

Media Release

For immediate release

New marketing book could mean success or failure for dentists

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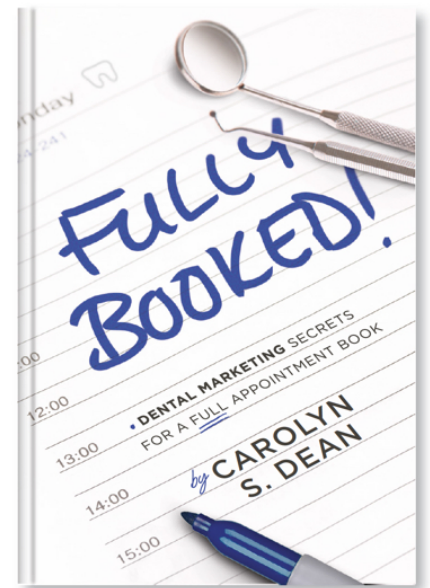
Sydney, Australia

Dental marketing specialist, Carolyn S Dean, has released a definitive new step-by-step marketing book for the dental profession.

“Fully Booked – Dental Marketing Secrets for a Full Appointment Book” by Carolyn S Dean is breaking new ground by giving dentists the knowledge to become effective marketers, helping them to:

- Attract patients to their dental practice
- Retain existing patients
- Grow referrals, using marketing in a structured way to avoid wasting time and money.

This new “how to” guide covers all of the major aspects of traditional and online marketing, tailored to the specific needs of dental practices. With a deep understanding of the unique problems and pain points of dentistry today, it draws on the author’s extensive experience of the marketing strategies and tactics that have met with proven success in this space.



Actionable dental marketing topics demystified

The book explains numerous topics, including marketing planning, practice branding, referrals programs, social media and online marketing.

“Fully Booked” delivers expert information on a straightforward, actionable level making it easy for dental professionals to understand and put it to immediate use in their businesses.

Understanding marketing is critical for today’s dental professionals

The dental profession today is facing more unfamiliar challenges than ever, confronting:

- Increased competition, both locally and abroad
- An oversupply of dentists
- Ever-rising practice operating costs
- More marketing-savvy patients

To achieve practice success, it is essential to attract and build long-term relationships with patients and prospects that will continue to use a dentist’s services and welcome the opportunity to refer others.

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Most dentists have never been taught marketing

Even though they recognise they need to take action to stand out from the crowd, bring new patients through the door and keep them coming back, most dentists have never been taught how.

This is where “Fully Booked” comes in, says Carolyn:

“I have shared my best knowledge, based on my research and experience as a dental marketing professional and I believe that my book will mean the difference between success and failure for any new and experienced dental professionals wishing to grow their practice.”

“Fully Booked – Dental Marketing Secrets for a Full Appointment Book” by Carolyn S Dean is available at <http://fullybookeddentist.com/shop>.

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Carolyn S. Dean is available for interview.

Contact

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Media Resources

The first two chapters of “Fully Booked Dentist” by Carolyn S Dean are [free to download](#).

For reviews, images to download, sample chapters and more, go to [media resources](#)

About Carolyn S Dean

Carolyn S Dean is a widely known dental marketing speaker, trainer and dental marketing consultant.

A trainer at the Australian Dental Association and speaker at ADX, Carolyn is also Managing Director at My Dental Marketing and Wellsites, award-winning specialists in marketing services and website design for dental, medical and healthcare professionals, who currently manage a portfolio of over 300 practices.

Carolyn has been involved in IT services sales and marketing for over 21 years, working with some of the largest global IT organisations in the UK, USA, Europe, South Africa, Asia and Australia. Over the last 10 years, she has specialised in the area of the dental, medical and health care profession.

[Find out more about Carolyn](#)