**Radio Ads**

Radio ads gives you the opportunity to reach 92% of listeners each week. On aver- age, people listen to about 13 plus hours of radio each week. Radio gives your practice
a chance to speak directly to your potential patients while they are driving, working
out or relaxing at home. Here are some radio scripts that BoomCloud has written for our customers:

***Script #1:*** Do you need dental care but don’t go to the dental office because you don’t have dental insurance? At PRACTICE NAME, you do not need dental insurance to see our practice! We have a dental membership program where you pay a small monthly subscription to get access to benefits and savings on your treatment. When you become a member of our practice you will receive cleanings, exams, X-rays and other preventative care services, you will also receive XX% off any crowns or additional services you may need. Call or visit our office today and ask about our dental membership program! Phone number - 000-123-4567 or visit our website
at www.website.com!

**Alternative intro:** If you use a lead magnet (free whitening kit) that you can give a way, this will attract uninsured patients. Make sure your lead magnet doesn’t take away your time like a free exam (this takes away time from doctor or hygienist and is not recommended because time is valuable vs just giving a way a simple product.)

***Script #2:*** Don’t have dental insurance? come visit our office to get a free whitening kit on us! At PRACTICE NAME, you do not need dental insurance to see our practice! We have a dental membership program where you pay a small monthly subscription to get access to benefits and savings on your treatment (much like Amazon Prime but for dental!). When you become a member of our practice you will receive cleanings, exams, X-rays and other preventative care services, you will also receive



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