



Adrian Lefler

CEO at *MySocialPractice*



Adrian's Presentations

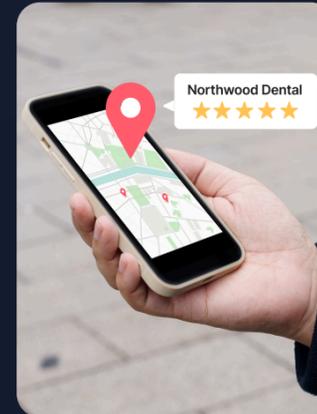
All presentations can be hosted live in-person or online with flexible durations, detailed on each page.



How Do I Build Dental Authority to be Recommended by AI

Discover why traditional search is dying, how AI search works, and most importantly, what you need to do to position your practice as the authoritative source that AI search engines recommend to patients.

→ \$250 AI SEO Audit included



How Do I Dominate Google Maps and Rank Ahead of Competitors

Learn how you can optimize your practice's Google Business Profile, helping you rank higher on Google Maps to become the local authority in your community and attract more potential patients.

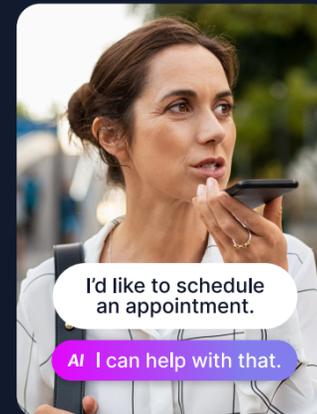
→ \$300 Google Maps Report included



How Do I Motivate My Team Without Threatening, Nagging, or Burning Them Out?

Dive into the psychology of team-based micro-incentives, why they work, and how consistent recognition builds felt appreciation.

→ \$150 30-day Incentive Program included



I've Got Voicemail, My Competitor has an AI Receptionist. Am I an Idiot Here?

When your practice misses a call, potential patients aren't leaving voicemails like they used to. Meanwhile, AI agents can handle inbound scheduling, outbound hygiene reactivation, and case follow-ups, alongside integration with phone systems and your practice workflows.



What Should I Post on Social Media to Attract New Patients?

You used to post on social media for attention, branding, and awareness. That world is over. In other words, posting to your social media accounts now helps increase recommendations from AI search engines.

→ \$99/month Weekly Roundup Ideas included

"When My Social Practice lectures there are lots of nods and 'aha! moments' as he demonstrates effective dental social media marketing strategies."

Michael C. Verber, DMD, FICOI | Director of Study Clubs, The Dawson Academy

How Do I Build Dental Authority to be Recommended by AI

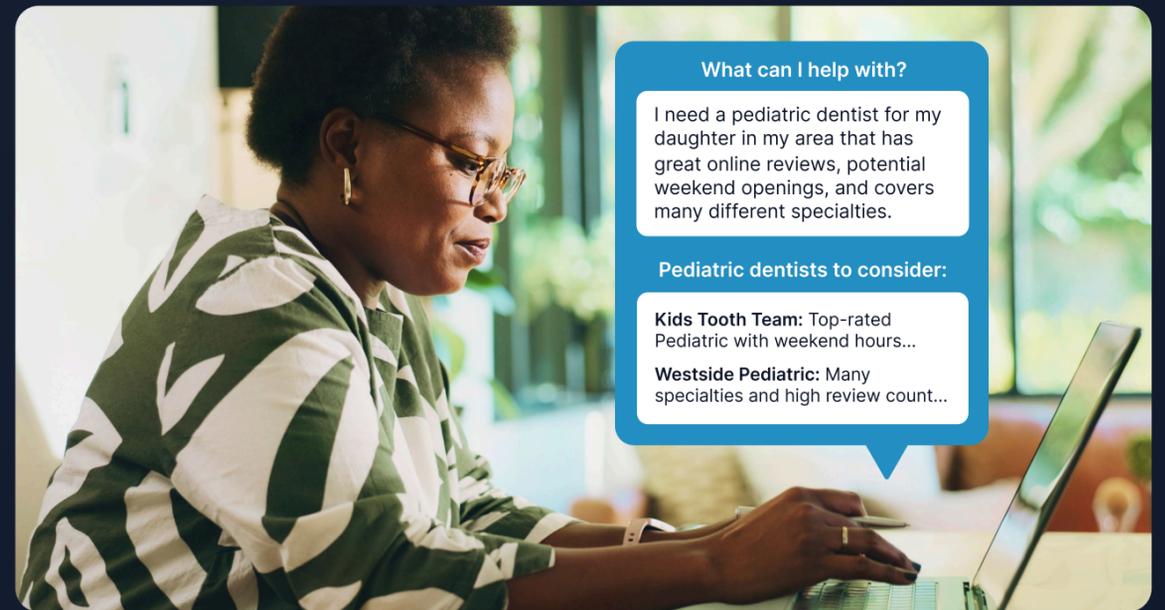
1.5 – 2.5 hours + Q&A | \$250 AI SEO Audit included

The search game has changed forever and most dental practices have no idea. While you've been mastering traditional SEO for Google, your patients have moved on to asking ChatGPT, Perplexity, and Gemini for answers. Here's the shocking truth: **60%** of Google searches on a desktop and **77%** on mobile phones now end without anyone clicking a website link. That means potential patients aren't clicking to your website and your SEO efforts are becoming invisible to patients using AI search engines. Welcome to the era of AI SEO, which is the most critical marketing shift since Google itself.

In this groundbreaking session, you'll discover why traditional search is dying, how AI search works, and most importantly, what you need to do to position your practice as the authoritative source that AI search engines recommend to patients.

This isn't theory, it's survival. By the end of this presentation, you'll have actionable strategies to ensure your practice shows up when patients ask AI where to go for dental care. The future of search is here. Will your practice be found?

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how search is changing as patients are moving to AI search engines and why almost 80% of searches now end in "zero-clicks", meaning patients aren't visiting your website.
- Discover how AI search engines function, source, cite, and evaluate content differently than traditional search.
- Understand the digital marketing strategy that will establish your practice as the dental authority in your community enabling you to receive referrals from AI search engines like ChatGPT and Google Gemini.
- Implement proven copywriting frameworks that AI engines favor including FAQs, TLDR sections, tables of contents, list-based articles, data tables, and more.
- Receive an AI recommendation audit (valued at \$250) to see exactly when you're being recommended or not, giving you actionable first steps to establish your practice as the dental authority.

How Do I Dominate Google Maps and Rank Ahead of Competitors

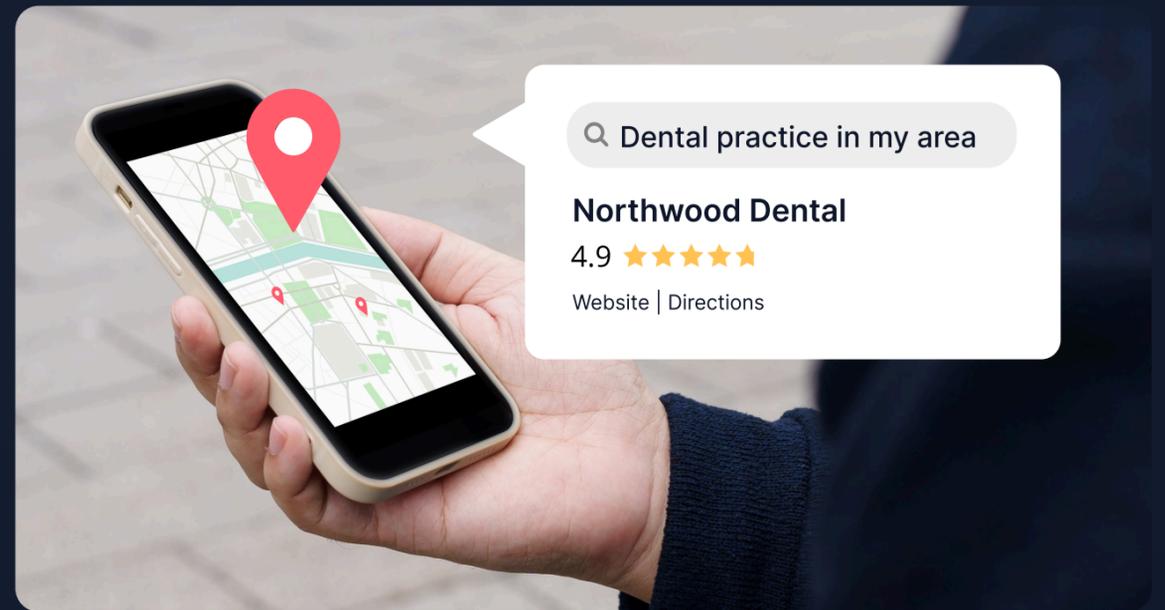
1.5 – 2.5 hours + Q&A | \$300 Google Maps Report included

Most practices think their website is their top online lead generator, but it's actually their Google Business Profile (GBP). Nearly three-quarters of prospective patients check your GBP before calling, whether they found you through search, ads, referrals, or social media. If your listing looks outdated or incomplete, they'll move on. If it's optimized, you win the call.

In this session, you'll learn how to optimize your GBP to rank higher on Google Maps and attract more new patients in your local community. We'll break down how map rankings really work, including how results vary based on the searcher's location, and provide a free Google Maps grid report to see where you're visible and where you're coming up short.

You'll leave with a simple monthly plan to keep your listing strong, prevent ranking drops, and ensure your practice stands out in both traditional and AI-powered search. **Stop hoping patients find you. Make sure they do.**

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how AI search engines like ChatGPT and Google Gemini use your GBP as a source for AI recommendations, and by doing so establish your practice as the dental authority and increase AI referrals.
- Understand the mechanics of Google maps search results. Learn why your practice may rank #1 in one neighborhood but be invisible across the street.
- Get the cheat code on optimizing your GBP listing, giving you an advantage to increase your rankings and new patient phone calls.
- Deploy proven systems and strategies to generate hundreds of authentic Google reviews, which will increase your rankings and substantially improve your social proof.
- Receive free Google maps heat-map ranking reports (valued at \$300) showing you exactly where patients are finding you and where they are not, which helps set the stage for optimization and increased referrals.

How Do I Motivate My Team Without Threatening, Nagging, or Burning Them Out?

1-2 hours | \$150 30-day Automated Incentive Program included

Dental teams aren't lazy, they're just no longer wired for "do this or else" leadership and vague, end-of-year promises. This session introduces a modern performance model built around **micro-incentives**: small, frequent, meaningful rewards that reinforce the exact behaviors you want repeated, without the burnout, resentment, or quiet quitting that fear-based management tends to produce.

We'll start with the psychology behind micro-incentives, why they work, how they shape habits, and how consistent recognition builds something most practices are accidentally starving: **felt appreciation**. Then we'll connect the dots to the generational shift (Gen X/Boomers managing Millennials, Gen Z, and the emerging Alpha mindset), using third-party workplace research to explain what's changing and what needs to change with it. From there, we'll move into **implementation models and dental-specific examples** showing how micro-incentives can increase follow-through, production behaviors, and team engagement when designed correctly. You'll leave with practical frameworks, plug-and-play incentive ideas, automation strategies, and simple software tools that help practices run these programs cleanly without turning your office manager into the Incentive Police.

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Explain the psychology of micro-incentives and how frequent, specific reinforcement improves habits, motivation, and team behavior more reliably than fear, threats, or delayed rewards.
- Identify generational motivation patterns (Millennials, Gen Z, and emerging Alpha) and apply a leadership mindset shift that helps Gen X/Boomer-led practices communicate expectations in a way that actually lands.
- Design a micro-incentive system aligned to practice goals, including what to incentivize (behaviors vs. outcomes), how often, and how to keep it fair, simple, and energizing.
- Implement production-linked incentives ethically and effectively, understanding the difference between rewarding time vs. rewarding value creation and how to do this without damaging culture or patient experience.
- Build an automation-ready rollout plan, including scorecards, tracking methods, and software options that keep incentives transparent, measurable, and positive, without adding operational chaos.

I've Got Voicemail, My Competitor has an AI Receptionist. Am I an Idiot Here?

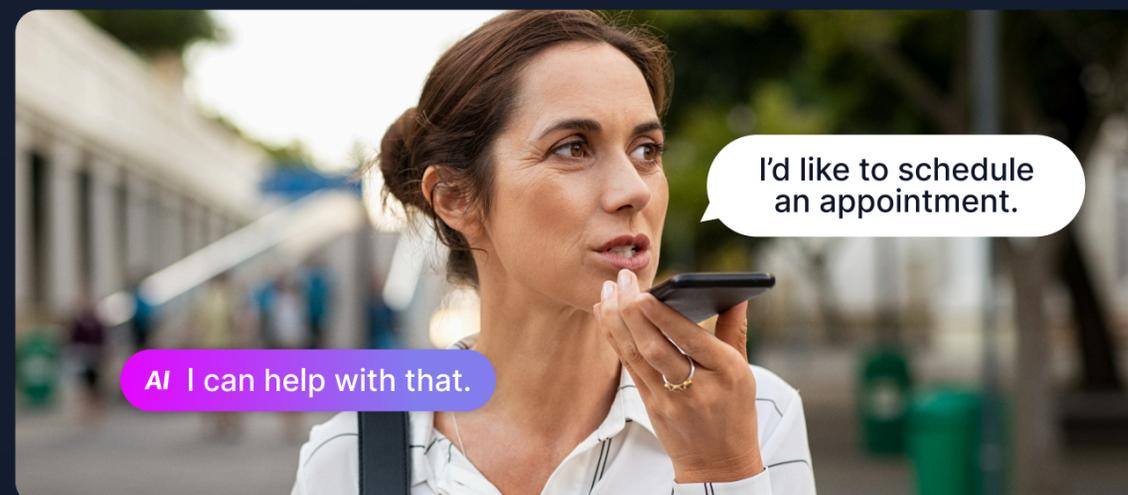
1.5-2 hours with Q&A

Voicemail still works. Patients just do not use it. People want an immediate response, especially when they are in pain, calling after hours, or comparing multiple offices. When calls go unanswered, many callers simply move on, and the practice never knows how much revenue walked out the door.

This session starts with a quick, practical breakdown of how large language models work, why they sound human, and why massive investment is accelerating their ability to understand language, intent, and behavior. We will connect that foundation to dentistry, showing how AI is already supporting diagnostics, documentation, analytics, and patient communication. Then we land on the core issue:

Practices routinely miss a meaningful percentage of inbound calls, and voicemail is a weak safety net. We will compare three solutions, including team phone forwarding, outsourced call centers, and AI receptionists. You will see real examples of what modern dental AI agents can do, including inbound scheduling and outbound hygiene reactivation and case follow-up, plus how they integrate with phone systems, online scheduling, texting, email, and practice workflows. We close with real-world outcomes and a way for attendees to test the experience themselves.

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how large language models generate human-like conversations through prediction and context, and see predictions on where the technology is going.
- Identify where AI is being used in dentistry today, including diagnostics support, documentation and note creation, analytics and performance incentives, insurance-related workflows, and patient communication.
- Realize how much revenue your practice is missing by relying on voicemail, especially for after-hours and emergency calls, and how quickly those opportunities move to a competitor.
- Understand and compare three practical approaches to missed-call coverage, including team phone forwarding, outsourced live answering services, and AI receptionists, using clear criteria like patient experience, consistency, scalability, and cost.
- Realize that there is no reason to be afraid of AI and learn how AI receptionists support teams by handling inbound and outbound workflows, scheduling, objection handling, hygiene reactivation, and case follow-up.

What Should I Post on Social Media to Attract New Patients?

1.5 – 2.5 hours + Q&A | Weekly Roundup Ideas included

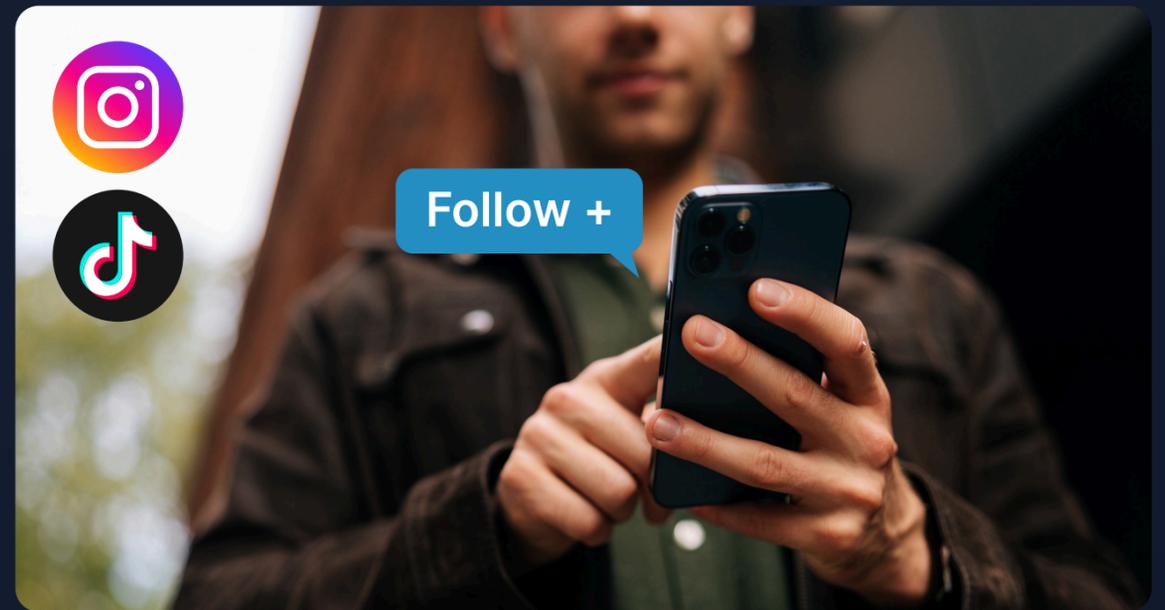
You used to post on social media for attention, branding, and “awareness,” but it did not meaningfully influence search visibility the way websites did. **That world is over.**

Today, AI engines highly value social media posting and are using your posts in ranking. In other words, posting to your social media accounts helps increase recommendations from AI search engines like ChatGPT and Google Gemini. If you want to be found online and increase online referrals, short-form video is the fastest path, and AI makes consistent publishing realistic for busy teams.

In this session, you will learn a practical, repeatable system to publish short-form videos that attract attention, build trust, and drive appointments.

You will also learn how to use AI to accelerate idea generation, scripting, and content planning so your team can stay consistent without burning out.

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how AI search engines heavily rely on social media posting and why consistency improves the odds of being surfaced and recommended.
- Discover why short-form video drives higher reach and interaction than image posting, and how that changes what your team should capture each week.
- Implement a simple posting cadence that prevents missed weeks and keeps your practice visible without adding chaos to the schedule.
- Learn how to use AI to generate ideas, hooks, scripts, and captions faster while keeping content on-brand, human, and compliant. You'll learn how to create videos with AI software dramatically speeding up your content creation process.
- Attendees will receive free weekly short-form video ideas and prompts to help them be consistent, relevant, and attract new local patients. Normally \$99/month, at no cost.