

# Outreach

Personalized video audits to dentists:

<https://www.loom.com/share/f9ed1a734bfa4c3fb51ed403af1a8e3b?sid=9b2435b0-113c-4840-9141-f1e483a44e7e> (The video is in italian here)

## Formula used for the audit:

1. I present myself and do a specific compliment (In this case I compliment her IG and her marketing efforts)
2. I tell her I am a marketer and help dentists improve their sales, get more leads and get more revenue with marketing
3. I immediately start saying "This is how I can help you" and present these offers:
  - a. Highlight 1 (Website improvement and explain why)
  - b. Highlight 2 (SEO and explain what is it and how I can help her)
  - c. Highlight 3 (FB ads, what they are and how I can help her)
4. CTA for a call or message on whatsapp

**I send the video with this message correlated (or similar):**

**SL: Leaving money on the table...**

**SL: A Free Resource to Help Your Practice Grow**

**SL: Free Video: Easy Ways to Increase Your Dental Practice Revenue**

**SL: Do you ever feel like another fish in the sea? (Generate curiosity, this would have a total different body copy so don't count this)**

Hello [name],

I found your dental practice on Google while searching for dentists in Verona.

First of all, I wanted to congratulate you [Compliment]

However, after analyzing the site, I noticed that there are some untapped opportunities that could easily increase your revenue.

I made a video and diagram for you, explaining exactly how and what to do to take advantage of these opportunities in a practical way:

[\[https://www.loom.com/share/f9ed1a734bfa4c3fb51ed403af1a8e3b?sid=9b2435b0-113c-4840-9141-f1e483a44e7e\]](https://www.loom.com/share/f9ed1a734bfa4c3fb51ed403af1a8e3b?sid=9b2435b0-113c-4840-9141-f1e483a44e7e)

Additionally, I would be happy to offer you a free brief consultation to discuss these ideas further and see how we can implement them.

I am available this Thursday at 6:00 PM, or please suggest a time that works for you.

Looking forward to hearing from you soon, Milot

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