

Niche: Dentistry, Practice Management

Example 1 - Webinar Signup Page

How to Beat Burnout and Love What You Do Again

You'll get a FREE copy of John Smith's "Million Dollar Burnout Busters" guide ...
PLUS a full recording of the event!

[Click Here To Claim Your Spot For April 5!](#)

- Spend less time on the *business* of dentistry—and more time actually *practicing* dentistry.
- Are the bills suffocating you—house, cars, student loans, equipment loans, kids in school, care for aging parents? Improve your cash flow and stop stressing about money.
- Insurance payouts keep falling. Here's how to protect your practice, yourself and your family.
- Sick of patients seeing your office as the "dental torture chamber"? A simple change you can make that will turn their dread turn to appreciation!
- Earn 30-50% more with *fewer* new patients? Sounds crazy, but it works.
- Do your patients and friends treat you like you're "just a dentist"? Here's how to shake that stereotype and become a front-line health care provider who SAVES LIVES.
- How to stop "cracking the whip" to get your team moving. With this approach, they'll run through walls for you.

[Click Here To Claim Your Spot For April 5!](#)

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Example 2 - Webinar Promotion Email Series, Email 1

Subject: Breaking Through Burnout

Joe,

More than 80% of dentists face burnout during their career.

So if your enthusiasm for your practice dead is and buried under a mountain of bills and insurance forms ...

And the thought of dealing with one more squirmy, whiny patient almost more than you can handle ...

You're in good company.

But here's the thing ...

You DON'T have to live with it.

You can get that graduation day excitement back - and John Smith will show you how in the [Breaking Through Burnout online seminar](#).

Because America is facing a full-blown CRISIS in health care.

Chronic disease is on the rise, and the insurance industry is holding medicine hostage.

You have a once-in-a-lifetime opportunity to step into the gap and redefine your practice.

Instead of being "just a dentist," you can become the first line of defense for your patients in their fight for a healthy, happy life.

When you run your practice this way, you'll see your stress levels drop and your income skyrocket.

And best of all, your patients will RAVE about you.

Don't let this chance pass you by—register today:

<http://dentistsite.com/register>

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Example 2 - Webinar Promotion Email Series, Email 2

Subject: The “Dental Torture Chamber”

Joe,

When your patients walk in your door, there’s one thought in their minds:

“How much is this going to hurt?”

That means that you spend 30+ hours a week with people who’d practically give their right arm to be ANYWHERE else.

If you’re teetering on the brink of burnout, this is a big part of the problem.

But John Smith [wants to show you how to fix it](#).

Simply by shifting your practice away from a reactive, problem-focused approach ...

And embracing an approach that looks out for your patients’ total health and well-being ...

You can create a RADICAL change in the way your patients see you.

They’ll recognize that you’re their biggest ally in the fight against deadly diseases like diabetes and even cancer.

They’ll gladly accept - and pay for - the treatments you recommend, because they understand the long-term consequences of neglecting their health.

And yes, they’ll even look forward to their visits, because they know that a trip to your office means they’ll enjoy a healthier, longer life.

John Smith will show you how to make this transformation at the [Breaking Through Burnout online seminar](#).

Grab your spot here:

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Example 2 - Webinar Promotion Email Series, Email 3

Subject: Grab the rope!

Joe,

Running a practice is all about details.

You're practically drowning in them - every day is a battle just to stay afloat.

Those details are the reason you can't get work out of your head - and why you're on the verge of burnout.

Look, when you're fighting to keep your head above water, the LAST thing you want is one more thing to do.

I get that.

But I'm throwing you a rope here.

At the Breaking Through Burnout webinar, John Smith will show you how to get past the minutia of running your practice and [remember why you became a dentist in the first place](#).

You'll see how to shift your practice from a focus on reactionary, find-and-fix care to an approach that positions you as a front-line health care provider.

With this new approach, you'll be the first to detect the signs of deadly disease in your patients - and warn them so they can take action.

Imagine - you'll actually be SAVING LIVES as America's "unsung health care hero"!

I guarantee that John will help you shake off that numb feeling and rekindle the joy you once felt in your practice.

This is your last chance, though...

We're shutting down registration soon.

Grab your seat here:

<http://dentistsite.com/register>

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Example 2 - Webinar Promotion Email Series, Email 4

Subject: We're on!

Joe,

I'm so glad you decided to join us for the Breaking Through Burnout webinar.

And here's something you can count on:

You'll never look at yourself as "just a dentist" again.

Because you'll discover just how vital you are to your patients' health and happiness - and how you can literally SAVE LIVES.

Your self-esteem is gonna shoot sky high when you see this.

So don't forget to put this event in your calendar - here are those details again:

Breaking Through Burnout Webinar

1 p.m. EST, April 5, 2015

<http://dentistsite.com/webinar>

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Example 2 - Webinar Promotion Email Series, Email 5

Subject: Calling it quits

Joe,

Ever catch yourself fantasizing about walking away ... and getting a job mowing lawns?

If you're like a lot of dentists, you actually ENJOY dentistry.

It's the other "stuff" that sucks the joy out of your practice:

The patients who show up late, refuse treatments until their teeth are literally falling out of their head ... then "forget" to pay up ...

... the "team" that seems dead set on thwarting your every move...

... the smug looks from your MD and surgeon friends.

That's all about to change.

Because when you come to John's Breaking Through Burnout seminar on April 5, he's going to show you the opportunity of a lifetime.

America is in a full-fledged health care crisis.

Every year, we spend more than \$2.25 trillion dollars to fight chronic illnesses.

But as a nation we're sicker than ever.

The insurance-run managed care machine isn't getting the job done - and that's where you come in.

Your patients see you twice a year, and they spend more time with you than any other health care provider.

That means YOU are their first line of defense against illnesses like diabetes, heart disease, even cancer.

It's time to shake off that "just a dentist" image everyone tries to pin on you, and take your place as a respected health care provider.

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John will have a lot more to say about this at the upcoming webinar on April 5.

You've already booked your spot, so be sure to join us when the time comes!

Example 2 - Webinar Promotion Email Series, Email 6

Subject: MDs Eating Your Dust

Joe,

Medicine in this country is locked in a death spiral.

The insurance companies run the show.

Physicians work longer hours for less money every year.

And with managed care now the rule, most people never even see the same doctor twice.

It's no wonder they'll find any excuse to duck out of that yearly physical.

But guess what?

They still come to see YOU, every 6 months like clockwork.

They know you and trust you.

You spend more time with your patients than any other health professional they see - 2 hours a year on average.

All this means that you have a rare opportunity.

If you can position your practice so that it focuses on **total** health and wellness, suddenly YOU'RE the gatekeeper.

And those MDs who looked down their noses because you were "just a dentist"?

They'll be begging YOU to refer patients to them.

John can't wait to show you how to grab this golden opportunity.

It's all happening at the Breaking Through Burnout seminar on April 5.

You're all set to attend - so I'll see you there!

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Example 2 - Webinar Promotion Email Series, Email 7

Subject: The Money's in the Gums

Joe,

Hard tissue usually hogs the dental spotlight.

But the future of dentistry is all about the gums.

Here's why ...

Every year we're seeing more evidence that illness first manifests in the mouth.

If the gums are inflamed, there's a good chance that the vital organs are as well.

And inflammation means chronic disease.

That's right - heart disease, cancer, and even erectile dysfunction often show up in the gums first.

You can diagnose your patients with pre-diabetes or pre-cancer right there in your chair - and educate them so they can take action before they get worse.

When your practice focuses on total health and well-being, your patients will quickly recognize that seeing you isn't just a trip to the dentist's office ... it's more like a physical of the mouth.

And they'll look to you for leadership to get and stay healthy.

This isn't your granddaddy's dentistry.

But it's exactly what our ailing nation needs.

John will spell the whole thing out at the webinar tomorrow.

You won't want to miss this - here are the details one more time:

Breaking Through Burnout Webinar

1 p.m. EST, April 5, 2015

<http://dentistsite.com/webinar>

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Example 2 - Webinar Promotion Email Series, Email 8

Subject: You still there?

Joe,

I noticed that you didn't make it to the webinar yesterday!

What happened?

Look, I know what a grind the *business* of dentistry can be - it's enough to make you forget how much you enjoy the *practice* of dentistry.

But it's not too late to get that joy back.

See, your patients need you more than you know.

As John showed at the seminar, more than half of your patients have SERIOUS gum disease.

They're sick, and it's killing them - causing cancer, heart disease, diabetes.

Your patients NEED you to step up and take your place as a respected guardian of their health.

And when you do, you'll suddenly find yourself looking forward to Monday morning again.

This is too important to miss, so I've posted a [replay of the yesterday's seminar](#).

It's coming down soon, though, so don't put this off for "later."

Watch here now:

<http://dentistsite.com/register>

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Example 2 - Webinar Promotion Email Series, Email 9

Subject: The #1 Cause of Burnout

Joe,

Poor cash flow is THE #1 cause of burnout among dentists.

Here's the "3-step plan":

1. Realize that your payouts keep dropping while overhead keeps rising.
2. Panic.
3. Quit your hobbies and ignore your family so you can work longer hours and squeeze in more patients.

If that's you, there's a way out.

Fact: More than half of your patients are walking around with disease running rampant in their mouths.

And when you know how to show them just how sick they are ... and the consequences for their long-term health ...

You can increase your income by as much as 2X - without working your tail off to constantly find new patients.

Imagine reducing your stress, doubling your revenue AND saving lives in the process.

You can see how it all works when you call today for your free "Missing Revenue Finder" consultation.

It takes just a few minutes.

You answer a few basic questions about your practice ... then we crunch the numbers and hand you a custom-tailored "prosperity plan" for your practice.

Don't wait until you hit rock bottom.

Give us a call today at 555-555-5555.

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Example 2 - Webinar Promotion Email Series, Email 10

Subject: The “secret” to beating burnout

Joe,

There’s a secret to building a practice that doesn’t run you into the ground.

When you do this, you can stop “lacing up your rollerskates” just to spend all day with grumpy patients who skip out on appointments - then refuse to pay up.

Instead, your office is relaxed and efficient - and your patients are happy and respectful.

Ready for the secret?

Here it is:

Give your patients ALL the care they need.

See, most of your patients have serious dental problems that are going untreated right now.

Far too many dentists do “wallet biopsies” - then present what they *think* the patient can afford.

That hurts your patients AND your practice.

But just how much?

You can find out today when you call for your free Lost Revenue Locator consultation.

In this short call, you’ll answer a few basic questions about your practice, and we’ll show you exactly how much more you could earn by giving your patients what they truly need.

You’ll be shocked when you see what this simple mindset shift will do for your bottom line.

So pick up the phone and give us a call today at 555-555-5555.

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Example 3 - Blog Post

Busting the Patient Pain Myth

If you're like many dentists, the care you *want* to provide for your patients and the care you *actually* provide are two very different things.

You want to provide your patients with the complete care that's best for their oral health—including preventative care and cosmetic treatment in addition to the basic treatments.

But often you find yourself settling for routine cleanings—and coping with the inevitable emergencies that crop up when patients aren't taking the steps necessary to prevent long-term problems.

How do you get out of this rut?

The first step is realizing that you've bought into a powerful myth: That patients only accept care when they're in significant, persistent pain.

There's certainly a grain of truth in this myth.

You've probably tried—and failed—to convince patients that a preventative treatment today would head off more serious problems, only to see patients reject your advice time and time again.

Then, months down the road, you get that emergency weekend call and wind up doing an after-hours root canal.

Pain is a powerful motivator, it's true.

But most patients would rather avoid it entirely when the choice is clearly laid out for them.

What's really at play here isn't pain—it's *value*.

When a patient is in physical pain, the value of the service you provide is clear and immediate: The pain stops.

The way that most dentists present preventative treatments, the patient doesn't see any immediate payoff. The treatment seems like an expensive luxury, a “nice to have” rather than an urgent need.

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And in most cases, the patient will decide to hold off.

The key to getting patients to work with you to maintain their oral health is elevating the value of preventative treatments in their minds.

The primary tool that allows you to create this perception of value is *education*.

During every visit, your entire team, from your hygienist to your treatment coordinator to you, must work together to educate your patients and *show* them—visually when possible—the inevitable consequences of neglect.

Do this right, and you won't spend time arguing with patients about treatment or selling them something they don't want.

Instead, they'll ask for the treatment—even demand it.

They are counting on you, their champion in the battle for good oral health, to help them avoid pain.

For tools and information that will show you how you can improve your patients' well-being through education, [join the Total Patient Health movement](#) today.

Example 4 - Blog Post

How “Nice Guy Syndrome” Can Actually Harm Your Patients

Do you ever find yourself in a situation where you *know* what a patient really needs...

But something inside you wants to hold back?

You can see the early warning signs of a diseased mouth—the tooth starting to go bad, the inflamed gums.

You know how this particular movie ends: The patient will get an infection, or a case of periodontitis, or maybe even a serious chronic condition down the road.

And instead of giving it to the patient squarely, you sugar coat the situation.

“We'll keep an eye on it,” you hear yourself say.

What causes that?

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What's stopping you from telling the patient what they need to do to stay healthy?

For many dentists, it's the desire to be "nice," to be liked by their patients.

It often starts on the first visit, when the patient says something like:

"Oh, my last dentist was so nice. I went to him for 10 years and he never recommended any of those expensive treatments."

After that, dentists will hesitate before they bring up any topic more involved than brushing and flossing.

"If I start having these hard conversations with my patients, won't they just go somewhere else?" they worry.

By trying to "be nice," these dentists are really harming their patients. They're putting their own comfort and desire to avoid confrontation above the patient's overall well-being.

What *would* happen if you started having honest discussions with your patients about their oral health—and how it affects their overall health?

Would they all flee to the practice down the street?

That's not what's happened to the thousands of dentists who have joined the Total Patient Health movement.

These dentists have committed themselves to providing a higher standard of care for their patients.

And far from losing patients, these dentists have found their waiting rooms jammed with enthusiastic patients who are happy to be there and appreciate that their dentist is looking out for them as a whole person.

If you're ready to start offering your patients this higher level of care, we can provide you with a set of tools that will make it easy and natural for you to have these conversations with your patients.

For more information, go here;

<http://dentistsite.com/tph>

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