and the less YOU have of it, the more you grow to rely on them. This is the favorite tool of the lawyer and why they command so much money.

So information as power can be used 2 ways: to prevent you from finding out they actually don't know anything and to make you dependent on them. Pretty crafty isn't it?

Well, if they have nothing to hide, then why don't they educate? Why don't they offer full transparency to help you make the most informed decisions – not out of fear or dependency, but rather trust, trust in the company that they are working for you in a partnership - a relationship built on trust and that is mutually beneficial.

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The Goal of this Report

The myths presented in this report have been a thorn in my side for years. Every new clinic I work with thinks they know what to do based on common sense. That doesn't work anymore. If you don't have all the information, especially in this case, it could be very costly for you.

My goal is to fill that knowledge gap with you so you have all the information to make the best decision for you and your office. Based on things that work, not theory.

Revealed to you will be reasons what you thought you knew about getting reviews , and getting them *FAST* is not just wrong, but could get you at best in trouble/banned with Google, or at worst, sued. I don't want to have this happen to you.

No one has told you these things to this date. You will not find this information anywhere. It is imperative that you read this fully if you want to succeed in marketing your practice.

4. About New Patient Systems Inc.

The reason New Patient Systems Inc. has this information is through relentless testing and tracking of new marketing methods. They are a specialist dental office provider. They install systems that get new patients every month and grow production in areas where there is competition.

That is, getting the practice to Number 1 on Google (and beyond), advertising, staff training, getting in the news and so on (whatever it takes to get the numbers up). Because this work is very difficult, they must work closely with your team and are particular about who they are willing to work with.

5. Myth 1: "We don't need to worry about reviews now"

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This myth could result in a loss of a lot of patients over the next few years. There are two reasons you need to pay attention to reviews NOW:

a) Reviews prevent patients from leaving and prospective new patients from going to another office

Have you Googled your name yet? What do you see? Count your Google reviews. Which one of these are you (put in order of likelihood).
☐ No reviews at all (most likely)
☐ Some reviews negative and positive
☐ Some reviews all 5 stars
☐ Tons of reviews (least likely)

Most likely you have either no reviews or just a few of them and most likely you knew nothing of this or cared until this point. If you do nothing about your situation now and let random things happen to your online reputation – a digital representation of YOUR office – then you are putting your future success in the hands of people that hate you: disgruntled ex employees, that 1 patient that was crazy or unfortunate and jealous competitors.

Your no reviews could easily turn to 1 negative, or 2. Remember that old saying "bad news travels faster than good news"? Well that's what happens. People that are not satisfied with your service (which is usually the extreme minority) will put up a negative review far faster and in greater numbers than a happy patient. So you might end up with equal numbers of negatives and positives over the months/years. Do you want potential new patients and patients trying to convince their significant others to see that? And to add insult to injury, you can bet at least one of your competitors will have their reviews setup properly.

So this is what your patients/potential patients would see:

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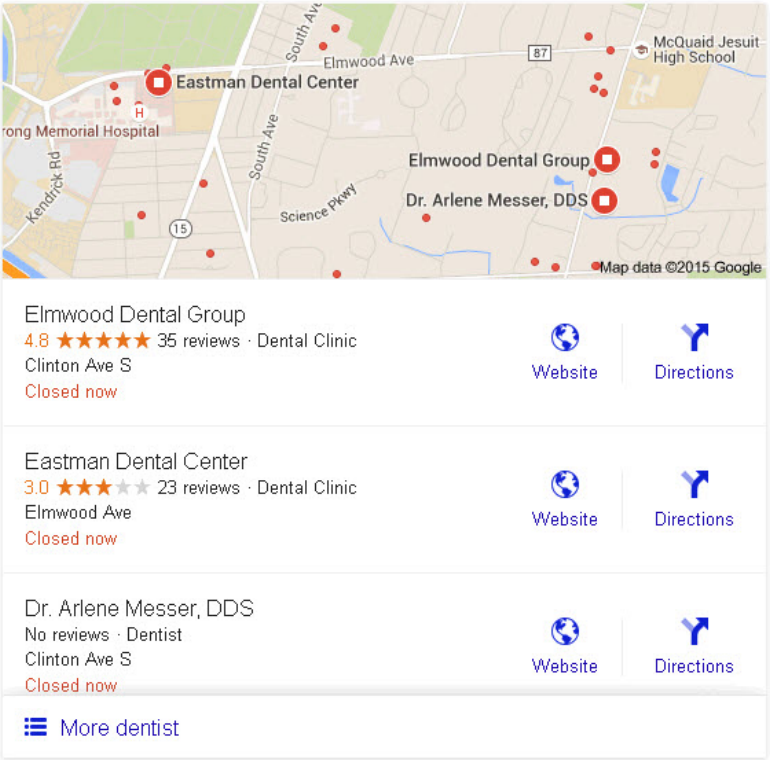

If you are a potential new patient, and you saw the above, who would you call first? The "no review" office (no marketing at all)? The one with 3 out of 5 stars (didn't bother to manage their reviews) or the one with 35 reviews and a 4.8/5 rating? This example is more of the norm amongst dental offices online.

In the extreme case for example, if you do something horrendous like shooting a Lion, you may not even realize what's happening to you online but it would be a complete destruction of your business. No one will ever book an appointment again. And it doesn't even have to be something that horrendous, it could be some casual remark that went viral or a random photo.

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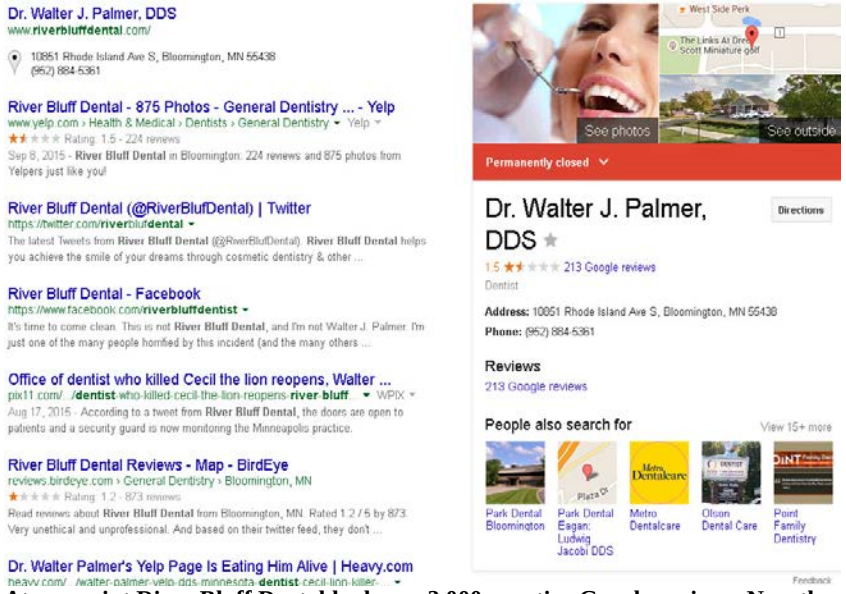

At one point River Bluff Dental had over 3,000 negative Google reviews. Now they sit with 213 only and a 1.5 out of 5 rating.

b) **Reviews are social proof and persuade people to become your patients.**

You know those delightful referrals you get? The patients who were recommended to you and just booked and brought their whole family with them? The ones that just listen to you and accept your treatment plans? Well, the reason that happens is a psychological principle called social proof. Robert Cialdini wrote about it in length in the book "Influence". It's one of 7 ways to persuade and motivate people to do something. Social proof means a person is more likely to do something if a lot of other people are doing it, especially if they are liking it.

You have seen proof of social proof in action first hand. Most dental offices that don't do any marketing DEPEND on social proof to keep a small new patient flow.

Well, guess what reviews are. They are social proof on steroids! They run 24/7 in the background, to a mass market…always persuading and

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available for anyone to see: the nervous patient that has been putting off going to the dentist gets some nerve at 3am and sees your reviews, the family that just moved into the neighbourhood and need a new dentist, the business person that has a chipped tooth and has to do a presentation tomorrow and so on.

All this is work done for you while you and your staff do the work you want to do.

Imagine having dozens of people raving about you to everyone that's considering a new dentist. Now imagine that hits them in the face when they first look for you online. That's right, it appears right by your name, so they can open it up and go through them all. Have enough of them, and it will convince even the most die hard skeptic.

Here are 6 more reasons you need to pay attention to this now:
*From my clients who have a lot of reviews: patients convert and come to the office BECAUSE of the reviews – and they mention it to the hygienist or dentist. How's that for the start of the relationship that lasts decades?
* Nowadays, people do their due diligence on you online – they look you up and research you. Many of the direct mail pieces I have tested with different tracking numbers show that even though they get the mail, they research you first online before calling and booking. Imagine if you don't have a good online reputation and that is what the patient sees after you spent all that money on that direct mail blast.
*The best way to convert a prospective new patient is through the 3rd party real testimony of other patients (importantly, it not come from you).
* Visibility is king, queen and ace - You stand out like a sore thumb amongst a sea of similarly looking offices.
* Barring any changes by Google and unless people remove their own review (about 10%), you should have these reviews for a long, long time, generating enough patients that would more than pay for the campaign that you use to get the reviews.
* It's 1/3rd part of the New Patient System strategy to get new patients each and every month.

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* It's all connected as far as Google is concerned: They look at your reviews as a part of their reason to boost your clinic up in the search rankings (your quest to get to the first page and first position).

6. Myth 2: "I'll just get my patients to fill out a review on a computer/iPad at the office"

Imagine how easy it would be to get reviews this way! You could setup a tablet or a computer, and have each patient fill out a review for the office when they come in for their appointment. You would have hundreds of top reviews within a month or two. I would normally say "don't believe me, just try it". But please don't try it in this case. You could be banned.

In the early days, that's exactly what you could do. You could setup the computer and have people write reviews while they are there at your office.

If only it were 2006 again! So why doesn't it work?

Remember in school, when one kid in the class steals the teacher's eraser and because no one confesses, everyone gets a detention? Ya, that's what happened here.

I believe it was car dealerships that were largely to blame. They setup stations to do this from the dealership. It worked well, very well. But they got greedy. Why wait for new customers to come in and do it, why not just do it ourselves - setting up fake accounts then just putting in the review. Rampant abuse of this caused huge trust issues with people and angered the almighty Google.

One day, all of those reviews disappeared seemingly overnight. Google slapped them down harder than the 2015 whack a mole champion. Why ?

Because of trust.

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How does a prospective new patient know whether the reviews, a system which they are basing their purchasing decision on, are legitimate?

Reviews would be viewed as unreliable and corrupt so you might as well not even have it there to begin with. It would collapse the whole review system.

Thanks to the jerks that tried to game Google, Google punished everyone. Google put a stop to that and are very zero tolerance on reviews now

7. Myth 3: "Either we will just send them a link in email or ask them in person when they have their appointment"

Congratulations! Asking them to do it is a small step and better than nothing. However, it still won't work on it's own and here are the 5 reasons why:

a) **Emailed link to patient:** Ok, so you email them a link to submit the review. Simple and easy right? Staff don't have to remember, and it's easy for them to click the link in the email, right? Wrong. Firstly, it only has to be through Google (more on that later) and secondly, Google is on to you. They know where the review is coming from (a link in an email). They see too many of those and they will halt or remove all of your reviews. That's how they work – it looks like you are gaming or "buying" the reviews. You are essentially making it "too easy" to do a review. You can get the odd review here and there from this, but trying to get any real amount of reviews, Google won't like it. Don't rely on this as your sole means of reviews.

b) **Patients do it from their phone at their appointment –** Google still sees them coming from one location – this sets off red flags.

c) **It's painfully SLOOOWWW.** Only a small percentage of them will do it. What's their motivation really? And it will take seemingly forever.

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d) **They won't remember to do it.** There is little motivation for them to sit down and go through the process and when they do, it can be intimidating.
e) **Numbers game - staff have to remember to ask them**. There has to be systems in place to make sure staff are doing this (on top of their one million other jobs).

8. Myth 4: "Fine, I'll just get friends and family to do it"

You could get a couple. But for the same reasons as Myth 2, you don't want to do this. Here are 3 reasons why:
a) **Small amount**. Unless you have a gigantic family, you can really only count on a handful of them to do it in a timely fashion. Why? Keep reading…
b) **Complicated system**. After getting hundreds of reviews for my clients, I can tell you this – most , and I mean a significant percentage of people won't or can't go through the steps to leave you a review. It's intimidating to people that aren't completely familiar with computers and it doesn't always work (sometimes Google just doesn't display the review publicly, called shadow banning, that happens).
c) **Trust**. Potential patients are skeptical to begin with and will likely see your family and friend's reviews as "fake". Your loved ones, bless their hearts, want everyone to know how awesome you are. However, their glowing, gushing reviews are almost completely dismissed by the public as "fake".

It's relatively easy to tell. Just go to Amazon and look for any book that only has a few reviews. Are they all 5 out of 5's? If so, read them because they are the author's friends or family. Notice a pattern? It's mostly opinion without any facts, and is completely gushing. Almost as if they didn't…read the book at all.

The same thing would be perceived of your office. Having a few friends and family reviews is worse than having no reviews as they are

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completely dismissed by your potential new patients and would erode any beginning trust they had with you.

If Google doesn't find out and punish you, then prospective patients will.

9. Myth 5: "It's easy and we only want 5 star reviews anyways"

No, it's not easy. In fact, it requires planning, deliberation, and execution to get them properly. You have to make sure no one is offended and that you have played by Google's rules. After all, you don't want to get banned do you? If Google bans you, or flags you, it's difficult to know why and to get back in their good graces. It's even difficult for me to do, and I have my own personal Google rep (because of how much I spend with them)!

But wait a minute. Why is this a myth anyways? Didn't we just talk about getting 5 star reviews previous? Isn't it the goal to just get dozens and dozens of only 5 star reviews?

Yes and no.

Think about who we are attracting…prospective new patients. Are they perfect beings? No. They are human beings.

So do you think they will they believe that you have a perfect business? No, and trying to convince them you have a perfect 5 star rated dental office only causes them to become skeptical of you and that will harm you to no end. I've had to remove some reviews that say "look at all the 5 stars, this must be fake". Why does this happen? There are many important reasons and they are beyond the scope of this report – read my book "Getting New Patients in the New Economy" available on my website for more on the challenges you face.

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You have a relationship based business. It's built on trust and trust alone. Would you prefer to start that relationship with a new patient that is skeptical and doubts your words or someone that trusts you?

You would benefit from having a 4 star or 3 star review (or even the occasional 1 star). As long as you have much, much more 5 star reviews than any other rating. There will always be a disgruntled ex-employee, or a patient that didn't like something. New patients understand that, but they also see all your other reviews which causes them to think that maybe that 1 star was a crazy person. Or it was just a bad experience and not reflective of the overall business.

You want them to think "They have a couple of bad seeds, but I stand a really good chance of having a great experience here as most people love this dentist".

10. Myth 6: "I have a few negative reviews, I'll just respond to them or threaten them to take it down"

Ok, you have some nasty words written about you when you Google your name. This will follow you around like a bad disease unless you do something about it.

BUT HOLD IT. Do not proceed any further. You could lose a big portion of your entire business unless you do this properly.

Why? Because people know that there are always weirdoes, bad seeds and disgruntled ex-employees (or worse, your competitor) that write some bad reviews. They will read those and then they are waiting for your response to them. What you say back will dictate how they see you.

If you respond poorly, then something called the "Streisand Effect" can happen. The Streisand Effect ironically causes more attention to that which you want to have less attention paid. This can cause a massive blow up of negative responses, harming your business.

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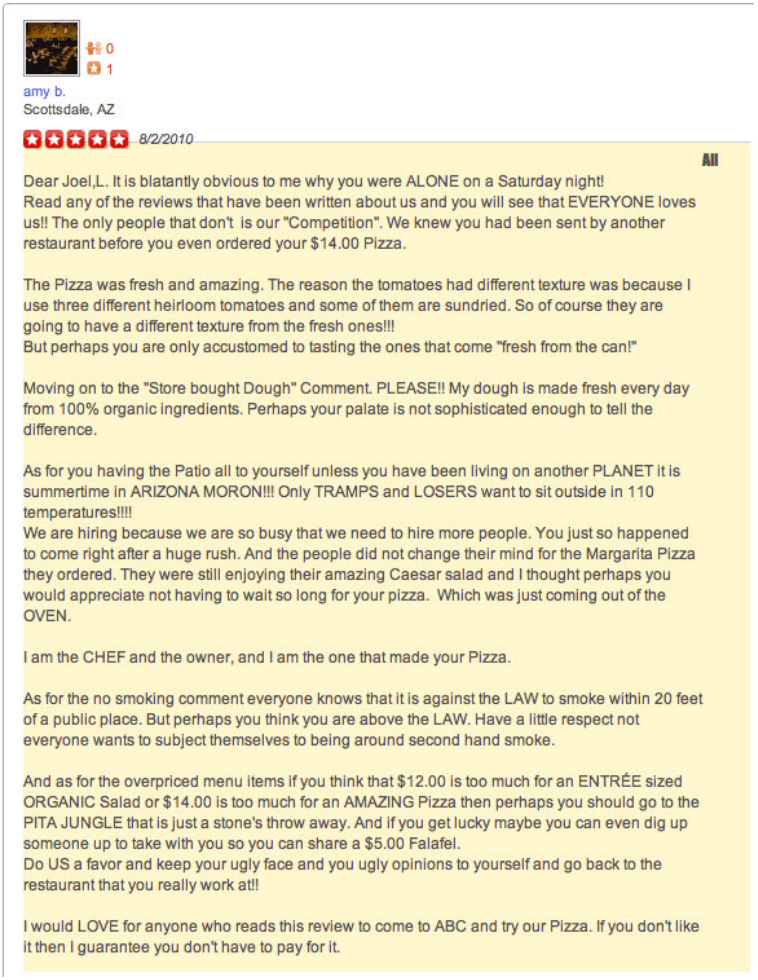
Negative reviews are free speech (up until a point). Since everyone is watching, it pays to be professional in your response. Take for example, Amy's Baking Company. They were featured on Kitchen Nightmares with Gordon Ramsay. They were rude to their customers and treated staff poorly. But that is not what destroyed them. What really did them in was how they responded to their online reviews. Here is the original *defensive* response to a single negative review:



0
1

amy b.
Scottsdale, AZ

8/2/2010

All

Dear Joel,L. It is blatantly obvious to me why you were ALONE on a Saturday night!
Read any of the reviews that have been written about us and you will see that EVERYONE loves us!! The only people that don't is our "Competition". We knew you had been sent by another restaurant before you even ordered your $14.00 Pizza.

The Pizza was fresh and amazing. The reason the tomatoes had different texture was because I use three different heirloom tomatoes and some of them are sundried. So of course they are going to have a different texture from the fresh ones!!!
But perhaps you are only accustomed to tasting the ones that come "fresh from the can!"

Moving on to the "Store bought Dough" Comment. PLEASE!! My dough is made fresh every day from 100% organic ingredients. Perhaps your palate is not sophisticated enough to tell the difference.

As for you having the Patio all to yourself unless you have been living on another PLANET it is summertime in ARIZONA MORON!!! Only TRAMPS and LOSERS want to sit outside in 110 temperatures!!!!
We are hiring because we are so busy that we need to hire more people. You just so happened to come right after a huge rush. And the people did not change their mind for the Margarita Pizza they ordered. They were still enjoying their amazing Caesar salad and I thought perhaps you would appreciate not having to wait so long for your pizza. Which was just coming out of the OVEN.

I am the CHEF and the owner, and I am the one that made your Pizza.

As for the no smoking comment everyone knows that it is against the LAW to smoke within 20 feet of a public place. But perhaps you think you are above the LAW. Have a little respect not everyone wants to subject themselves to being around second hand smoke.

And as for the overpriced menu items if you think that $12.00 is too much for an ENTRÉE sized ORGANIC Salad or $14.00 is too much for an AMAZING Pizza then perhaps you should go to the PITA JUNGLE that is just a stone's throw away. And if you get lucky maybe you can even dig up someone up to take with you so you can share a $5.00 Falafel.
Do US a favor and keep your ugly face and you ugly opinions to yourself and go back to the restaurant that you really work at!!

I would LOVE for anyone who reads this review to come to ABC and try our Pizza. If you don't like it then I guarantee you don't have to pay for it.

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This produced a backlash online, causing more negative reviews. More negative reviews enraged Amy's Baking Company further – causing the press to get involved, causing more backlash and further down the spiral they went:

They are closed now, with 1,409 bad reviews.

Then there is just plain idiotic ways to deal with negatives responses such as this dentist who created a contract with their patients to prevent them from leaving bad reviews online. Hint: It did not end well.

"Dentist who used copyright to silence her patients is on the run - Dr. Makhnevich threatened patients who wrote bad Yelp reviews with lawsuits.

In 2010, a patient went to see Dr. Stacy Makhnevich for dental pain. Before he was treated, he was asked to sign a contract titled "Mutual Agreement to Maintain Privacy. The contract meant the patient had to refrain from publishing any "commentary" of Makhnevich, online or elsewhere. The contract specified that he should "not denigrate, defame, disparage, or cast aspersions upon the Dentist. If he did write such reviews, the copyright would be assigned to the dentist. She'd own it.

He ended up being unhappy and writing a negative review anyways. He wrote, "Avoid at all cost! Scamming their customers! Overcharged me by about $4000 for what should have been only a couple-hundred dollar procedure." And gave her a one star review.

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Review sites like Yelp are protected by Section 230 of the Communications Decency Act, which immunizes the platforms hosting such user-generated content, as long as they don't edit it heavily. Review sites in the US don't typically remove posts when a business claims defamation.

Users of the Medical Justice form were counting on that, and it worked. In September 2011, staff members of Dr. Makhnevich sent DMCA takedown notices to Yelp and DoctorBase. That was followed up with invoices sent to the patient, saying he owed $100 per day for copyright infringement. Accompanying letters threatened to pursue "all legal actions" against him.

In November 2011, Public Citizen filed a lawsuit seeking class action status, arguing that the patient reviews were fair use and non-defamatory. The lawsuit also alleged that Makhnevich's "don't criticize me" contracts were violations of New York business laws and dental ethics rules.

"Defendant Makhnevich has closed its business in New York, has closed its offices, and has not made herself available to respond to this matter," wrote Makhnevich's lawyers on June 25. At that time, they hadn't communicated with Makhnevich in three months, and that communication had been through her assistant."It's quite possible that the consequence of her having this contract is that she had to give up her dental practice,It's the Streisand effect gone bonkers."

Source: http://arstechnica.com/tech-policy/2013/07/dentist-who-used-copyright-to-silence-her-patients-is-on-the-run/

So if you don't deal with negatives correctly, your online reputation and thus your business could be destroyed at best and at worst, sued.

11. Myth 7: "Forget Google then, I have or can get lots of non Google reviews. Demand Force, Yelp, Solution Reach and others have created/will create reviews for me"

First of all, Google is king, queen, knight and joker in usefulness for marketing your office. They reign supreme. There is no competing with their ability to instantly deliver what people want to their finger tips. That's good and bad.

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The good means that it's a reliable advertising platform for your office. The bad is that we have to worry about staying relevant to them and to play by THEIR rules.

The overwhelming vast majority of your patients use Google to find a new dental office and if you aren't visible on Google, you might as well not exist online.

"Google Sites led the U.S. explicit core search market in March with 64.4 percent market share, followed by Microsoft Sites with 20.1 percent (up 0.3 percentage points) and Yahoo Sites with 12.7 percent"

Source: https://www.comscore.com/Insights/Market-Rankings/comScore-Releases-March-2015-US-Desktop-Search-Engine-Rankings

That's why when I see an office with 345 Demand Force reviews, I say "great! Now let's get some on Google so people will see it"

$10,000 key point * NO, YOU CANNOT TRANSFER EXISTING REVIEWS (on Demand Force, Yelp, Yellow Pages etc.) TO GOOGLE. YOU MUST START FROM SCRATCH.*****

Reviews show up next to your name during searches and are attached to your business as part of my new patient system formula: reviews + SEO (search engine optimization) + advertising = monthly new patient flow.

Sorry, but only Google reviews matter right now. Yelp to a lesser extent because they are the default review platform of Siri, which is integrated into all iPhones. But the race isn't even close. Maybe 10:1 in favour of Google.

12. Myth 8: "Our regulatory body says we can't have reviews/testimonials on our site"

Good for them. They are telling you how to run your business again but take no responsibility for the outcome of this rule. Well as luck has it, most reviews are on 3rd party websites that you don't / can't control. Anyone can write a review about you from their own home. The

regulatory body can't control that and they have absolutely no domain or authority over it as it's protected free speech.

So keep the reviews off your main site, sure. But what about the ones on the 3rd party websites?

If for example, 20 people decide to post negative reviews about you, you have no say in the matter. It will fundamentally hurt your business. Will the regulatory body step in and help you out? Will they subsidize the loss of your revenue? Will they phone up the patients that have left and tell them that despite what it says online that you are really a good dentist and reconsider leaving?

It's your responsibility to take control of your online reputation because it's your business.

13. Myth 9: "I'll just hire a firm to put up the reviews then"

Are they getting them from your patients? If they are, great. If not, do NOT hire them. They are "buying" reviews and gaming Google. Firstly, no one games Google. I don't care who they are, they aren't going to be able to "buy" you reviews (so called "review farming"). Google is not stupid, and if they catch you doing it – maybe not right away but down the line, they will strip you of all your reviews and maybe punish you and ban you. Is it worth it then? You will never be listed again.

They also aren't going to be able to "get" you reviews in any other way except from your own patients. You need that specific information only your patients can provide.

So, the secret is that you need someone who understands how to play by Google's visible and hidden rules to help you get a lot of glowing reviews within a short timeframe, without you having to do any of that work or make any mistakes.

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Just look back at all the information we covered. Do you want to take a chance and have to worry about all those details, all those fine rules? Do you want to take a chance and make a mistake and get banned or even sued?

Or do you want an experienced team getting the proper reviews from your patients for you?

14. The Secret to Getting More 5 Star Reviews Than Any Other Office in North America in Less Than a Month

So what's the secret? How can you get a lot of high quality reviews the *right* way and do it fast?

Secret #1: Do you know that you need a certain number of reviews before Google places the stars graphic (as seen on the cover of this booklet) beside your name? It's at least 30.

There is a way. New Patient Systems Inc. specializes in turn key innovative dental marketing solutions. Because of relentless testing and tracking, they figured it out 4 years ago. And have spent that time reproducing their results across clinics in Canada and the U.S. in order to offer that system to you. They have racked up more reviews for their clients than any other clinic in North America and did so faster.

Go to www.PatientSystemsInc.com/reviews now

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Warning: Don't read this booklet if you don't care that the greatest marketing tool known to dentists is quickly slipping past right through your fingers…

This booklet corrects false information spewed by dental marketing companies and gurus and reveals secrets they refuse to or won't share with you.

Contained within this booklet are The 9 Critical Myths to Getting Unlimited 5 Star Dental Reviews *Fast* Without Getting Banned, Slapped Down or Even Sued. Read it now. It's your money and your business after all…

$27 Canada
$27 U.S.A

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