

Clients Who Market More at the End of the Year WILL Enjoy Extraordinary Growth...

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Please Fish When the BEST Fish Bite! December & January Are Our Clients' Most Rewarding Growth Periods of the Year!

11-29-22 *Hello!* The rapidly approaching end-of-year marketing period has been long documented to be **BY FAR the most financially rewarding** of the entire year.

Patients are more often off from work & school (on vacation)...& thus can easily fill more your available holiday mid-day, mid-week hygiene & restorative appointments.

And patients want to **use up their dental insurance before the end of the year**...before it disappears! AND for **larger cases**, patients can take advantage of their **remaining 2022 maximums**...potentially carrying treatment over & using their **NEW 2023 MAXIMUMS!**

All clients should be MORE aggressively mail marketing NOW through early January. The rewards are uniquely extraordinary for both you & your patients. **Please stay open: Holiday appointments fill faster & with BETTER patients!** jc

Invite in MORE BEST PATIENTS This Year's End!

1. The wealthiest & working new/returning **BEST patients**...can ONLY come in when off work & school...**ALL RUSH in for hygiene/EXAM visits & to use up their insurance by year's end.**
2. December & January are documented to be our **clients' HIGHEST production months of the year!**
3. Maximize patients' 2022 benefits...& combine care with new '23 maximums for **BIGGER CASES!**
4. It pays to invite patients in & back while on winter vacation & flexible...before the end of the year.
5. Pent-up demand: Patients **traditionally postpone major restorative work** until their holiday time off!
6. **New Year's "Resolutions"**: Patients commit to holiday major cosmetic & restorative upgrades!
7. Many of our **LARGEST clients stay open CHRISTMAS & NEW YEAR'S**. They vacation in February!
8. Invite your **BEST patients** (soon on holiday) to flood into mid-day, mid-week hygiene for EXAMS!