

EXERCISE:

HOW TO FIND AND IDENTIFY YOUR TARGET MARKET TO CREATE NETWORKING EVENTS THEY'LL LOVE

COLLATED FROM AN INTERVIEW WITH DR. CHRIS PHELPS

Welcome to the bonus for [Episode 6 of Start Your Dental Practice](#).

Dr. Phelps spilled the goods for how he's leveraged networking events to explode his business, and listed out the steps for making it happen.

Use this walkthrough to use his exact process to discover how to know the exact kinds of events your audience will show up for.

You'll want to get out a fresh piece of paper and your favorite pen, or launch a blank document in your notes program of choice.

Identifying Your Target Market

Step 1 - Run your practice management software and find out who paid you the most over the last 12 months

This is critical in determining your target audience.

Think: Do you want to attract lower-per-dollar patients, or higher-per-dollar patients?

Step 2 - Diving in to your ideal patient to “get in their head”

Ask yourself:

- i. What kind of a person are they?
- ii. Male/female?
- iii. Where do they live?
- iv. Do the work? Stay at home?
- v. Who do they hang around?
- vi. What websites do they frequent? (include Facebook/Twitter accounts/pages followed)
- vii. What charges are recurring on their credit card every month?

When you know the answers to these questions, your ideal patient becomes crystal-clear in your “mind’s eye”... which is half of the battle in finding more of your ideal audience.

Step 3 - Find out who referred the most people to you

If you aren’t tracking this is your system, you need to start - NOW.

Doing these events is a long-term play, and it’s critical to the success of the events you throw that word of mouth spreads as easily as possible.

Run a report, or use your gut-instinct to find out who frequently refers people to your practice.

You’ll want to run through the questions in step 2 and add that information to your list to continue building on your ideal audience.

Discovering The Events They’ll Love

Step 1 - How to know what kind of event to run for your clients

This part is going to take some pondering... and you may not get it right the first (or second/third) time you run social events.

The key is to keep evolving and looking for your “sweet spot” that attracts and resonates with your target audience.

Think:

- What's their age-group?
- What do they like doing?
- 40-60 years might like cheese and wine, something very social
- 60-80 years Dr. Phelps example: root beer float social

Step 2 - Run your first event

This may be the hardest part of the exercise, but it's critical to moving forward.

Most dentists will brainstorm on this and think about it way too long.

If you get stuck:

Let a group of 10-15 of your ideal clients know what you're planning on doing to get feedback from them to know if it's something they would show up for.

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Thanks for listening and taking action on [today's episode](#) with Dr. Phelps

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