



## STEP-BY-STEP ANNOUNCEMENT GUIDE

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Here are 4 initial ways to promote My Smile Choice™ in your office and to your community:

- In-office marketing with brochures, pass-along cards & flyers.
- With your My Smile Choice™ micro-site.
- A new program announcement to all the parents and adults in the practice.
- Organize and promote the new program by having a Smile Choice Day event.

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### **PROGRAM ANNOUNCEMENT**

This is your step-by-step guide to announce My Smile Choice™ to your community. The announcement can be sent out as soon as the team gains an understanding of the program:

#### **Step 1 - Use Your Marketing Materials**

You will be provided with My Smile Choice™ pass-along cards, brochures and flyers. The brochures and flyers have been specially customized for your practice. Your practice can display these materials throughout the office, have significant others take some to their workplace and place some around the community. See the [In-Office Marketing Guide](#) for more details.

#### **Step 2 - Use your practice's My Smile Choice™ Micro-site**

Our team will provide you a link to your practice's customized program micro-site and you will be added to the practice directory within our full My Smile Choice™ website.

- Have your web developer place a hyperlink on your practice's website that goes to your My Smile Choice™ micro-site.
- Include your micro-site URL in social media posts and marketing.
- Point "price-shoppers" who call your office to the micro-site to highlight your clear aligner program...My Smile Choice™.



If someone is inquiring about your clear aligner program:

- Let them know you have a new program that offers 3 levels of clear aligner treatment to make it more convenient and affordable.
- Ask if you can schedule them for a free Smile Evaluation.
- Let them know you'd be happy to text them a link to all the details (**Micro-site URL**).

TIP 1: If the person did not schedule a consult, offering the link in a text is an easy way to get their contact information. Just keep in mind that you want to “keep the ball in your court.” So at the end of the call, let them know that you’ll follow up with them in the next day or two to see if they have any questions about the program. Then schedule a free Smile Evaluation at that point.

TIP 2: The best way to follow up is to text first. If you don’t get a response, call a day or two later.

### Step 3 - Email & Text Announcements to EVERYONE!

That means anyone you have contact information for, either active or inactive.

Utilize the text and email copy, provided on the last page, to assist your team with drafting communication. Remember to keep the message simple with your primary goal being to drive the readers to your My Smile Choice™ micro-site and/or call your practice.

**TEXT TIP:** We recommend both texting and emailing everyone who’s contact information you have. If you are going to choose one over the other, texting gets significantly more responses.

**EMAIL TIP:** If you pay for an emailing platform (e.g. Constant Contact), then you can send all the emails at once. But if you plan to send the email through your everyday business email and blind carbon copy (Bcc) everyone, then you’ll want to send them in batches of around 10 people at a time. If you send mass emails to hundreds of people at once from your everyday email, the platform usually sees it as spam and sends the email to the recipients’ junk folders.

### Step 4 - Organize & Promote a Smile Choice Day

Follow the [Smile Choice Event Guide](#) for a walk through on how to organize the event. Invite any and all adults for whom you have contact information for (parents, past adult consults who never started, etc.) to come in and take advantage of your My Smile Choice™ program.

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#### IMPORTANT

If you cannot find the link to your micro-site, please contact your BrilliantDoc Representative or email us at [help@brilliantdoc.com](mailto:help@brilliantdoc.com).



## Text & Email Copy

### Instructions:

1. Copy & paste the verbiage below to a Word or Google Document.
  2. Customize it with your name, practice name, phone number & custom My Smile Choice™ micro-site link.
  3. Copy & paste it to the text or email you'll be sending.
  4. Customize it to display the recipient's name if you are able. If you cannot do this, then use a generalized greeting.
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### Text:

“Hi [NAME]! This is [DOCTOR] from [PRACTICE NAME]. We have some exciting news! More and more adults are looking into online aligner treatment because they think it's too expensive and time consuming through orthodontic offices like ours. We want to make sure anyone who wants to enhance their smile can get affordable, convenient, safe treatment. So, we have a NEW program that lets you choose the level of clear aligner treatment you want with prices to match - see link below.

If you are at all interested, call/text us at [OFFICE PHONE NUMBER] & we'll schedule you for a FREE smile simulation. Please pass this along to anyone you may know who wants a better smile. Thanks!”

[\[add link to your micro-site\]](#)

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### Email:

“Hi [NAME]!

We have some exciting news! More and more adults are looking into online aligner treatment because they think it's too expensive and time consuming through a practice like ours. We want to make sure anyone who wants to enhance their smile can get affordable, convenient, safe treatment. So, we have a NEW program that lets you choose the level of clear aligner treatment you want with prices to match (see the link below)!

If you are at all interested, call/text us at [OFFICE PHONE NUMBER] & we'll schedule you for a FREE smile simulation.

[\[add link to your micro-site\]](#)

Sincerely,

[PRACTICE NAME or DOCTOR]

PS. We are trying to get the word out to the community about our new clear aligner program. If you could please forward this email to any family, friends, co-workers and anyone you know who has ever expressed interest in potentially enhancing their smile, we would so appreciate it!”