

1. PURPOSE OF THIS GUIDE

This guide is the official Cold DM reference for all client acquisition team members. It contains every script, rule, daily target, and follow-up sequence you need to generate booked strategy calls from dental clinic owners and practice managers.

Read it fully before you send your first message. Follow every rule exactly. Do not improvise until you have completed your first 14 days.

2. WHAT WE SELL — MEMORISE THIS

NEVER say this	ALWAYS say this
We do marketing for dentists	We help dentists get booked appointments consistently
We run ads	We build a patient acquisition system
We do social media / design	We fill empty appointment slots predictably

Core Positioning Statement

"We help dental clinics get more booked appointments using a simple online growth system. If we do not improve results, we keep working until we do — at no extra charge."

■ Sell the **OUTCOME**, not the service. Sell booked chairs, not marketing.

3. DENTIST PAIN POINTS — KNOW THESE DEEPLY

Every message you send must connect to one of these pain points. Do not talk about features or price until a doctor engages.

1	Empty chairs	Appointment slots sit unused every day — lost revenue with fixed costs still running.
2	No new patients	Difficulty attracting first-time visitors despite the clinic being good clinically.
3	Patients not returning	No follow-up or loyalty system means patients go elsewhere after their first visit.
4	Ads not working	Money spent on paid ads but no measurable increase in bookings.

5	Weak online presence	Competitors appear stronger on Google, making patients choose them instead.
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4. DM SCRIPTS — USE EXACTLY AS WRITTEN

Script 1 — First Outreach Message (Default Opening)

Hi Dr. [Name], quick question — are you currently happy with the number of new patient bookings you're getting every month?

- Always open with a question. Short, easy to reply to, zero salesy language.
- Never open with: 'I'm a marketing expert' or 'We help businesses grow'.
- Personalise only the name at this stage — nothing else.

Script 2 — They Reply 'Not Really' / 'Could Be Better'

Makes sense. A lot of dental clinics I've come across are excellent clinically, but lose patients because they don't have a proper patient acquisition system.

We help clinics turn online traffic into actual booked appointments — consistently.

Would you be open to a free 5-minute audit of what may be costing you bookings?

- Trigger: Use immediately when any negative reply arrives.
- Do NOT jump to price. Offer the audit first.
- The word 'free' and '5 minutes' reduces friction significantly.

Script 3 — No Reply Follow-Up (Send After 2 Days)

Dr. [Name], quick follow-up — I reviewed your clinic's online presence and spotted a few simple things that may be reducing appointment requests.

Happy to send them over if that would be useful.

- Send exactly 2 days after the first message with no reply.
- If still no reply after this, move on. Do not DM the same clinic a third time.

Script 4 — Google Reviews Angle

Hi Dr. [Name], quick question — do you feel your Google reviews accurately reflect the quality of your clinic?

Many excellent dentists lose patients simply because competitors appear stronger online.

- Use ONLY when the clinic has fewer than 4.8 stars or fewer than 30 reviews.
- If they already have strong reviews (4.8+), skip this script entirely.

Script 5 — Empty Chair Angle

Hi Dr. [Name], if you could fill just 10 extra appointment slots this month, what would that mean for your clinic's revenue?

That's exactly the problem we solve for dental clinics.

- Use a specific number (10 slots, 8 appointments) — it makes the value concrete and calculable.
- Works well at month start or around seasonal periods (Ramadan, summer, back to school).

Script 6 — Strong Guarantee Offer

Hi Dr. [Name], we're helping dental clinics build a simple system to generate consistent appointment requests.

If we can't improve your patient flow, you don't pay.

Would it be worth 10 minutes to see how it works for your clinic specifically?

- Risk reversal ('you don't pay') removes the biggest objection before it's raised.
- Always say '10 minutes' — never 'a meeting' or 'a call'.
- Use this script after a warm interaction or for high-value target clinics.

5. GOLDEN RULES — NON-NEGOTIABLE

1	Never describe your service. Always describe the outcome (booked appointments, filled schedule, predictable growth).
2	Every DM must end with a question or a thought-provoking statement. This doubles reply rates.
3	Always personalise: mention the clinic name, city, or a specific observation about their profile.
4	If a doctor says 'Not interested', do not close the conversation. Ask: 'Are you fully booked, or is growth just not a priority right now?' — then listen.
5	Never bargain. Never use words like 'cheap', 'affordable', 'discount', or 'low cost'.
6	If zero replies after 14 days, change the angle (switch between Google Reviews and Empty Chair scripts) and shorten message length by 20%.

6. DAILY ACTIVITY TARGETS

These are your minimum daily targets. Track every action in the daily log sheet provided separately.

New outreach DMs	30	Instagram / Facebook / Google Maps
Follow-ups (2-day no-reply)	10	Your DM tracker log

Voice note replies	5	Doctors who have replied positively
Free audit offers extended	2	Engaged prospects only

Target within 14 days: 3–5 serious strategy call conversations booked.

7. OUR STRONGEST OFFER — USE THIS IN CLOSING DMs

"We help dental clinics get more booked appointments using a simple online growth system. If we do not improve your results, we keep working until we do — at no extra charge."

- **This is a result-based, risk-free offer. You are not selling a service — you are guaranteeing an outcome.**
- **Never quote a price in a DM. Price is discussed only on the strategy call.**

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