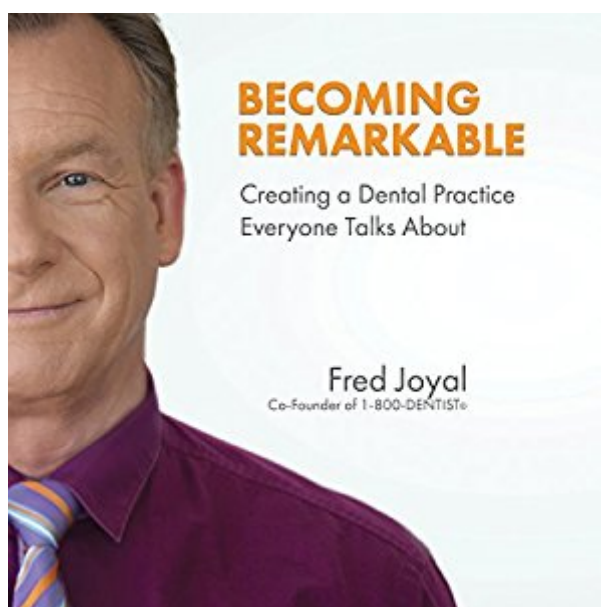


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# Becoming Remarkable



## Synopsis

How can dentists stay competitive in an online world where patients seek and share information faster than ever before? In short: by being remarkable. Fred Joyal, author of *Everything Is Marketing*, co-founder of 1-800-DENTIST<sup>®</sup>, and the industry's leading authority on dental practice marketing, reveals how dentists can adapt and thrive by understanding - and embracing - recent shifts in patient behavior, new technology, and the economy of the industry. Drawing on 30 years of expertise, Fred explains how to take a hard look at your practice to assess what's working, adjust what's not, and create a practice experience patients can't help but rave about. Filled with real-world examples, *Becoming Remarkable* covers a wide range of topics including: New economic realities dentists can't afford to ignore Harnessing the power of social media and online reviews What real patients say they want most from a dental practice Keys to building (and keeping) a five-star team Embracing new technology - both in and out of your practice Fred lays out an easy-to-follow framework for embracing the future of dentistry and building a practice that patients will choose, stay with, and recommend. It's a must-hear for the whole team and a sure-fire recipe for long-term practice success.

## Book Information

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## Customer Reviews

We are giant fans of Fred Joyal, the grand poohbah of dental marketing and the creator of the dental marketing firm 1-800-DENTIST. When we first launched our own dental practice in 2011, we consulted his book *Everything is Marketing* for ideas on how to create a practice that was in line with our own vision for care and how to tell our story to the world. Now Fred (can we call him Fred? It

feels like we can...) is back with a new book about becoming the practice that everyone talks about. It's called *Becoming Remarkable: Creating a Dental Practice Everyone Talks About*. It's a great idea: BECOME REMARKABLE. But what exactly does that mean? At its core, becoming remarkable is just a very nice-sounding way of becoming worthy of being talked about. It's not about going viral. The dentist who killed Cecil the Lion showed us all that being talked about isn't the priority. The goal for dentists operating their own practices should be to build their businesses in a way that encourages their patients to talk about the experience of going to the dentist -- and to share this news with the world. We love that idea, and we love that Fred has taken this concept and fleshed out tangible ways to improve the patient experience in your practice and make your business worthy of being talked about in the best terms possible. Indeed, if you want to have a thriving dental practice, *Becoming Remarkable*, along with Fred's first book, are great places to start. Together, they will get you to understand that everything beyond extracting teeth is creating value for your patients. As the author often reiterates, patients are generally not going to be able to judge your dentistry (which is too bad, because you're awesome, aren't you!).

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