

THE PRACTICE SNAPSHOT

► 10 MINUTES · YOUR NUMBERS ◀



FILL THIS IN BEFORE SEPTEMBER 4TH

JANSENLUCCAS.COM

BRING NUMBERS, NOT A FEELING

On the workshop we work through what is actually stopping patients from booking with you. That only works if you arrive with your own figures in front of you. Everyone who shows up with this filled in gets a session about **their** practice. Everyone who does not gets a session about practices in general.

None of this is submitted anywhere. It is yours. Print it, or write the answers on your phone. Ten minutes, and most of it you already know.

You will need

- 1 Last month's new patient count. Front desk has it.
- 2 Your website open on a phone, not a laptop.
- 3 Your Google Business Profile open in another tab.

If a number is a guess, write it and mark it with a question mark. A marked guess is useful. A confident wrong number is the thing that has been costing you money.

THE FOUR NUMBERS THAT DECIDE EVERYTHING

Every growth conversation is really about these four. Write them down before you hear anyone's opinion, including mine.

New patients last month

Of those, how many found you online

Average value of a new patient, first year

What you spend a month to get them

Now the one nobody tracks

Of the people who called or filled in your form last month, **how many actually booked?** Not enquiries. Booked appointments.

ENQUIRIES

BOOKED

SHOWED UP

This gap is where the money is. Most practices we look at do not have a traffic problem. They have a gap between enquiry and booked that nobody is measuring, so nobody is fixing it.

NAME THE CASE, THEN COUNT IT

A site built for "dentistry" sells nothing. A site built for one case type sells that case. Pick the one you would happily do more of tomorrow.

The treatment I want more of

What one of those is worth

How many I did last month

How many I could handle a month

The gap, in cases

Multiply it out

Gap in cases × what one is worth = what this year is currently costing you.

THE NUMBER IS £_____ / \$_____

Write it. It is the only figure that makes the rest of the workshop feel urgent rather than interesting.

If the gap is zero you do not have a marketing problem, you have a capacity problem, and the answer is price, not patients. Bring that to the workshop instead, it is a better conversation.

SIX THINGS, ON YOUR PHONE, NOW

Not a full audit. Six checks that tell you whether the problem is upstream or downstream. Tick only what is unambiguously true.

- ☐ The treatment you named in Part 2 appears in the **first heading** on your homepage
- ☐ Tapping your phone number on a phone **actually dials**
- ☐ You can reach booking in **one tap** from any page
- ☐ Your Google Business Profile has a review from the **last 30 days**
- ☐ Somewhere on the site you answer **what it costs** — even a range
- ☐ You filled in your own form and got a reply within **one business hour**

Where that puts you

- **0–2 ticks.** Downstream. Everything you spend on getting found is leaking out the bottom. Do not add traffic yet.
- **3–4 ticks.** Mixed. The site converts some of what reaches it, but the case you named in Part 2 is almost certainly not being sold anywhere on it.
- **5–6 ticks.** Upstream. Your problem is being found, or it is what happens on the phone after they call.

ONE QUESTION, WRITTEN DOWN

You now have four numbers, a case type, a cost of the gap, and a score out of six. That is more than most practices have ever written on one page.

The single thing I want answered on September 4th

Have it open during the workshop. We take questions live, and the specific ones get answered first, because a specific question is evidence someone did the work.

Before you close this

- Put September 4th in your calendar now, with a reminder 30 minutes before. The link is in your confirmation email.
- Block the two hours. Half-watching this while working through a lunch break is the same as not attending.
- Bring the number you wrote in Part 2. It is the reason to be there.

WHY YOUR SITE GETS VISITORS BUT NO CALLS

September 4th · 12PM Eastern / 9AM Pacific · Live, two hours.

jansenlucas.com/webinar/registration