

## A Great Law Firm Marketing Tip from My Dentist

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I don't know about you, but I love my dentist. My wife and I have been seeing Dr. Thomas Gibbs of Glen Ellyn, IL, (I get to call him "Tom") for years. He's done all sorts of root canals, crowns, implants, cleanings and more -- and despite all that we love the guy.

The reason is his personal touch. He asks me about my business and I ask him about his high-tech computerized equipment. We trade marketing tips. He calls my wife to remind her of her appointments and calls afterwards to make sure she's feeling OK -- and leaves his cell phone number. He tells us what his family is up to and about his summer place on Lake Geneva. We have a personal, not just a medical, relationship.

I always think, "Wouldn't it be smart if lawyers treated their clients the same way?"

Today I got a beautiful invitation from him to come to a patient appreciation dinner at country club. The invitation was so nice I thought at first it was a wedding invitation. He wanted to take us out for dinner and meet all his other patients. I thought, "Wow! Wouldn't it be smart if lawyers treated their clients the same way?"

Dr. Tom is our dentist for life. We pay his bills promptly because we know we can trust him. We appreciate how he squeezes us into his schedule even when he's booked up. We love how he does little touch-ups for free. He's our dentist, and it's not just because he constantly goes to continuing education to keep his knowledge up-to-date, or his state-of-the-art equipment or his years of experience. It's because we know he cares.

Wouldn't it be smart if you treated your clients the same way?



For more on this topic, call:

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