

The CMO Academy

Frequently Asked Questions (F.A.Q.)

How long is the course?

This course includes six sessions. The "kick-off" session starts on January 19th from 12 noon - 3 pm EST. 90 minute sessions are scheduled from 12 noon - 1:30 pm EST on Feb 2, Feb 16, March 1 and March 22. The "wrap-up" session is scheduled on March 29th from 12 noon - 3 pm EST. You will learn how to be an effective CMO in Q1 of 2024!

What will I learn?

You will learn how to be an effective CMO for your practice. This course is perfect for the person in your office in charge of marketing efforts - whether it be the doctor, the Dental Marketing Coordinator or Practice Ambassador. You'll learn the 3 marketing types, their conversion rates and effectiveness. You'll learn how to maximize your marketing dollars, how to get the best ROI, and how to stand out from the crowd. You'll establish a marketing budget and be able to adjust your marketing plan based on results.

Will I have homework?

Some lessons will require outside thought and the manipulation of data. It is essential you come prepared each week, in order to maximize our learning time in class. The expectation is that you take action outside of class and implement what you've learned, in order to be the marketing rockstar your office needs.

Why should I do this?

One way to add value to any organization is to be able to develop new ideas, save the company money, and bring in more revenue. With this course, you'll be able to do all of these! You'll become more valuable as you guide your office into better quality new patients, more patient/doctor referrals, and therefore, more revenue.

Do I need to be on camera?

Yes! A requirement of the course is that your camera be on, and your face be in view. It's essential you be engaged and in a quiet place, away from the dental office whirlwind.

Do I need to be good at math?

There will be some math involved, but all formulas will be given in an easy-to-see, easy-to-use format. Don't worry... even the worst math student can be an awesome CMO.

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How much does it cost?

The total investment for the course is \$2,950.

Is the course live, or self-guided?

The course will be live and interactive, and each lesson will be recorded for viewing or review later.

What if I miss this course? Will there be others?

There are other opportunities to train with My Dental CMO and Kristie Boltz. There's also individual 1-1 training if you feel that would better suit you. Follow us on [Facebook](#) and subscribe to our [email newsletter](#) to stay up-to-date on all My Dental CMO has to offer.

Where do I register?

Just click the link below to register.

[ZOOM REGISTRATION LINK](#)

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