



9 Steps for Having the Best Buyback Ever!

From the Desk of Dr. Chris Kammer

Halloween is quickly approaching and I want to make sure you all take advantage of all of the media (TV, radio, newspapers, internet) that will want to promote your Buyback event once you get their attention.

Don't be shy about putting this event in front of their faces. When you have an event like this that is so perfectly tailored for this month, you have to be bold about getting it heard. Don't miss out on the millions of dollars of free promotion that have been devoted to this event all over the country.

If your market hasn't taken this story and run with it then YOU haven't done enough to make the media in your town aware of the fact that everywhere else in the country the media eats this up!! However, the days of simply sending out a press release (in last week's letter) and waiting for the attention to come to you are

over!! Now, you will serve your HCBB event best by having a point of contact on your staff who will do follow up your press release and call every possible media outlet in and around your immediate area. Plus, you can have your flyer posted online and then ask supportive patients, friends and family members to share the flyer with their (a) Google Circle, (b) Facebook friends, (c) Twitter followers, (d) Linked In connections.... well, you get the point. As for your local media outlets they will thank you later because...

This is the best Halloween story out there!!

We have updated our website to include a [fillable pdf](#) press release. You may use this, choose to edit the older press release samples or create your own. Remember! Your media outlet may only post it on their webpage somewhere 20 pages deep inside it. Well, that can be OK if you put the link on your Facebook page and have your entire staff do the same. It will definitely add some credibility to your event! However, I want you to get the *big media exposure* that you and this event deserve!! It starts like this:

1. Call your local TV station.
2. Ask to speak with the segment producer of the news show you want to be on. Build a relationship here!!
3. Introduce yourself and let them know you represent your dental team in town and you are buying back kids' Halloween candy for \$1/lb. then

sending the treats and children's letters of support to the troops via Operation Gratitude. Also tell them that the dental community has been one of the biggest supporters of Operation Gratitude and this year they will be reaching the major milestone of sending out their one millionth care package! Tell them you'll be there in LA on Dec 6 for the celebration. If you can make it, I'll be lecturing there as well on Dec. 5th.

4. Tell them that this fun charitable event has been featured on **ABC World News Tonight**
<http://www.youtube.com/watch?v=wuLhmdJ7bmk>
and
NBC's The Today Show
http://www.youtube.com/watch?v=cpyx_fe_Wuc
(Matt Lauer loves this event!). Send them these clips!!

5. If you need to show them how much fun the local segments can be, here are 10 minutes of local clips (the second one at 2:56 is the best!!) So show them one of these: <http://www.youtube.com/watch?v=HJ3vsKY1OWo>

6. Tell them that your office has come up with some fun and entertaining local angles for this story. **Then describe some of the fun features of your event!**

7. Tell the media that this event saves lives overseas!
And you can have fun on TV doing it too. Watch

this

clip: <http://www.youtube.com/watchv=Do15qaB1w5I&feature=related>

8. Take the media inside Operation Gratitude to see this amazing organization in action on one of their biggest packing days!

On Facebook watch this video:

<http://www.facebook.com/video/video.php?v=315309094375>

9. Or go to view the pictures of the packages arriving overseas: on.fb.me/1hxd6up and coverage of the packing in CA: <http://on.fb.me/GDWCFh>

We look forward to hearing from you!

Email us at hccb13@gmail.com with feedback on the Newsletter.

Discounts:

As in previous years, we have been provided a great discount on Xylitol candies that can be given out to the children proving there is a healthy alternative that tastes just as good. Make sure you click the links to get the deal:

We are very pleased to have [Tess Oral Health](#) back as our toothbrush sponsor. They have awesome [Halloween-themed brushes](#) that you can imprint with your office logo and info. Order them now and you can give them out to the children in your practice through the month of October! Use this link: [Order Tess Toothbrushes](#)

[Xlear Spry](#) Not only do we reward the kids with \$1 per pound (up to five pounds in my office although some offices allow more as we once did) and give them the fun Halloween themed brush; we also replace some of their candy with [xylitol candy treats from Spry](#). It's a great opportunity to educate families on the healthy preventative benefits of xylitol. ***Remember, Xylitol is not safe for dogs.***

**** The coupon code "Halloween" is set up for a 10% discount off RETAIL on all of the SparX items through October 31st and is valid online only.***

Professional Development - The Oral Systemic Connection:

Three years ago I started an organization to

promote the oral systemic connection. The American Academy for Oral Systemic Health (www.aaosh.org) is really growing and on the move. Our most recent scientific session in Las Vegas sold out! I will be out on the road in the months to come to promote to our profession, the rock solid connections, and the life saving dentistry we can be offering our patients. If you like the Halloween Candy Buy-Back program; I double your money back guarantee that you will be supercharged by the ideas I present in my Gums of Steel Hygiene Transformation program. As a Halloween Candy Buyback office you are eligible for special rates for the US dates. For more details contact us at drchris@thesmileexperts.com

US Lecture Invite

I will host a full day seminar in Los Angeles, CA on Dec. 6th (the day before Operation Gratitude's Millionth Package Celebration), Dec. 13th in New York City, and Feb 20th in Chicago, IL (coinciding with the Midwinter Dental Meeting). Each day will run from 9a-4pm and will cover oral-systemic health, transforming your hygiene department, and an intro to mini-dental implants, and marketing and PR during this challenged economy.

London Lecture Invite

I will be in London on November 15, 2013, lecturing on oral-systemic and the transformation of your hygiene department, as well as my "Dynamic World of Dentistry" topics above.

Well, that's all for this issue. Start getting the word out about your event **now**. For great ideas about posters and promotions also check out our [HCBB Facebook page](#) where you can share your own posters, photos, and ideas. It's a really cool community!

The following links will take you to various media outlets that have covered this event since it's inception.

www.youtube.com/watch

www.youtube.com/watch

<http://bit.ly/1e533Nr>

Now go get your BuyBack on TV!

So until the next newsletter, as always, let your dental light shine!!
Chris Kammer,

[LifetimeFamilyDentistry](#)

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