

## SUBJECT: Do you have a revolving door of team members?

PREVIEW TEXT: How to get off the rollercoaster of hiring ALL the time

Picture this, [Name].

You're just finishing up with a patient when you hear yelling in the hallway. You catch the hygienist's eye and she quickly slips out to check what's happening.

She comes back in a moment later and whispers, "Laura just took her diploma off the wall and stormed out."

You smile reassuringly at the patient and step out into the hallway with the hygienist and ask her to repeat what she said.

"Janine says she told Laura that she had misfiled two charts. Laura threw down her instruments, grabbed her diploma, and left."

Just then, another patient pokes her head out into the hallway. "Um, is Laura coming back?"

If you're reading this and thinking, "Um, that sounds like my office," then you know just how awful it is when a team member quits — and when you feel like you an't do anything to prevent it.

Maybe you've done the panic hiring to replace people —or given the whole team raises you can't afford just to keep them happy. Heck, some doctors even find themselves just taking on extra work to avoid hiring anyone.

### IMPORTANT NOTES!

This is a scenario that the reader — a dentist running her own practice — can relate to. She probably hasn't experienced this EXACT situation, but she can relate to it because she has her own team member drama to deal with.

Show the reader that it's okay to recognize herself.

Things the reader has likely tried. We're agitating the problem here.

You're not alone. Most dentists have trouble hiring and retaining good team members for one simple reason: **You haven't spent any time on your leadership skills.**

## IMPORTANT NOTES!

More agitation — we're telling the reader WHY she's in this place.

The good news is that once you understand your role as the practice owner *and leader of your team*, you can hire team members who work well together — and exceed your expectations while they do it.

And here's a glimpse of the solution.

The very first thing you want to do is ask yourself a few key questions:

More details on the solution.

- Do you have a strong culture in your office?
- Does your team understand your core values?
- Do you trust your team members to do their jobs, or do they feel like you're micromanaging them?
- Do you know what your team members' personal goals are, and are you helping them be successful?

You've already tried forging ahead and leaving the touchy-feely stuff for later. You've hired people who looked great on paper — and you're still paying the price.

Back to agitating the problem.

Now it's time to do things the right way. I know it can be scary and tempting just to get someone in place quickly. But if you have a retention issue and you keep doing the same thing, you'll never solve the problem.

And here's our solution.

You'll get overwhelmed and exhausted trying to do all the things without having people around you to help.

We can help you implement a hiring process that builds the dream team you need to achieve the growth you want to see in your dental practice.

**IMPORTANT NOTES!**

Let's get on a call and create a hiring process for your practice.

Specific action we want them to take.

Once your team members realize that their goals are important to you too, you can start working together on the strategies that will drive your business forward.

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