

SPEAKERS PACKET

XAÑA
WINANS

gpm
- EST -
2001

ABOUT XAÑA

OVER 20 YEARS AGO,

I had the good fortune to marry a dentist. After applying my marketing expertise to help grow his practice, I founded Golden Proportions Marketing in 2001 at the height of the cosmetic dentistry boom. Over the years, my team and I have worked with over 1500 dentists at every stage of their careers, in every type of market, solving every type of marketing challenge.

My lectures are written specifically to empower dentists and teams with marketing tools and techniques that they can implement immediately. My audiences learn the why's, what's, and how's of dental marketing, but most importantly, they learn the importance of marketing measurement and accountability. It is extremely common for audiences to tell me their brain hurts by the end of our time together, but that the lecture was totally worth it.

”
Xaña is an excellent presenter and supremely knowledgeable about an unusually niche market.

- Meeting Planner



”
Xaña has a gift for delivering a message of strategic and useful marketing.

- Seminar Attendee

CONNECT
WITH XAÑA

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EXPERIENCE

DENTAL MARKETING

- 2001 - Present: Founder and Owner, Golden Proportions Marketing
- 2016: Founder and Owner, Smart Market Dental

PAST SPEAKING ENGAGEMENTS

- Yankee Dental Congress
- Greater New York Dental Meeting
- American Academy of Cosmetic Dentistry
- British Academy of Cosmetic Dentistry
- Six Month Smiles Provider Conference
- ACT Dental Marketing Summit
- The Pankey Institute
- Las Vegas Institute for Advanced Dental Studies
- Esthetic Professionals
- Various state dental meetings and study clubs

PODCAST INTERVIEWS

- Dentistry Uncensored with Howard Farran
- The Passionate Dentist

NOTABLE PUBLISHED WORKS

- Contributing Author, ADA's Guide to Internet Marketing
- Contributing Author, Unleashing the Power of Dentistry
- AACD Academy Connection

AWARDS

- Recipient: Top 50 Women in Business, awarded by Ed Rendell, Governor of Pennsylvania
- Recipient: Top 25 Women in Business, North East Pennsylvania Business Journal



LECTURE TOPICS

2
HOURS

- PUMP UP THE VOLUME - 5 FAST WAYS TO GROW YOUR PRACTICE

Every practice's marketing should seek to turn prospective patients into lifelong fans and advocates for your brand. But sometimes, you just need to "pump up the volume." Learn five fast and easy ways to quickly increase new patient calls and grow revenue.

- Learn the top 5 factors your website must have to maximize response.
- Turn Facebook into a new patient engine for just dollars a day.
- Ask for patient referrals ethically and easily.
- Your online reputation is everything. I'll teach you where to watch and how to respond, no matter what they write.
- Close this one simple hole in your practice and you might not need new marketing.

- PICK ME! PICK ME! - THE TOP 10 REASONS PATIENTS WILL PICK YOUR COMPETITION OVER YOU

New patients are out there. They just aren't choosing your practice when they need a new dentist. Learn the top 10 factors that new patients say influence their decision about who to call and how you're pushing people away without even realizing it.

- Your team can make you or break you. Learn what you can do to make sure patients fall in love with your practice.
- Tick-tock... time is money for everyone. Discover the two factors that you can change tomorrow to attract more new patients.
- Location is everything. Find out if yours is holding you back.
- Obamacare doesn't cover dentistry but it's definitely impacting your new patient flow. Learn how insurance influences a decision and what you can do to stay out of managed care.



LECTURE TOPICS

HALF
DAY

UNTANGLING THE WEB

The internet is an ever-growing, increasingly confusing landscape of search engine optimization, landing pages, pay-per-click strategies, responsive website design, content marketing, and social media. Terms like “Panda updates,” “conversion tracking,” and “fan engagement” leave most practices feeling helpless and at the mercy of a web firm that speaks a completely different language. By the end of this course, attendees will have a confident grasp of internet marketing techniques, terms, and technology.

- 5 must haves for maximum website success.
- Understand how social media works, how to engage with patients, and what you must do to grow your audience.
- Learn how to confidently ask for, and respond to, online reviews on any review platform.
- Gain an understanding of the top 3 pay-per-click avenues and ideal target metrics to gauge your campaign performance.
- Learn what content marketing is and how to put it to use in your practice.
- Uncover the SEO secret sauce for local keyword rankings.
- Identify key online marketing metrics to measure the success of your campaigns.

WHAT'S YOUR MARKETING TRYING TO TELL YOU?

Spending money on marketing can feel like throwing your money down a bottomless well some days. How do you know if it worked? What response is everyone else getting for the same strategies? What's a new patient really worth these days? And what the heck is your ROI? Learn how to answer these questions and you'll finally feel in control of your marketing.

- Google Analytics has a story to share. Uncover the secret messages your patients are trying to tell you with how they use your site.
- Pay for performance marketing? Sign me up! Learn the latest pay per click methods available with Google, Facebook and more.
- My competition got how many patients with direct mail? Learn to measure the difference between volume patients and value patients.
- Your front desk may be unintentionally costing you patients every single day. Learn how call tracking can help you capture twice as many leads
- Discover what KPI's you should be measuring and how you compare to the rest of the dental world.

LECTURE TOPICS

FULL
DAY

FROM FIRST CALL TO CLOSING THE CASE - COMPREHENSIVE DENTAL MARKETING

Every practice's marketing should seek to turn prospective patients into lifelong fans and advocates for your brand. Learn the steps needed to close the loop on this marketing cycle and identify the gaps in your plan and approach. Participants will learn how to:

- Build their brand reputation with online reviews and community interaction.
- Make the phone ring with proven internal, external, and internet marketing strategies.
- Identify 20 critical factors that convert shoppers into appointments.
- Create a "Wow" new patient experience.
- Keep patients in the practice and ready to refer.
- Measure and refine your marketing for maximum ROI.

THE 2 - DAY MARKETING MBA

This course will put you in control of your marketing by teaching you how to position, plan and prepare your message to appeal to your ideal new patient. Participants will prepare SMART goals that allow them to measure results, and learn which internal, external, and internet strategies will be most effective in their unique market and situation. Phone skills, the patient experience, retention strategies, and reactivation will all be covered to teach your team how to keep your patients engaged within the practice.

- Establish marketing goals to locate, convert, and retain patients.
- Learn what differentiates your practice from the competition.
- The New Patient Process is a sales system. Learn the steps.
- The modern patient referral - online reviews.
- Digital marketing, website, ranking, search, social media.
- Measure your marketing, decide which reports to follow, and how to read them.
- Learn what direct response marketing is and how to use it.
- Leave with a marketing plan you can execute right away.



I attended your lecture at Yankee and I have to tell you that I loved it! It was really refreshing and was by far my favorite of the day!

- Seminar Attendee



“SHE IS EXTREMELY KNOWLEDGEABLE AND A MASTER EDUCATOR ON HER TOPIC OF DENTAL MARKETING. At our Marketing Workshop, the consensus of attendees was that their expectations for the course were far surpassed.”

- Meeting Planner

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