

Dental Consultation Company] – Cold Email Series

Subject Line Option 1 – The secret ingredient to a smooth-running practice is...

Subject Line Option 2 – Top dental practices have one thing in common

Hi,

What's the one thing top dental practices have in common with winning sports teams?

Coaching.

But why is coaching important to a dental practice?

Coaches evaluate to find the weak spots in a team or process and then help you implement the right solutions.

At [COMPANY], we have been coaching highly successful dental practices for over 20 years.

Our clients add tens of thousands of dollars to their bottom line working the same or fewer hours.

More importantly, your office runs smoother with far less stress.

How do we do it?

It starts with your leadership. To build an efficient team, you need a strong captain.

We'll help strengthen your leadership skills to get the best out of your staff.

Next, we'll look at your entire practice from team members, your hygiene department, and your financial systems.

We can advise you on what works best for any part of your business.

But it all starts with YOU first!

Contact our coaching staff today for a [free consultation](#). We'll fill you in on all the details of what we do, how we work with you, and our package options.

To run a successful practice takes leadership and management skills rarely taught in dental schools. You didn't get any of this training before you opened your practice.

At [COMPANY], our coaches specialize in turning good dental practices into highly profitable, smooth-running dental businesses. Our goal is to find out what YOU want from your practice. Then we customize a coaching plan that creates better practices and better lives.

“It’s good to have the systems put in place to allow you to get back to what’s really important, which is your family; your relationships.” - Dr. Ted K., Forrest Hill, MD

We only have 30 openings available for the next six months. We work with practices all over the country, and it doesn’t take long for our schedule to fill up. [Schedule your 30-minute consultation call](#) today before you miss out.

I would like to personally invite you to be one of our 30 new success stories.

Regards,

[Name]

CEO

[Link to COMPANY]

P.S. The difference between a good year and a great year is [COMPANY] Pro Coaching. Set up a free [30-minute consultation](#) call. You can also download a free copy of our [39-Point Checklist of the Critical Systems for Your Practice](#) to help you prioritize areas that need improvement.

Subject Line Option 1 – The two biggest transitions in any dental career

Subject Line Option 2 – How to transition from clinician to leader

Congratulations.

Whether you recently graduated from dental school or you’ve just celebrated your tenth year in business, congratulations are in order.

Wherever you are on your career path as a dentist, you will go through two major transitions in your career. The first transition is going from a clinician focused solely on dentistry to that of a business owner who has multiple responsibilities. The second transition takes you from manager to leader. Leadership skills will take your practice much farther than just management skills. Allow me to explain.

Once you’ve established yourself as a capable clinician and fine-tuned your skills, it’s time to think about making it on your own.

Owning a dental practice is the goal for almost every dentist who ever graduated. Whether you go it alone, with a partner, or as a group, you'll need to transition from clinician to owner.

It takes a different set of skills to manage a successful practice. You'll add many hats as a manager. Now you become responsible for hiring, firing, staff training, handling the finances, both payables and receivables, ordering supplies, and marketing your new practice.

While juggling all these new responsibilities, you still have a full load of clinical work to do.

Once you've mastered the art of management, the next major transition is to become a leader. However, being a good manager does not make you a good leader.

Becoming a leader means you will attract and retain the kind of talent that will keep your practice energized every day. It means understanding your weaknesses and letting people do their job without micromanagement. It means you can stop worrying about the minutia and focus on growing your practice and your clinical skills at the same time.

Transitioning to a successful leader is a difficult process, and that's why it's essential to use our coaching to help you every step of the way. No successful leader in any business made it on their own. An investment with [COMPANY] Pro Coaching returns a handsome ROI in both income and quality of life.

We have over 20 years' experience guiding successful dental clinicians into their management phase and on to leadership. Along the way, we teach you the best ways to manage every detail of your business to create a better life for you and those you hire.

We are limited to working with only 30 practices over the next six months because we work with practices on a national level. Set up your initial [consultation call](#) today before the schedule is full.

Here's to the next big step in your career!

[Name]

CEO

[Link to COMPANY]

P.S. Leaders aren't born, they're made, and we make the best in the dental industry. Set up your initial [consultation call](#) today.

Subject Line Option 1 – Get your life back with dental practice coaching

Subject Line Option 2 – Only 30 spots left for our coaching

Greetings,

I've sent you two previous emails and wanted to remind you of the two main benefits of our coaching services: increasing your profits and reducing your stress. We've achieved both for 20 years, and we can do the same for your practice.

The biggest difference between [COMPANY] and other coaching companies is that we find out what YOU want out of your practice.

We don't just push a bunch of "out-of-the-box" systems on you and abandon you. If you're having issues with the financial side of your business, we have experts to find the solution, from effective collections to dealing with insurance.

If you're having trouble with your home life because you're too tied up at work, we know the right management solutions to delegate and streamline your workload.

Most importantly, we can provide leadership training. As a leader, you'll run your business instead of it running you.

You'll get full support, cutting-edge training, and personalized service from us until you reach the goals you set.

It all begins with your initial [consultation call](#). There is no obligation, and you have everything to gain from this free call.

Are you experiencing any of these symptoms?

1. Improperly trained front desk team members
2. Lack of delegation (e.g., are you doing everything?)
3. No system for ensuring patients pay in full
4. No way to eliminate or reduce cancellations
5. Are you working harder than you have ever worked before without any confidence that you have a rock-solid strategy to thrive in the future?

These are the top 5 reasons dental practices fail. Use our experience to overcome any or all those issues.

Start by scheduling a 30-minute, distraction-free [phone call](#). It's important that we listen to you in a calm setting.

“Hands down the best dental coaching team and seminar on the planet. Absolutely hilarious, entertaining, and engaging with practical application of action items to begin implementing on Monday morning. My team and I are fired up and looking forward to more [COMPANY]coaching events :)”- Hal R., DDS

Let us know what’s important to you. Let’s get started building a better practice and a better life for you and your staff.

I look forward to meeting you.

Regards,

[Name]

CEO

[Link to COMPANY]

P.S. We only take on 30 new clients every six months, and we only have 17 openings left. If your practice is not running smoothly, you're not making the revenue you should, or you feel burned out, you need to call us. [Set up your call](#) today to lock in your dental practice coach before it’s too late.

Email 4

Subject Line Option 1 – Do your patients come second? Good!

Subject Line Option 2 – Why your patients should come second

Hello,

A few weeks ago, I wrote a blog post titled, “Why Your Patients Should Never Come First.” You can head over to our [COMPANY Blog] for the entire article. It flies in the face of conventional business wisdom because it’s the patients who spend the money to keep the lights on.

While that’s true, the real stars of the show are your staff. Jay’s right on point when he says, “*When you put your TEAM FIRST and then your PATIENTS SECOND, your team members can make your patients feel first in a way that you can never make them feel first. As a dentist, you could try to put the behavioral, technical, financial, and emotional needs of a patient first, but you will die trying.*

When you put your TEAM MEMBERS FIRST, and you truly care for them in an authentic way it sends a viral, radiant message to everyone that comes in contact with your practice. When you as a dentist can authentically say “I love these

people like my family” it transforms everything you do and everything your patients experience.”

One of the biggest challenges we face as dental practice coaches is getting practitioners to think differently. It’s a part of leadership training. Once a leader can understand that the team can make or break a practice, everyone starts to work together in a more relaxed and cooperative atmosphere.

How you think and act toward your people will directly affect your overall patient care. So, by putting your team first, your patients benefit with every visit.

As you strive to be better and different from your competition, take Jay’s advice and “Differentiate your practice from everybody else by making it the greatest place to work.”

Take a moment to [schedule a free consultation](#) with us. We want to help your practice become the place that attracts the best staff, and where patients can’t wait to refer their friends.

Have you downloaded our [39 Critical Systems Checklist](#)? It’s free and will help you identify your improvement goals.

I look forward to meeting you.

[Name]

CEO

[Link to COMPANY]

P.S. As our client, you’ll become eligible for a 50% discount on all [COMPANY] events. Our live seminars are a hit all over the country. We re-energize your team and provide them with new ideas to improve your business. Schedule a free [consultation call](#) today. We only have a few spots remaining for the next six months.

Email 5

Subject Line Option 1 – 4 ways to create an exceptional dental team

Subject Line Option 2 – 4 game-changing strategies for your practice

Hey %FIRSTNAME%,

The quality of your practice is in direct proportion to the quality of your thinking around your people. That’s not just something we believe; it’s something our work with our clients prove over and over.

To build and retain a team of happy, friendly, and efficient team members for your practice, you need to implement these four concepts.

1. Get super clear about your core values – Your values are a reflection of you as a leader, your beliefs, who you are, and who you want to be. Having a crystal clear set of values will help you attract people with those same core values. In turn, your staff will attract patients with similar values. When like-minded people surrounding you, your working life becomes more pleasant.
2. Make your team the #1 priority – This is easier said than done. However, when your team understands that you genuinely care, you'll see extraordinary results. Your patients end up benefiting from the goodwill and positive energy you nurture. In other words, what goes around comes around. Start by making your team #1.
3. Reinforce the “Why” of your practice with your team – Did you know that 51% of U.S. workers are searching for new jobs because they are disengaged and unappreciated? There is a strong possibility that it could be happening in your office. A high staff turnover is detrimental to any business. It affects the morale of the remaining team members, and it can push your patients away. Create an environment where your employees truly enjoy their work by treating them with respect and appreciation.
4. Schedule a group learning activity regularly – Helping your team grow professionally should not be spontaneous. Schedule and invest in a group course at least every quarter. Hold it at another location from your practice. We've found that the healthiest and most productive teams commit to learning together and have fun doing it. These strategies have proven to build cohesive and happy teams.

Investing in your team pays big dividends. You'll have a confident team that attracts more patients. We are with you every step of the way for intensive leadership, team, and business building.

Take a moment to [schedule a free consultation](#) with us and get ready to see massive results and opportunities that you would otherwise miss.

A Better Practice = A Better Life!

Hope to see you soon!

[Name]

CEO

[Link to COMPANY]

P.S. Speaking of team building and showing your appreciation, why not attend our next [COMPANY] event? As our coaching client, you'll become eligible for a 50% discount on all [COMPANY] events. It's a powerful statement that shows you're committed to educating and re-energizing your team. Ask about our [coaching packages](#) when you schedule your consultation.

Email 6

Subject Line Option 1 – Expect enormous results with us

Subject Line Option 2 – The best investment you can ever make for your practice

Hi %FIRSTNAME%,

I'm [NAME], and I've spent over 20 years building dental practices like yours to become top performers.

I am committed to seeing tremendous growth in your practice and a resulting improvement in your personal life. [COMPANY] coaching has helped hundreds of practices and thousands of staff become great at what they do and excited about their careers.

Over the past couple of weeks, I've sent you some information regarding our services. I've also mentioned that we can work with only 30 practices during the next six months. Since I last emailed you, we now only have four spots left.

If you think you're working too hard for too little, you're right! There is a better way, and we can show you.

Why wait another six months when you can be way ahead of where you are now? Take a moment to [schedule a free consultation](#) with us.

I look forward to working with you!

[Name]

CEO

[Link to COMPANY]

P.S. I've built the best team in the business. Everyone is a specialist in certain facets of the dental practice. We have solutions for any problem you're facing with your practice. Let's get started by [scheduling your consultation](#) today!
