

12-Point Recommendation Checklist

in the 100% Growth Practice

How well are you doing?
on a scale of 1-10. (10 being perfect)

1	Your website includes reference (to the fact that many of your patients arrive via recommendation) on your home page and on your most frequently visited pages.	1	2	3	4	5	6	7	8	9	10
2	Reference is made on your Facebook, Twitter, LinkedIn, Google+ and any other social channels.	1	2	3	4	5	6	7	8	9	10
3	When you ask a patient for a written, audio or video testimonial, you always ask them to begin by referencing how they first found you.	1	2	3	4	5	6	7	8	9	10
4	Your paid media programme (advertising on Google and Facebook) references recommendations.	1	2	3	4	5	6	7	8	9	10
5	If you invest in print media advertising and promotion, A-boards, signage, banners, pop-ups and adverts, you reference recommendations;	1	2	3	4	5	6	7	8	9	10
6	Any B2B or B2C activity in your community allows you the opportunity to describe yourself as a practice that grows via recommendation.	1	2	3	4	5	6	7	8	9	10
7	You collect "selfies" and stories (with consent) from happy patients at the end of treatment and you ask for them to be shared.	1	2	3	4	5	6	7	8	9	10
8	You collect data (email addresses and permission) – and when you send White Papers, short-term e-mail nurture sequences and monthly e-mail newsletters, you repeatedly make reference to your status as a highly referable practice;	1	2	3	4	5	6	7	8	9	10
9	At the start of any new patient journey, the TCO or clinician reminds a prospective new patient that, when and if treatment is completed to their satisfaction, recommendations will be requested. Yes – at their first consultation. It is known as "the sale before the sale".	1	2	3	4	5	6	7	8	9	10
10	Your printed treatment plans contain narrative that makes reference to recommendations being welcome.	1	2	3	4	5	6	7	8	9	10
11	The all important end of treatment meeting contains a specific face to face request.	1	2	3	4	5	6	7	8	9	10
12	At every dental health review a reminder is made that recommendations are welcome, business cards are handed out by dentists, therapists and hygienists. That means in every recall cycle you might be handing out thousands of business cards – nothing wrong with that. Also, you ask your patients at recall to check in on your Facebook Page, add a comment and/or selfie and write a review when Facebook remind them to the next day. This can achieve a much greater "reach" than simply handing out cards. Do both!	1	2	3	4	5	6	7	8	9	10