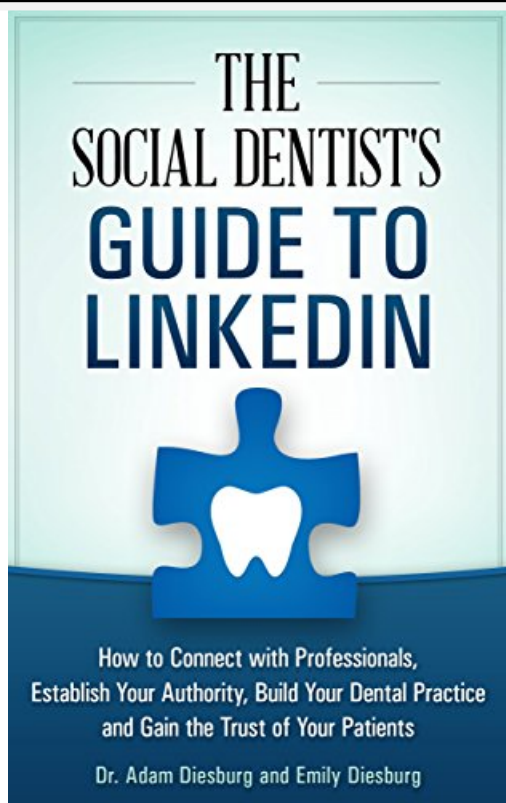

Read The Social Dentist's Guide to LinkedIn: How to Connect with Professionals, Establish Your Authority, Build Your Dental Practice and Gain the Trust of Your Patients - Read Online



Book detail

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Book Synopsis

With over 500,000 active users, LinkedIn is the second most popular social networking platform on the planet. And yet, most dentists don't have a profile on the site.

In this guide, Dr. Adam Diesburg, D.D.S, and seasoned magazine journalist Emily Diesburg, share some great news about being active on LinkedIn as a dental professionals. "Unlike other social media platforms, LinkedIn requires only a minimum of interaction," Dr. Diesburg said. "As a dentist, you can develop your profile as a way to establish your authority within the field and connect with a group of potential patients who may be your best advocates of all: Business professionals."

The Social Dentist's Guide to LinkedIn will:

- Explain the many benefits of being on LinkedIn to for the dental professional
- Show you how to set up your profile in a way to be seen by more people
- Teach you ways to maximize your presence on the world's second-most popular social media site
- Show you how to write the sections of your profile with your patients' benefits in mind, and
- Share with you tried and true ways for using the site to establish your authority as an expert in the dental marketplace

After completing the action items in our book, you'll find yourself engaged with some of the most important business leaders in your community and you'll be well on your way to establishing yourself as an expert in the industry.

"I think it's brilliant to have a dentist give their perspective, experience, and recommendations for social media. [The Social Dentist's Guide to LinkedIn] was efficient and easy to follow. After reading, I knew exactly what to do to make LinkedIn work for me and why. I also set up monthly meetings with my front office to keep tabs on my page and gave her the book to read as well. She was just as excited about the information as me!" -- Dr. Lindsay Compton,

