

Dental Consultant Master Academy
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Transcript - Week 48
Writing for Dental Journals

Hello, this is Debbie and welcome to this weeks Master Academy Training Video! Today I will be talking about writing for dental journals. Last week I told you I would speak to you a little about this and then once I started writing down everything I know about getting published, I realize there is so much I want to tell you. I want to tell you about why getting published is so valuable. Then I discovered I knew exactly how you can get published and not left sitting on the editor's desk, waiting to have them read your article proposal.

There is so much I want to tell you that I am spending this entire week on the subject. I also realize how this article you will have published; it is read for a very long time. I know that some of my articles are now archived in the National Institute of Health Library which is now online. This article you will have published takes you a long way in growing your business and getting your phone to continually ring. So let's get started working on your business now! There is one great big way to market your business without spending a lot of money; in fact many times it costs you no money but only time to write an article for publication in a dental journal.

I think I mentioned that a few weeks ago I wrote for an online journal and as I deliver this weeks training video, I can tell you that people are still reading the article. I know that because I added a link to my no-cost 7 Day Dental Hygiene Program and people are still to this day opting in to this. I am preparing to write a 3500 word article about treatment planning for Dentistry Today which will be published next year. The articles I have written over the past almost 15 yrs are now found in the national institute of health library which is online. This means that even Dental Student who are doing research, come across my articles and these are published articles that are archived from about 15 yrs ago. I think you can see the huge impact you can have when you write for dental journals.

I suggest that you become a subscriber to a journal that is specific to your niche. If you are offering support to dental office managers then you will probably choose to write for ADOM and I also suggest that you contact Dental Economics because I see other office managers writing for this journal as well.

If you are a dentist then you have a wide variety of dental journals to choose from when looking to market your business and get your message out to the world. Whatever your niche is as a dental consultant, there is a dental journal that you can specifically write and be published. Hygienists also have a handful of dental journals to submit there value-ad information to.

The first step is to Google the dental journal or, if you already have a subscription, which is what you really should have, then you will contact the editor of that journal. Be prepared to have a title for your article and a short paragraph which explains what your main point of that article will be.

Once you have written for a journal, I can almost promise you that you will be invited back to write again. This year is my 3rd year in a row writing for Dentistry Today. It is a lot of work but a big honor and it goes a long way for gaining exposure to your specific community of future clients and raving fans. You may also be invited to speak at dental conferences when you are published.

These articles become a part of what you will submit to meeting planners when you promote yourself to speak at dental conferences. So when you are submitting your CV and Course Outlines, if you have a published article, send that along to the meeting planner with your speaker information. I take my published articles to CopyMax or a printing place and have them printed on nice paper, then send them to potential clients who are interested in using my services but have not said "YES" at this time and I also use those printed copies to send with my speaker package to the dental associations who require a sent package of information. If I can email my speaker package to the meeting planner, then I have my published articles in PDF format and email one or two of my published articles along with my CV and speaking topics and outlines.

When submitting your article ideas to an editor, present original and worthwhile ideas for the editor's readers. Editors are besieged with so many proposals, so working through that obstacle can be accomplished by submitting valuable material.

Writing for dental journals can be time consuming. Imagine the 3500 word article I will again be writing and this will have a bibliography as well. These are usually done without receiving payment. Unless you have a corporate sponsor you will not be paid to write. And if you do have a corporate sponsor you will need to disclose this somewhere in your writing. It also doesn't look as credible when people reading know that you are paid to write that information.

If you want your phone to ring, then I suggest you write at least occasionally -I mean at least once a year for the major dental journals in your niche, your specific area of dental consulting. Your exposure is huge if you can schedule the time to get your article written.

Some questions to ask when writing your article and you are determining your subject. If your niche is social media for dental offices then what exactly do you want to write about regarding social media? I do see more and more dental offices advertising on Facebook. Is this something you know how to do? Does this help dentists get more new patients coming to their office? If you know about this topic and are an expert in Facebook Ads for dentists, then go ahead and writing about the valuable information. I honestly don't know who to contact if one of my clients wants to advertise on Facebook and I am starting to see these "sponsored" dental ads on my Facebook wall.

Think about a subject that is specific to your niche and why this topic will be relevant for the next year or maybe even longer. One of my first published articles is about the mouth-body connection. I have seen it used in dental student research as of the past year so this topic is still talked about and very important today. Think long-term when picking a subject to write about.

What angle can you write about that will make your subject compelling? I do a lot of writing at this point in time about the doctor hygiene exam. The reason being is that I have a very different angle on how this should be done and it is an angle that “I” personally believe will save both doctor and hygienist time and not keep that patient waiting for doctor to complete the exam.

When you do submit your proposed article always, don’t be shy, but always email to the editors exact email address not just info@ then the journal name and do not just mail your information to the journal address but find out who the editor is and send directly to them if you are mailing. You will want to inquire about the specific word count the editor requests, along with any disclosures you need to make, a due date and sign any waivers that allow your published article to be the property of the dental journal. Be specific about what is requested so you meet all the journal criteria.

Do you have a professional photo? Always include this with your article. Is it kosher to include a link to your opt-in offer at the end of your article? Do you have specific credentials? I have a Bachelor of Science degree in dental hygiene. There was one dental journal that did not want to publish my Bachelor of Science degree after my RDH credential. I had to speak to the assistant to the editor and mention why this credential is so important and that I need to have this added to my name. If you are a dentist then make sure your credentials are correct for publication. Whatever your credentials are, you worked hard to get those and make sure they are published at the end of your article.

One thing to note is that if an editor likes your proposal they will follow up with you. In this case, I don’t suggest that you follow up. I know when submitting your information to meeting planners I suggest that you follow up but in the case of published articles, it is not a standard procedure to do a follow up. If you don’t hear from the editor in a couple of months submit another hot title and rewrite your information which you propose to write. Keep doing this because I can promise you that at some point in the near future, you will be noticed. You will be published. This is perseverance. That is what this takes to be a successful dental consultant.

Every time I write a journal article I rewrite my bio and I also have others read my bio and make suggestions to take it to that next level of success. This is something that you can post on our private facebook wall and we can all look at your bio and give suggestions.

If you want to be considered for publications you need to remember that 95% of what you write is to add value to your readers. You can not self promote when you are writing. If you are adding value to your readers I promise you that you will receive feedback and inquires. That is the whole purpose of adding your HOT, JUICY BIO with your contact information.

Make sure that your contact information includes a phone number and email to contact you directly. People who read your article will follow up with you. They will also go to your website so be sure to add that as well. I always notice that when I am published, my website visits peak. I always take a look at my website to make sure all the links are working properly when I know I will be published because I know that brings more traffic to my website.

Many of you will be writing articles that are scientific and for those of you who don't write about science, if you are borrowing this information from another source then are sure to give that source credit when credit is due. If you do write scientific articles then you will have footnotes and a biography of where you got your information.

What will make you stand out when you are published is how you are able to look at a topic in a new way. Are you a critical thinker? Are you analytical? These are both very important qualities of successful consultants so consider these qualities when writing as well.

I have also found it is very valuable to add tables and charts to show a flow of how I believe something in the office will work well. Last year I wrote about periodontal disease and treatment planning along with how to bill for the various hygiene procedures. I created about 3 different tables which outlined this. I believe that because I took time to create these tables to diagram the flow of treating a periodontal patient, it is possibly why I am asked to write again for the 3rd year in a row.

Can you take photos when you are in an office consulting? If so, imagine what photos you can use for a future article. For me, I have a specific way I want the patient to be seated in the dental chair, during the 1st two minutes of a dental appointment. I will take about four photos of this position from various angles and then I choose one photo to use in journal articles. I have also created a pie-chart which shows the flow of a dental hygiene appointment. Think about how you can use these ideas to create value to your articles when you are writing for dental journals.

I do not recommend you choose to pay a ghost writer to write articles for you. What I usually do is pay an editor, a lady I met many years ago, who actually worked for a dental journal and she is paid to edit my articles. This woman has a degree in writing and is a grammar Nazi! She also helps me get my footnotes perfect. Those can be tricky!

If you don't want to spend money having someone edit your articles, then have a friend, colleague or one of us or many of us in this academy, look over your article before submitting for publication.

Remember that your journal articles will not be published for six to eight months after you have submitted your final draft.

Talking about final drafts make sure that you always ask for a final draft from the editor before it is going to print.

Here is the sequence of your published article: You will receive an email – usually it is an email. That is 100% of the time how it happens for me. Then you agree upon a date and the editor or the editor's assistant will send you the journal editor guidelines, a copyright agreement and the date your article is due. You will sign this and return asap. Then you will begin your research and writing. You will have colleagues or an editor look things over to be sure they are perfect before you submit to the publisher. I recommend that you have your photos ready and tables, charts, etc, about two weeks before you plan to submit your journal article to the editor. Do not rush through these things!

Once you have submitted your final draft you will hear back from the editor's assistant within the month. This is all typically done though email. Once you submit your article, charts, photos, etc., I highly recommend that you ask for a confirmation that the journal editor and/or their assistant have received your emailed article submissions. The day one of my articles was due—well I always send my articles a few days before they are due, but this one time there was a huge snowstorm on the east coast where the journal headquarters is located. I never heard from anyone for quite a few days. No response to my emails. Nothing! I have been dealing with this editor for many years so I have his cell # and after so many attempts to contact the editors assistant and without response, I called the editor and he assured me they would get back to me but no one was in the office because of the big snow storm. I am sure that when they did get back to the office there were a lot of emails to be read so I highly recommend that you ask for a confirmation reply when you do submit your journal articles.

Always sign off after the editor has completed their final work to get your article organized in the journal. Like I said earlier, one journal, a hygiene journal had a policy to only publish RDH not the other credentials many hygienist have. I am always happy to preview how my article will look once the journal is published. You want to do the same and then sign off that you approve how your hard work will look in the journal.

By this point in the academy, you should have published a few blog articles. If you want ideas about what to write for dental journals, then I suggest you go back to those blog articles. Re-read your blog articles and think about how you can add to those. How can you spice up those blog articles?

Can you create a table or chart to demonstrate your strategy? What about photos you can take that show what you are talking about? What new information do you have since writing that blog?

Go to your blogs for ideas. Also Google your topic and see what others have written about regarding this topic. Play around with what you read, think “How can I take a deeper dive into this topic?” What value can you add to what has already been written.

Once you have an article written you can also use a lot of this information for future products, in your consulting systems as well as when you are speaking. Think about using those charts, tables and photos in your new products, systems you will write and use these tools when you are speaking at dental conferences.

Keep adding 1% each week to your business and you will be so much further along in one year from now. You have written something in the past. Take that and add to it. The more you allow yourself to be exposed, the more likely someone big, someone important will see your work and you will now be 10% further along in your business. Your blog articles are there for the entire world to see if you promote your blog. Writing for a dental journal means someone else who may have 10,000 plus subscribers—readers, will do the marketing of you and your business. All you need to do is have focused time to write down what is inside your brain. You need to share your knowledge. This is why you chose to be in this academy right? You want to share your knowledge. This is just one more way to be an influencer and build a successful multiple stream income and live the life you have dreamed of. I believe in you!

Now, go to your action plan and begin to create your plan to write for dental journals. Put it on your profit calendar when you will research the journals you can submit your information to.

Next week I will do a recap on your career as a dental consultant and coach. You are almost there. Week 50 will be a time to celebrate! I’ll see you on next week’s video! This is Debbie signing off. Bye for now!

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