

GRACE RIZZA

Educate. Empower. Entertain.

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GraceRizza.com
(847) 629-4646



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Meet Grace

Expert in Dental Marketing and Branding

Grace Rizza began growing businesses at the age of 22. She has guided more than 300 successful businesses toward success while building a business and family of her own.

Grace's prowess goes beyond dental marketing. She is extremely passionate and knowledgeable about corporate culture, sales, and innovative business development.

Her mentality, approach to business, inner strength, and leadership perspective will challenge you to rethink your work ethic and amplify your life.

Grace teaches entrepreneurs how to achieve growth in the most ethical and efficient ways. She inspires her audience to embrace change in order to progress. She challenges business owners to come to their own conclusions about which marketing solutions are right for their business. Whether connecting with an audience of 20 or 2,000, Grace vows to educate, empower and entertain.

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Presentation Topics

The Newest in New Patient Attraction

Length: 60-120 minutes*

- Grace shares tested marketing strategies that are working best NOW
- Learn about upcoming strategies that will soon become popular
- Build an effective campaign that attracts and converts your ideal patients
- Create a demand for your brand

Social Media Secrets for Success!

Length: 60-120 minutes*

- Leverage organic content for brand recognition
- Implement boosting and targeted ads for new patient attraction
- Convert prospective leads into loyal patients through retargeting
- Create a demand for your brand

Marketing Truth Bombs - What Most Marketers Won't Tell You

Length: 60-120 minutes*

- Take a behind-the-scenes look at what makes a successful dental marketing campaign
- Discover the honest truth in the do's and don'ts of marketing your practice
- Empower yourself to create unique strategies that push your business ahead
- Warning signs to avoid unethical marketing ploys, scams and threats

The Powerful Psychology of Dental Marketing

Length: 60-120 minutes*

- Learn the truth behind the buying process
- Eliminate competition by focusing on your core values and connecting with your ideal new patients
- Evaluate your own marketing for consistency, effectiveness and truth in branding

Creating a MarkeTeam

Length: 60-120 minutes*

- Learn how to properly delegate marketing initiatives that make a difference
- Implement systems to help your team understand their role in practice growth
- Outline possible responsibilities for each team member

Sale is not a Four-letter Word

Length: 60-120 minutes*

- Influence patients to want the dentistry that they need
- 4 verbal skills that will impact each sales discussion. (They're all sales discussions.)
- Outline each team member's sales role and empower them to connect with patients on a more meaningful level
- A new way to view the 4-letter word: Sale

***Presentations can be customized to fit your unique needs and challenges.**
Contact Grace to learn more about her single topic, multi-topic, or half-day sessions.

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Presentation Topics – Continued

Scale it! (The G.I.S.T. Method)

Length: 60-120 minutes*

- Scale your business with a powerful GIST™ Process
- Write an effective growth plan
- Leverage technology in your practice
- Create systems for your practice's scalability
- Create the ideal team necessary for massive business growth

Big Case Marketing Strategies

Length: 60-120 minutes*

- Build a powerful marketing campaign that attracts patients in need of full mouth restoration, sleep apnea, implant dentistry, orthodontics and more
- Elevate your brand and attract patients seeking high-quality care
- Learn about the strategies necessary to attract your ideal number of big cases

Unique Marketing Strategies... That Actually Work!

Length: 60-120 minutes*

- Discover innovative marketing strategies that set you apart from your competition
- Strengthen your branding with a bold, brave and memorable message
- Implement effective ROI evaluation methods, allowing for smart marketing choices

Upcoming Presentations

Midwest Dental Institute - The Latest in New Patient Attraction
Arlington Heights, IL - January 2019

Dental Group Evolution
Scottsdale, AZ - January 2019

Chicago Dental Society Regional Meeting - Get the G.I.S.T. for Massive Practice Growth
Chicago, IL - April 2019

Chicago Dental Society - Midwinter Meeting 2020
Chicago, IL - February 2020

Interested in learning from Grace?

Grace's goal is to deliver an educational, empowering, and entertaining presentation. To achieve this goal, Grace requests the following:

Digital Projector with HDMI | Microphone | Audio Source

PACE ACADEMY of GENERAL DENTISTRY PROGRAM APPROVAL FOR CONTINUING EDUCATION

Identity Dental Marketing is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from (5/1/2018) to (4/30/2019).
Provider ID# 375978.

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Get the G.I.S.T.™ for Massive Practice Growth

G.I.S.T.

Grace Rizza's half-day or full-day workshop will leave your attendees with a powerful G.I.S.T.™ Growth Plan, making massive practice growth simple to understand and implement.

Scaling a business involves strengthening your team's ability to both attract and accommodate the maximum number of desired new patients.

Learn the power of G.I.S.T., including:

- Growth strategies
- Innovation implementation
- Systems
- Team development

The G.I.S.T.™ assessment will empower each audience member to take simple steps, allowing them to accomplish their desired growth rate.

In her workshop, Grace will facilitate the creation of each attendee's unique, quarterly G.I.S.T.™ roadmap by jogging them through a series of steps and examples.

3 Hour Workshop: $5,000
6 Hour Workshop: $10,000

Sponsorship suggested with relevant integration.



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Past Presentations

The International Association of Physiologic Aesthetics 2018 Annual Conference : Growing Your Practice through Social Media
Las Vegas, NV - October 2018

Chicago Academy of General Dentistry
Chicago, IL - September 2018

Social Media Secrets for Success
Chicago Dental Society - Midwinter Meeting 2018
Chicago, IL - February 2018

Big Case Marketing Strategies
American Academy of Periodontology 2017
Boston, MA - September 2017

The Powerful Psychology of Dental Marketing
148th SCDA Annual Session
Charleston, SC - April 2017

Scale it! (The G.I.S.T. Method)
Carestream
Orlando, FL - November 2017

Effective Marketing Strategies for Group Practices and DSOs
Dykema 5th Annual Definitive Conference for Dental Service Organizations
Dallas, TX - July 2018

Unique Marketing Strategies...That Actually Work!
InDent Study Club
Indianapolis, IN - February 2017

Sale is Not a Four-Letter Word
Boston, MA - June 2018

Keys to Social Media Marketing Success
Chicago Dental Society
Rosemont, IL - March 2017

The Newest Strategies in Patient Attraction
Ascend Dental Academy
Albuquerque, NM - July 2018

The Powerful Psychology of Dental Marketing
Huntington Beach, CA - November 2017

Attract More New Patients
Brookfield, WI - March 2017

How to Attract High-Quality Patients
Michigan Dental Association
Traverse City, MI - March 2017

The Newest in New Patient Attraction
Continental Orthodontic Study Club Meeting
June-July 2016 – Charleston, SC

New Patient Attraction & Conversion Strategies
Northland Dental Study Club
West Branch, MI - January 2017

Mastering Social Media & Website Optimization
Niles, IL - November 2016

Sale is Not a Four-Letter Word
Fort Lauderdale, FL - October 2016

How to Get Patients to Want the Dentistry They Need
Savannah, GA - August 2016

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Testimonials

All dentists need to know how they differ from other dentists in their community. How are you different? If you are not a template dentist, why would you use template marketing? Grace Rizza, a rising star speaker in dental marketing, gives each person in her audience a blueprint for creating their discerning difference. Stop throwing marketing dollars to the wind hoping that someone is switched on enough to call and make an appointment after seeing your website or marketing piece. Take your entire team to her exciting course...the results will be immediate and amazing."

- Linda L. Miles, CSP CMC

All I can say is Grace is amazing. She came to our office today for training, and at first we didn't know what to expect. She definitely kept our full attention and made it fun. She also taught us a lot. We are very excited for Grace to be joining our team of advisors.

- Stacey Hietpas

Grace is 100% authentic and down-to-earth. She pulls no punches when it comes to marketing tactics and strategies. And she's a pretty darn great speaker to boot!

- David Phelps

Working with Grace has been a fun and enjoyable experience. With clarity she helped me craft my marketing message, create a new logo, and update my website with a brand that represents who I am now. Her ability to "get into my head" and understand what I am trying to convey to my market demonstrates her professionalism and expertise. I highly recommend working with Grace for any of your marketing needs."

- Lynne Leggett, BS, FAADOM

Grace is a phenomenal speaker who enthusiastically shares her passion for dental marketing in a way that is clear, concise, and extremely valuable. Her straightforward approach to navigating the complexities of practice marketing and promotion with unique, custom crafted, effective strategies help her doctors move to the next level rapidly and with minimal effort. If you want new patients, Grace is your answer for the empty dental chair.

- Roy Shelburne, DDS

Grace is an incredible leader and role model. She guides us with a steady hand, a full heart and a strong, clear mind. Her wit and enthusiasm keep the office in good spirits, and her driving force keeps us propelling into the future. Working with Grace, there is never a dull moment, and we wouldn't want anything less.

-The Identity Dental Marketing Team