

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet – Week 48 Writing for Dental Journals

1. Your Expertise

Write down: What is the value that you bring in your niche?

1.

2.

3.

What do you know that sets you apart from someone else who does what you do as a dental consultant/coach?

1.

2.

3.

What are 3 unique subjects, areas of your niche, etc., that you can write about?

1.

2.

3.

Why should YOU write about this topic?

2. Get it Completed

Write a list of no less than 3 journals you can write for:

1.

2.

3.

4.

5.

Write down your HOT JUICY TITLE(s) and a Paragraph (maybe include a few bullet points too), about your article. Include your name, credentials, awards, business info (website, contact phone # and email). Now write that date you will send your information to editors

1. Topic Subject

2. Topic Juicy Title (Potential titles as these can change)

3. Write your paragraph and 2-3 bullet points

4. Write a cursory bio (This will change but begin to write your bio for the 1st journal article)

DATE YOU WILL SEND INFO TO EDITORS: _____

Write this down on your profit calendar.

3. Editing Articles

What are the names of people or groups who can proof read your article before your submission to the editor:

1.

2.

3.

Always write your article due dates on your business calendar) besides your profit calendar).

Create your own deadline for article completion, your own editing by proof-reader and/or colleagues, etc., about one week before the editors deadline

Plan to create your own charts, tables, graphs, photos, etc. to demonstrate your important information you will write in the journal (or online) article.

4. Marketing Your Article

Once your article is published ask the editor or editor's assistant to send several copies of the published journal. (Many journals will tell you that you need to pay for these in fact, they will send a form to complete and pay for these. CAUTION! You can get around this! You have spent a lot of time writing and in return the every least they can do is send you a few printed copies of the dental journal with your beautifully written article!)

Send the journal which includes your article and mark the page where your article is located. I add a special paper and write a special note on that paper.

If you are only sending a copy of the article and not the journal - print your article and be sure it is professional looking - *on nice quality paper* (At OfficeMax or a printer). Send to your raving fans who will include potential clients for consulting and it may even include corporate sponsors. (Many times when you speak you need corporate sponsors to pay for airfare, hotel, etc. If you talked about a company's product or service let them know you have written about their service or product. Show this off to the important people!)

When sending your article to potential clients it is a very nice touch if you use a nice letterhead and envelope, write a personal note letting the person know you were thinking of them. Handwrite the envelope and add a nice -different looking stamp - on the envelope. Stand out among the normal people who send something in the mail!

Post a link to your article on your website and in your newsletter.

If at first you don't succeed (getting an editor to invite you to write), never give up! Do not get discouraged. Keep submitting and find out why you are being rejected.

If you have been published or not published (Don't be shy! Make an impression they won't forget. Of course if you know they don't celebrate Christmas, think of another reason to send a special card), include the editor and even the editor's assistant on your Christmas card list.

If you are at a dental conference look for the booth of the dental journal which you wish to write for. Go to their booth, introduce yourself, bring a copy of your bio, which includes your professional photo, and an overview of your topic(s) and paragraph outlining your topic. If you have a juicy title, have it at the top of your page which has the overview of your article. Leave behind your business card. You can have all of this information to present and leave behind, in a nice folder and leave behind after you talk to the editor or editorial committee at the booth. I have the folder color match my business color.

BONUS TIP

I like to have my speaker packages in a nice folder with my business card and take with me to all dental conference. Look for the “scouts” who are walking around, sometimes at the back of the room where you may be attending a course. Go up to these men. (Usually they are men dressed in a suit which has the emblem from the dental society there “Scouting” speakers. Examples are: Yankee Dental Congress, Chicago Mid-Winter, and Hinman.). Don’t be shy. If you see one of these people, go up and introduce yourself. Have your speaker package available and get it in their hands!

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