



MINAL SAMPAT

BESTSELLING AUTHOR • SPEAKER • MARKETING STRATEGIST

SPEAKER PACKET

Successfully marketing your practice can feel overwhelming. It doesn't have to be.

Equipped with the right tools and insights, dental practices can craft marketing strategies that drive patient engagement and boost revenue. With over a decade of dental marketing experience, Minal Sampat brings expertise in today's marketing world to enlighten and empower her audiences. Sampat is a bestselling author, dental hygienist, marketing strategist, and social media coach. She is also the founder of Marketologist™, an online marketing training and strategy program, and CE on The Beach™. Additionally, she is the co-founder of the Pediatric Dental Marketing Course and the Pediatric Dental Marketing Summit. As a coach and speaker, she is known for her upbeat personality, her ability to empower and engage, and for delivering strategies that can be implemented right away.

Born in India and raised in the U.S. Virgin Islands, Minal grew up in the age of social media. She leverages her deep knowledge of technology to create marketing plans that produce high-impact results. Minal is recognized by meeting planners, clients, and colleagues as a thought leader in the industry.

In 2013, she launched her first healthcare marketing company by breaking a Guinness World Record. Her World Record event, Swish Away Breast Cancer, with over 1,500 participants, not only raised awareness about oral hygiene and breast cancer but also successfully utilized community, digital, and social media marketing strategies.

Minal has been featured in Forbes, Huffington Post, Dentistry IQ, DrBicuspid & more

PRESENTATIONS (*Partial Listing*)

National, State, and Local Dental Meetings:

2024 - 2025 (*Partial Listing*)

- ★ Chicago Midwinter Meeting (returning speaker)
- ★ Thomas P. Hinman Dental Meeting (returning speaker)
- ★ Star of the North Meeting (returning speaker)
- ★ American Association of Endodontists Annual Conference
- ★ Rocky Mountain Dental Convention (returning speaker)
- ★ American Dental Association SmileCon (returning speaker)
- ★ Yankee Dental Congress
- ★ AADOM Annual Conference
- ★ California Dental Association Annual Conference - Anaheim
- ★ Texas Dental Association Annual Conference
- ★ Arizona Dental Association (WRDE) (returning speaker)
- ★ Ohio Dental Association Annual Conference
- ★ Seattle Study Club Chapters (multiple)
- ★ DIG-A-PALOOZA Conference
- ★ Dentist Boost Camp (returning speaker)

Previous (*Partial Listing*)

- ★ Pacific Northwest Dental Conference
- ★ New Jersey Dental Association
- ★ American Academy of Dental Practice
- ★ Smiles at Sea & The Dental Festival (multiple)
- ★ Dental Digital Marketing Conference (multiple)
- ★ AADOM Chapters (multiple)
- ★ Dental Studies Institute (multiple)
- ★ New Jersey Society of Periodontology & Implant Dentistry
- ★ Local Study Club Chapters
- ★ Seattle Study Club Chapters (multiple)

Speaker & Business Development Conferences (*Partial Listing*)

- ★ National Speaker Association
- ★ Speaking Consulting Network
- ★ JUMPSTART and WEvolution (multiple)
- ★ Dental Entrepreneur Woman Conference (multiple)
- ★ IFF Forum for Authors & Speakers (Keynote)

MEMBERSHIPS

- ★ National Speakers Association
- ★ Dental Speakers Institute (Faculty)
- ★ Dental Entrepreneur Woman (Board Member)
- ★ AADOM Speaker and Consultant Alliance



Minal on the cover of *Dental Entrepreneur Woman Magazine*

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Presentation Topics

Social Media for Dental Practices: From Engagement to Conversion

Are you spending money on Social Media Marketing, but not seeing any conversions? Feeling overwhelmed and don't know what to post for engagement? Are you falling behind your competition?

Facebook, Instagram, LinkedIn, TikTok—where should you begin, and how can you use social media to grow your practice? Join us for an engaging course on mastering social media, complete with *hands-on training for Ads and capturing video testimonials (scripts included!)*.

In this interactive workshop-style course designed for dental practices by the Marketologist™ herself, Minal, you'll learn how to build an effective social media presence, navigate algorithms with confidence, and create posts that highlight your unique services.

Discover how to craft Ads that attract new patients, train your team to capture compelling patient testimonials, and maximize the impact of video content. Minal will also share time-saving tools, copywriting tips, and strategies to engage current patients, strengthen your brand, and grow your practice.

LEARNING OBJECTIVES:

- ★ Learn what, when, and how to use social media for conversions
- ★ Gain actionable insights and implementation tools that you can use immediately to improve your social media pages
- ★ Discover the latest tactics and trends, including video and content redistribution.
- ★ Learn how to create targeted social media Ads



Reeling into the Now: Conquer Instagram

Do you want to leverage Instagram for your practice?

With over a billion active users, Instagram isn't just a platform for selfies and food pics—it's a powerful marketing tool for businesses, including dental practices. Instagram is an effective way to connect with current and potential patients, educate them about your services, and turn new leads into loyal followers.



This engaging and interactive workshop offers valuable insights, creative strategies, and plenty of laughs. Minal will teach you how to build content with posts, stories, and reels that showcase your practice's personality and connect with your audience.

Discover how to educate, entertain, inspire and run Ads while keeping your content fresh and exciting. From crafting engaging captions to leveraging analytics, Minal will share practical tips to elevate your Instagram game. Bonus: Posts, Reels & Stories Ideas included!

This course can be divided into beginner and advanced levels.

LEARNING OBJECTIVES:

- ★ Learn how to leverage Instagram for your practice
- ★ Understand how to craft engaging posts, stories, and reels that resonate with your audience.
- ★ Gain insider tips and tricks for maximizing your reach and building your brand on Instagram.
- ★ Develop the skills to drive patient growth and convert new leads into followers on the platform.

Suggested Formats: Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

Presentation Topics

30 Dental Marketing Strategies in 90 Minutes: Supercharge Your Practice!

Fast-paced, actionable, and designed to spark your marketing momentum!



Ready to elevate your dental marketing game? In just 90 minutes, you'll discover 20 actionable marketing strategies to boost patient engagement, connect with new patients, strengthen your practice's brand, and drive growth.

This fast-paced, idea-packed session is designed to give you a steady stream of innovative approaches to optimize internal, digital, community, and social media marketing. Say goodbye to wasted resources and hello to impactful, practical solutions that you can implement immediately.

Whether you're looking to energize your current efforts or explore fresh ideas, this presentation delivers the tools you need to stay ahead in today's competitive dental landscape.

LEARNING OBJECTIVES:

- ★ Learn diverse dental marketing strategies, from traditional to digital, that will encourage practice growth
- ★ Gain the skills to acquire and utilize powerful video testimonials that showcase your practice's success
- ★ Build a marketing approach that's sustainable, effective, and tailored to your practice

20 Team Building Ideas in 60 Minutes

Looking to energize your team and elevate your practice's culture?

In this fast-paced, idea-packed session, you'll discover 20 team-building ideas designed to enhance morale, improve communication, foster collaboration and build your practice brand.

From creative activities to collaborative challenges, this session provides practical, actionable strategies to strengthen bonds among team members and boost productivity.

Whether you're looking to motivate your team or create a more cohesive workplace, these ideas are easy to implement and tailored for dental practices.

This course can be tailored to 30, 60, or 90 minutes.



LEARNING OBJECTIVES:

- ★ Obtain the knowledge to design effective marketing plans for different generations
- ★ Learn which marketing outlets can be leveraged to reach specific audiences
- ★ Identify messaging that connects with your ideal patient
- ★ Develop the skills to construct a generationally diverse marketing team

Suggested Formats: Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

Presentation Topics

The Patient Experience: From Appointment to Appreciation

What if every new patient visit laid the foundation for a lifelong relationship—and every existing patient felt truly seen, heard, and valued?

This immersive, workshop-style course walks you through the full journey of a patient's experience, from their first phone call to their ongoing care and post-treatment appreciation. We'll focus on how to create consistent, elevated touchpoints that make patients feel welcomed and cared for—starting with a seamless and memorable new patient visit.

You'll learn how to communicate your brand's value from the first interaction, set expectations with clarity and warmth, and turn routine follow-ups into powerful opportunities to build trust.

In addition, you'll receive training & script on how to capture meaningful video testimonials and use them to promote new services, boost referrals, and celebrate wins. We'll also explore how to incorporate AI, newsletters, personalized videos, and appreciation systems that keep your patients engaged between visits.

LEARNING OBJECTIVES:

- ★ Design a new patient experience that builds trust and drives long-term loyalty
- ★ Enhance follow-up systems and communication strategies for greater engagement
- ★ Use video, testimonials, and digital tools to highlight office culture and services
- ★ Develop appreciation workflows and leverage feedback to elevate patient satisfaction



Pediatric Dental Marketing Course

Course specifically for Pediatric Dental Practices!

This lively, hands-on workshop is designed specifically for pediatric dental practices ready to elevate their marketing game—without losing the fun! From the waiting room to the final prize at checkout, every part of your practice can become a moment that builds connection, community, and long-term loyalty.



In this course, you'll learn how to turn everyday interactions into powerful internal marketing moments, develop social media strategies that speak to both kids and parents, and use video testimonials and targeted ads to attract new patients.

We'll also dive into community outreach, referral programs, and appreciation campaigns that turn your happiest patients into your best marketers.

Whether you're just starting to build a strategy or refreshing an existing one, you'll leave with a personalized pediatric marketing plan that's practical, creative, and ready to implement.

LEARNING OBJECTIVES:

- ★ Explore strategies for creating engaging internal, referral, and community marketing plans tailored for pediatric practices
- ★ Learn how to leverage social media content and video testimonials to attract and retain families
- ★ Gain creative ideas for patient appreciation initiatives that enhance loyalty and word-of-mouth growth

Suggested Formats: Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

Presentation Topic

The Marketologist Method: Marketing That Grows Your Practice

Are you pouring time, resources, and budget into various marketing platforms, only to see disappointing results? Are marketing costs hindering your practice's growth and eating into your revenue?

If that's the case, you're not alone. Minal has found that for many practices, at least 20% of their marketing efforts fail to generate enough ROI to cover their costs, let alone boost revenue. This type of marketing drains resources, jeopardizes the practice's success, and ultimately, your marketing is killing your business.

This course provides the knowledge and tools you need to grow your practice by leveraging various marketing avenues. This workshop-style course covers digital, internal, community, and social media marketing, giving you actionable insights to engage patients and grow your practice.

You'll learn how to build marketing plans, craft cohesive campaigns that connect with your ideal patients, use social media effectively, receive hands-on social media ads training, and implement systems for consistent execution. With training (and scripts) on creating impactful video testimonials, you'll leave with everything you need to market smarter and achieve results.

P.S. Minal Sampat is a marketing strategist and coach, not a marketing company. This means you'll receive unbiased, actionable ideas tailored to your practice, free from generic templates or sales pitches.

This presentation is based on Minal's Amazon Best Seller Book!

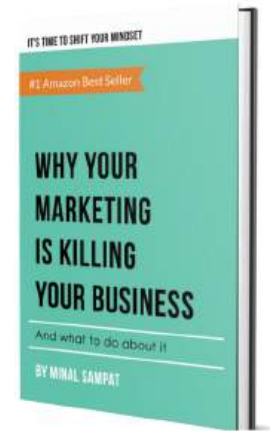


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**This presentation is based on
Minal's Amazon Best Seller:**

**Why Your Marketing
Is Killing Your Business**

LEARNING OBJECTIVES:

- ★ Learn how to reduce your marketing budget while increasing ROI
- ★ Create a marketing plan that specifically works for your practice
- ★ Learn techniques for effectively showcasing practice culture and engaging patients through impactful video testimonials.
- ★ Identify your ideal patient avatar for targeting across platforms
- ★ Optimize your social media and web presence

Suggested Formats:

3 to 6 hours; Lecture, Workshop

Suggested Audience:

Dentist and Team Members

KEYNOTE PRESENTATION

The Power of *With*

When the pressure to stand out is louder than ever, this keynote uncovers the unexpected power of standing *with*.

We often hear about the “power of one,” but real momentum comes from the **Power of *With***—the untapped potential of collaboration, partnership, and shared vision. In this keynote, Minal Sampat strips away the myth of the solo success story and reveals how her most meaningful business milestones were built *with* others—*with* mentors, *with* teams, *with* fellow entrepreneurs, and *with* community.

Through engaging storytelling—including her Guinness World Record event “Swish Away Breast Cancer”—Minal walks audiences through the strategic and emotional breakthroughs that happen when we embrace the collective over the competitive. She unpacks the real struggles behind entrepreneurship, the hidden burnout of trying to do it all alone, and how her shift to “with” transformed not only her business, but her purpose.

This keynote is a call to action for business owners, leaders, and teams to redefine success—not as something we achieve *despite* others, but something we elevate *because* of each other. Expect to laugh, reflect, and walk away inspired to build something bigger *with* the people around you.

LEARNING OBJECTIVES:

- ★ Reframe your perspective on success by embracing collaboration over competition
- ★ Understand the practical and emotional benefits of building a business *with* community, partnerships, and support.
- ★ Discover real-life examples of how collective action creates greater impact—including behind-the-scenes lessons from a Guinness World Record event.
- ★ Learn how to identify and leverage opportunities for strategic alliances that align with your values and vision.



Suggested Formats: Keynote Presentation
(45 Minutes, 60 Minutes & 90 Minutes)

Suggested Audience: Dentist and Team
Members

Testimonials

“Minal could not have been more engaging, informative, or enthusiastic. What an awesome presentation!”

Dr. Peter Cornick, Somerset Study Club, Seattle Study Club NJ

"There isn't a question about dental digital marketing that Minal can't answer! She has spoken several times at our annual Dental Digital Marketing Conference and never fails to excite the audience about marketing. As a speaker she is informative, engaging, and always a crowd favorite."

**Blake Hadley, My Social Practice
Dental Digital Marketing Conference**

"I highly recommend Minal as a marketing strategy speaker for your study group or conference. She connects with the audience by providing incredible business building information and tools that can be implemented the next day. It was a pleasure having you speak. Thank you Minal!"

Marc Diachman, Asteto Dent Labs

"Minal's presentation was wonderful! Every member was able to take home with them numerous gems that they could use in their practices. She covered multiple aspects of marketing and provided insights into team building and development. We are looking forward to your future presentations."

Dr. Nima Mir, New Jersey Society of Periodontists

"Minal is an amazing speaker. Her enthusiasm and knowledge keep her audience engaged. She has a unique, relevant approach to dental marketing that applies to today's dentist and patient! I hope to work with Minal again in the future!"

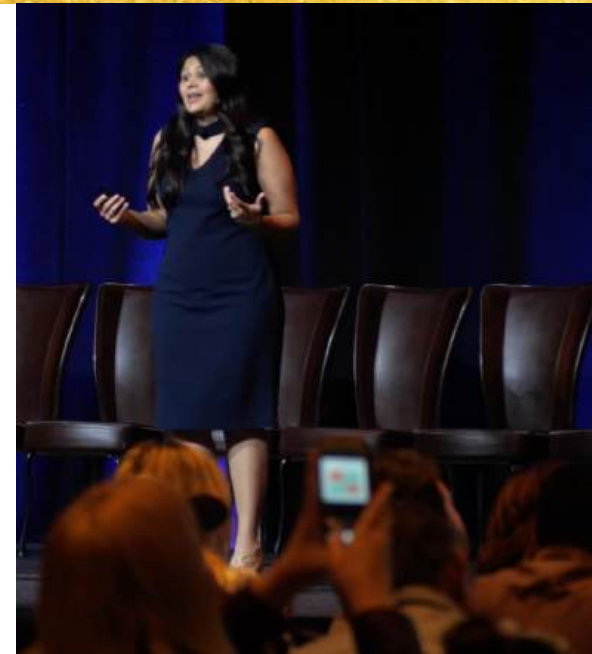
**Maxine Feinberg
Past President of the American Dental Association**

"What is your brand?" She asked...it establishes an emotional connection. That was it. I was captivated... Minal was expressive, open, enthusiastic, engaging, entertaining and responsive to the audience. Minal is an excellent presenter and has a very bright and promising future. It is my honor to recommend her as a TOP professional speaker."

Dr. Ethan Glickman, Dental Studies Institute

"Minal is a motivational, knowledgeable, and truly engaging speaker. Minal helped us realize the importance and ease of keeping our practice up-to-date in the social media world. Loved her ideas on team spirit and keeping up morale. Thank you Minal, it was a pleasure!"

Dr. John Lerner, Attendee



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“I have been a dentist for over 30 years and attended hundreds of continuing education classes. Minal Sampat is the best I have ever seen. She is warm, knowledgeable, vivacious, funny, motivating and absolutely loves her audience. If you have a chance to book her for your event - do it! You and your group will be in for a wonderful and memorable experience”

**Dr. Kimberly Harms
Past President of Minnesota Dental Association**

Minal's Amazon Best Seller:

**Why Your Marketing Is
Killing Your Business**

www.amazon.com/dp/B083D6NYXK

