



*Dental Speaker*

**Ridgely  
Goldsborough**

# Speaker Packet



**The AI New Patient  
Authority for Elite  
Dentists**

*Founder, [DentalMarketDominator.com](https://DentalMarketDominator.com)*

*High-Value Patient Acquisition Strategist*

# IF AI DOESN'T SEE YOU, PATIENTS WON'T EITHER.

Right now, AI engines are deciding:

- Who appears for “dental implants near me”
- Who gets cited in AI Overviews
- Who is recognized as an authority in sedation and cosmetic dentistry
- Who quietly loses high-value patients to competitors

Most dentists think they have a marketing problem.

They have an AI visibility problem.

And every month they delay optimizing for AI, someone else captures their implant and sedation cases.



# WHY STUDY CLUBS ARE BOOKING RIDGELY

Study clubs want:

- Tactical strategy
- Real screenshots
- No theory
- What's working now

Ridgely delivers:

- ✓ Live AI ranking audits
- ✓ Real case studies
- ✓ Implant & sedation case growth examples
- ✓ Tactical implementation steps



This is not SEO 2015.  
This is AI Authority 2026.

# **SIGNATURE PRESENTATIONS**

## **OPTION 1:**

### **THE NEW PATIENT MACHINE**

#### **Engineering Visibility For High-Value Dentistry**

How elite practices are capturing:

- Full-arch implant cases
- Sedation dentistry
- Smile makeovers
- Invisalign
- High-fee cosmetic cases

Before competitors understand what has changed.

#### **Learning Objectives:**

- Understand how AI Overviews are reshaping implant, sedation, and cosmetic case discovery
- Identify why traditional SEO no longer guarantees high-value patient flow
- Discern how AI engines evaluate authority, trust, and entity relevance to get recommended for new patients
- Discover how to structure your digital presence to attract high-fee services and cases
- Leave with a clear roadmap to build a predictable AI-driven new patient engine

## OPTION 2:

# **OUTRANK. OUTPOSITION. OUTGROW.**

## **Dominating High-Value Patient Acquisition in the AI Era**

The full-stack strategy behind:

- AI SEO
- Entity-based Authority
- Intent-driven content clusters
- Paid traffic + organic ranking synergy
- Limbic messaging that builds trust

**Visibility + Trust = High-Value New Patients.**

### **Learning Objectives:**

- Analyze how competitors capture high-value procedures through AI optimization
- Understand the synergy between paid traffic, organic authority, and AI recognition
- Recognize how intent-driven content clusters influence AI visibility for implants, sedation and all high-ticket services
- Discover how limbic messaging increases trust before the first patient call
- Develop a competitive strategy to protect and expand high-production case volume

## OPTION 3:

# AI VISIBILITY IS THE NEW LOCATION

## Why Practices Are Quietly Losing Implant Cases

In 2026, the best clinical dentist does not win.

The most visible dentist wins.

Ridgely reveals how AI engines determine:

- Authority
- Trust
- Relevance
- Case Intent

And how to engineer dominance.

### Learning Objectives:

- Recognize how AI has become the primary gatekeeper of local dental visibility
- Identify the signals AI engines use to rank high-fee dental procedures so you can use them to get new patients
- Understand the financial impact of losing even 1–2 high-ticket cases per month
- Discover how to engineer AI-recognized authority within your specialty focus so you get recommended first
- Create an action plan to prevent case leakage to AI-optimized competitors

# WHAT MAKES RIDGELY DIFFERENT

Many marketing speakers understand ads.

Some understand SEO.

Almost none understand:

- AI Entity Recognition
- Vector-based Ranking
- Limbic messaging psychology
- Trust signaling that influences both AI & patients

Ridgely teaches how to:

- ✓ Get recognized by AI engines
- ✓ Build emotional trust before the first call
- ✓ Attract higher-fee patients
- ✓ Create demand instead of chasing it

This is about high-value new patient acquisition, not coupon dentistry.

# THE REAL COST OF DOING NOTHING

When one implant case is worth \$25,000 - \$40,000...

Losing just:

2 cases per month

= \$50,000+ monthly

= \$600,000 annually

to a competitor optimizing for AI.

That is not marketing spend.

That is silent revenue leakage.

Study clubs that ignore AI visibility are handing their top procedures to whoever adapts first.

# WHAT ATTENDEES LEAVE WITH

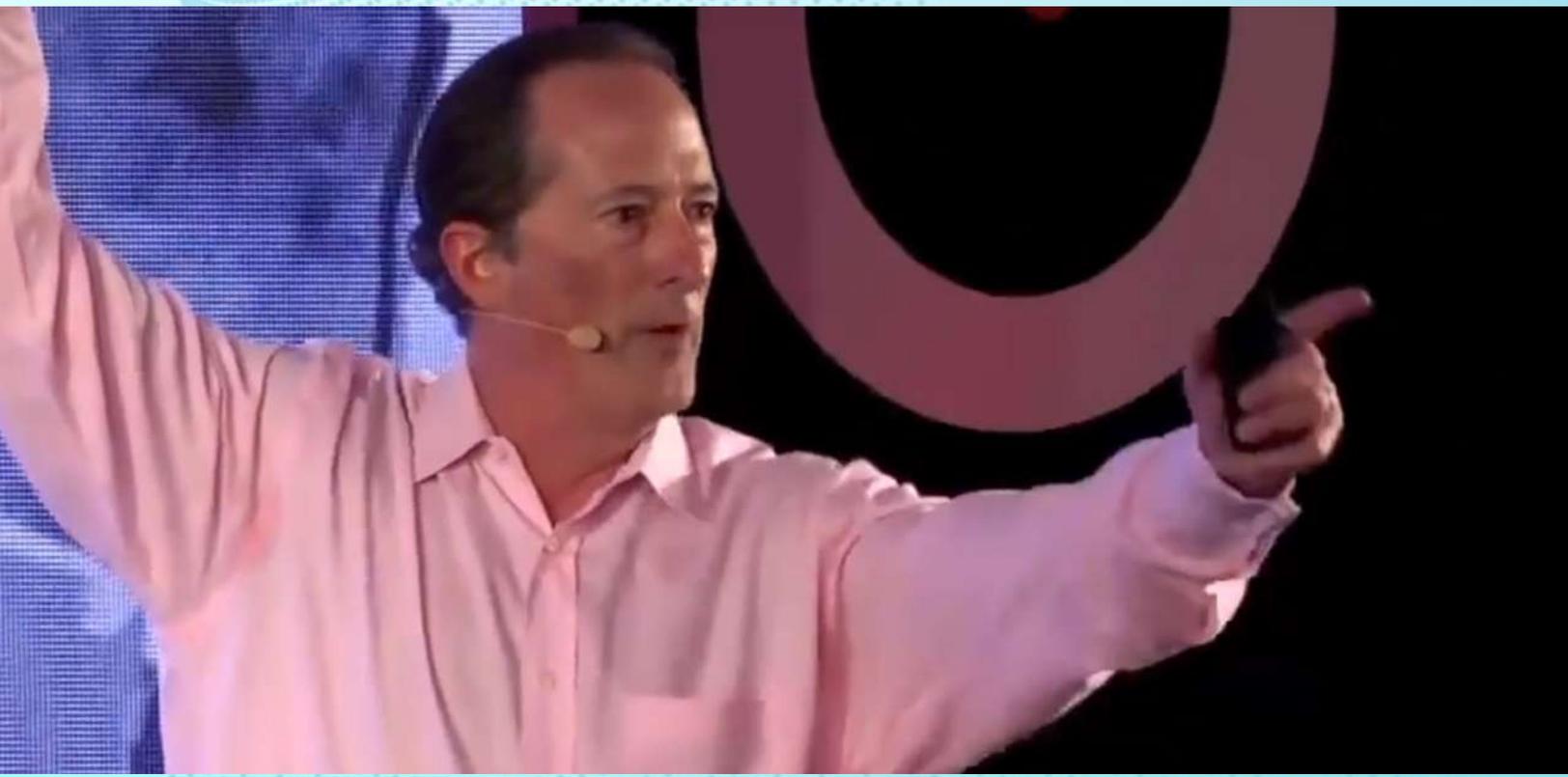
Participants walk away with:

- A clear understanding of how AI engines rank dental practices
- Visibility gaps in their own practice
- Immediate action steps
- A roadmap for dominating high-fee procedures
- Competitive clarity

No fluff.

No recycled slides.

Only what is driving high-value new patient growth now.



# ABOUT RIDGELY GOLDSBOROUGH

Ridgely Goldsborough is the founder of DentalMarketDominator.com and a leading authority on AI-driven new patient acquisition for elite dental practices. An entrepreneur who has launched 43 companies & authored 20 books, Ridgely specializes in helping private practices dominate visibility for high-value procedures in the age of AI.

His rare blend of advanced AI ranking strategy and limbic messaging psychology allows practices to build trust with both search engines and patients, resulting in more implant, sedation, and cosmetic cases.

He has spoken for Sunrise Dental Solutions, Esteem Dental Implants, and The Digital Dentist and is known for high-energy, case-study-driven presentations that deliver real implementation strategy.

Ridgely Goldsborough's books include: The WHY Engine, The Power of Belief, Wealth Kryptonite, The Great Ones, Masters of Success and 15 others.

# BOOK RIDGELY

For Study Clubs, Masterminds, and Elite Dental Groups:

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Limited engagements annually.

Because the practices that implement first... win first.

