



meet

LAURA MALY

CO-FOUNDER OF WONDERIST AGENCY & YOUR VIRTUAL CONSULT

your dental marketing expert



LAURA MALY

Behind the start-up culture, ping-pong table and beer fridge, you'll find culture-maker and entrepreneur Laura Maly, the Co-Founder of Wonderist Agency. For the last 11 years, she's been helping dentists generate new patients through marketing and growing Wonderist into one of the largest privately-owned dental marketing agencies with her husband and business partner, Michael Anderson. With a team of 57 in sunny San Diego, culture is at the heart of everything Wonderist Agency does and you can see it through the many accolades they've received including the Inc 5000 (2020, '21, '22, '23), San Diego's Best Places to Work (2018, '21, '22, '23) and San Diego's Fastest Growing Private Companies (2020, '21, '22, '23).

When Laura isn't working or on the road commanding an audience of dentists from the stage, you'll find her with her three balls of energy masquerading as children (Wilder, Shiloh and Francie), boating, reading, drinking wine and coffee, or dedicating her time to the San Diego County Dental Foundation, where she sits on the Board of Directors. She loves to meet people- come introduce yourself and tell her what you're working on, where you're traveling or what you've been up to!

awards →



2020 | 2021 | 2022 | 2023



2018 | 2021 | 2022 | 2023



2021 | 2022



2020 | 2021 | 2022 | 2023

it's time for a reliable marketing system:

three steps to consistent results

build processes that let you get the **job done right**.

Great systems and processes are the building block of any stable and successful business. Why should your marketing be any different? Learn how to create a marketing message that resonates with prospective patients, figure out how to meet patients where they are at and follow up through automation and managing a lead list. Nailing down a marketing system is the game-changer your practice has been waiting for.



LEARNING OBJECTIVE #1

What is a good marketing message and why is your message so important?

LEARNING OBJECTIVE #2

What marketing channels are best for you and why?

LEARNING OBJECTIVE #3

What is a lead? Why is it important to follow up?

ADMC

falling for funnels

harness the power of marketing funnels

get more out of your campaigns with funnels...

The average prospective patient needs 5-7 touch points with a practice before making a decision. Most front desks don't have the time to do the manual follow up that's needed to nudge leads along. In this presentation, Laura will show you how to build a powerful lead list that automatically texts and emails prospective patients until they schedule with you. If you are sick of not knowing the ROI on your marketing spend, a CRM will show you exactly where you are getting your leads from and how much revenue your marketing dollars actually generate.



LEARNING OBJECTIVE #1

What is a lead list and why is it important?

LEARNING OBJECTIVE #2

What channels should you be collecting leads from?

LEARNING OBJECTIVE #3

What are funnels and how do they work?

DS World

start your engine

getting ahead of the game on marketing your start-up

opening a start-up dental practice is a huge investment in yourself and your future.

You'll quickly learn that to be a business owner you have to wear a lot of hats, and one of those is marketing. Succeeding quickly requires a clear vision and understanding of who you are. In this course, discover what you want to say to your community, put that in the right channels, and of course, follow up! Come learn about our no-nonsense approach to start-up marketing.



LEARNING OBJECTIVE #1

How do I define my brand?

LEARNING OBJECTIVE #2

How will I get that message across to my community?

LEARNING OBJECTIVE #3

Do I have a structure to capture leads and follow up?



your custom topic

let Laura know what you'd like her to speak about

tailor a message to your unique audience for **the most impact!**

Laura would love to collaborate with you to find a presentation topic that suits your needs and time frame. Other things Laura loves speaking on in addition to marketing to help get your creative juices flowing: business ownership, company culture, hiring processes, standard operating procedures, AI...the sky is the limit!



STAGES HELD



DS World

In 2023, Laura hit a milestone in her career by taking the stage in Las Vegas at DS World. She captured attendees by discussing dating, dentistry, and all the things they have in common.



Fortune Management Annual Meeting

Laura met the Fortune team right down the road in sunny San Diego to speak at their 2023 annual coaches meeting. With a custom presentation centered around... you guessed it... “Telling Your Fortune: 3 Simple Steps to Your Future in Marketing”, she was able to bring the insights and the fortune cookies.



Ideal Practices Startup Blueprint

Laura has been the marketing speaker for Ideal Practice’s Start Up Practice Blueprint Program for 6 years and spoken for them over 13 times! Teaching aspiring start-up doctors about marketing is a personal passion, and she’s honored to work with the team at Ideal Practices.



Supercharge Your Dental Practice

Laura was proud to speak at the 1st annual Supercharge Your Dental Practice event in 2023 — a business and marketing boot camp presented by Dr. Len Tau. We came together with an amazing group of dental professionals who were energized to take their practice to the next level was a cherished opportunity.



Mommy Dentists in Business Social Summit

In 2022, Laura took the stage at the 4th annual Mommy Dentists In Business Social Summit in Las Vegas to speak with attendees about being a business owner, a mom, and everything in between.

WHAT YOU CAN EXPECT

BOOK LAURA FOR YOUR NEXT SPEAKING EVENT

As the co-founder of Wonderist Agency and Your Virtual Consult, Laura Maly leverages her experience as she educates doctors, enabling them to get unstuck in their marketing and make positive change in their practices.



charismatic, engaging, funny

When you book Laura for your speaking event, you get a high-energy, interactive presentation. No need for attendees to grab that extra cup of coffee. She keeps her audience on the edge of their seats through engaging, hilarious stories.



leave with action items

Presentations often leave attendees inspired, but without a roadmap. Laura's presentations are filled with resources that are easily accessible via QR code. She also builds action items into every engagement so attendees leave with solid next steps.



education from a life-long learner

Along with a delightfully engaging presentation style, Laura delivers her topics in a way that audiences can understand. Her goal is for attendees to leave her engagement with something they didn't know before. Through sharing her own experiences, she drives her points home and makes the message stick.



she gets it

As a mom of three, a wife who works alongside her partner, and a business owner, Laura's experiences are all too relatable to her audience. The struggle is real, the balancing act precarious, and she's ready to share it all with honesty, insight, and a sense of humor.



TESTIMONIALS

As the co-founder of Wonderist Agency and Your Virtual Consult, Laura Maly leverages her experience as she educates doctors, enabling them to get unstuck in their marketing and make positive change in their practices.



Laura is **high energy, fun, and funny**. Her passion for dentistry, education and business ownership comes through in her presentations and I always love seeing her on the stage and on the road.

Dr. Mark Costes

DENTAL SUCCESS INSTITUTE

Laura is one of the true experts in the digital marketing world. She is a **marvelous and engaging speaker**, and delivers her knowledge in a clear, **humorous and delightful way**.

Fred Joyal

TRUBLU SOCIAL SMILES



What sets Laura Maly apart is her **passion and enthusiasm for dental marketing**. Her energy is contagious and it makes the entire learning experience engaging and enjoyable. She keeps the audience captivated throughout the lecture with her dynamic presentation style and real-life examples.

Jennifer Tyson
FORTUNE MANAGEMENT



Laura and the Wonderist Agency team have been a part of the Ideal Practices world for over 6 years. **Laura has spoken at nearly every one of our events** and it's been a pleasure watching **her and Wonderist Agency grow**.

Stephen Trutter
IDEAL PRACTICES

I met Laura nearly 10 years ago when her and Michael were just beginning Wonderist Agency. I knew then they both had something special and as road warriors together all these years it's been such a **pleasure to meet on the road** and be able to see Laura speak and an extra special year **having her on stage at my first event**.

Dr. Len Tau
THE REVIEWS DOCTOR





GET IN TOUCH

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want laura to speak at your event?

