

## **READ ME FIRST:** Q+A about the web copy

Attached you'll find 2 versions of web copy to use on your website to describe Quality Dental Plan and increase the number of calls to your office. *(If you don't have a website, skip to the last question in the Q+A)* By getting more calls to your office, you have the opportunity to convert those calls into patients. We have gathered data testing numerous "web copy" and what you'll find attached has worked the best.

### **Q+A about the web copy:**

**Why place the attached web copy on your website?** Because the attached copy functions on the K.I.S.S. principle. Many of you have heard me talk about the **Keep It Super Simple** principle. The attached web copy gives people visiting your website just enough information and benefits to generate a positive feeling. That positive feeling leads to action which is them calling your office to learn more about QDP. At that point, your team has an opportunity to schedule them for an appointment.

**Why not just place the price of QDP on the website and the details?** Because if you give all of the information online one of two things will happen: **1.** Potential patients will be interested and say, "Wow this is great let me give them a call later to schedule." As we all know between now and "later", life happens and the call to schedule gets pushed back. By giving the details and price they have no reason to call other than to schedule. **2.** If you provide too much information, you can potentially overwhelm a person into not making a decision. Too much information leads to "paralysis by over analysis." If this happens the call from a potential patient will never occur.

The attached web copy provides the correct balance between providing information/benefits, creating a positive response, and gives them a "call to action"; which is to call your office for more details. When they call your office, your team can provide simple details and get them scheduled.

**What do you need to do?** Contact your web master to place or replace the current copy on your website with either one of the versions in the attachment. Both versions work extremely well so just choose the one you like best. Get the new copy up on your website as soon as possible.

**What if I don't have a website or don't like the one I have?** Contact us ASAP! We have partners we can recommend that give our QDP member offices deep savings. We have used them personally!