

Case Study

Terry Goss & Associates

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Jackson Hole, Wyoming

Client/Company

Terry Goss of Terry Goss & Associates is a dental team coach that specializes in helping dental teams reach new heights in shared leadership, synergistic teamwork, and patient facilitation. Terry and her team are working on their own social media strategy and blog, as well as educating their clients to the power of social media.

Business Objectives

- ◆ Increase internet presence
- ◆ Spread the word about the consulting options available to dental practices
- ◆ Provide resources for dental teams
- ◆ Increase communication channels

Solution

- ◆ Establish a coaching and monitoring relationship with the client
- ◆ Boot Camp Training, One on One Coaching
- ◆ Created a strategy for a blog
- ◆ Automate to Social Media Sites

Results

Create an integrated web presence with a blog that will provide automation. Establish a coaching, and monitoring relationship with the client.

