



CONFIDENTIAL - DO NOT REPRODUCE

Kathleen Hanover, Marketing Copywriter
Sales Letter Copywriting Sample
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Target Audience: Busy dentists who own, operate and provide services in their own dental practice, who are required to earn Continuing Education credits to maintain annual licensure.

"Are you frustrated by how much time and money you spend on Continuing Education every year — *without ever seeing a substantial improvement in your dental practice?*"

Dear <FirstName>,

I have some news for you about a new service that can help you retain more clients, provide better client service, and improve your profitability.

And I want to tell you about a **special offer** that can **save you up to \$595.**

But first, I have a question.

Does the following story sound familiar?

You sign up to attend a Continuing Education class. You spend a few hundred dollars (or more) for tuition. Then the day (or week) of the class arrives. You grit your teeth (metaphorically of course) as you head off to training, knowing that **you're inconveniencing not just yourself and your staff, but your patients as well.**

In the classroom, you **try to absorb what you're hearing.** But you spend a lot of time wondering how things are running back at the office without you. **You wonder how much paperwork is piling up on your desk while you're gone.**

In the continuing education session, you learn some great theories, tips and techniques. **You take a lot of cryptic notes that seem to make sense at the time.** And you tell yourself,

**"This time I'm really going to use what I learn.
This time, I'm going to get my money's worth."**

You promise yourself you'll review your notes soon. Then you get back to the office. And you start wading through the paperwork and phone messages that filled your in-box while you were out.

The class binder and notes sit on your desk for about a week before you finally put them on your bookshelf and forget about them forever.

And then you go back to "business as usual."

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**Do you feel guilty for spending so much time and money
on education that you never put into practice?**

I don't blame you.

**And I've been teaching continuing education courses to dentists for over
sixteen years!**

I get a great sense of satisfaction from helping a fellow dentist learn a new skill. I know my teaching methods are sound, and my course content is relevant.

But because continuing education classes emphasize book learning instead of actual hands-on experience, **very few dentists are able to translate a continuing education course into a real-world business improvement.** In other words, **when it comes to continuing education,**

it's all theory and no practice.

As an educator, I think this is a shame. As a practicing dentist myself, I know firsthand **the value of continuing education when it comes to protection from liability, increased professionalism, improved patient experience and bottom-line financial results.**

But **only** if you **implement** what you learn.

I've taught over 3,000 dentists during my 12 year tenure at The Pankey Institute for Advanced Dental Education in Key Biscayne. And over the years, a number of students have urged me to **get the training out of the classroom and into their real-world dental practice.**

And that's why I'm very pleased to announce **my new service,**

Live On-Site Coaching for the Dental Professional

Why is live, on-site continuing education coaching **so superior** to classroom training alone?

- **Location.** I train you and your team in your facility, where you work every day.
- **Impact.** You'll learn techniques on live patients, not from a slideshow or lecture.
- **Customization.** We can concentrate on the areas where you need the most improvement.
- **Immediacy.** You don't have to wait to get back to the office to try a new skill. You learn it in your office, on your equipment.



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- **Retention.** You learn using all of your senses, instead of just by listening to a lecture. So you retain more information.

"I was in a master-mind group of management consultants last week down in Austin. Your name came up when we were discussing where our clients could get the best information and training. We all were in agreement that you are the new guru."

— **Betsy Wheat, Business Consultant**

Some things are just very hard to learn without doing them. **That's why I offer live, on-site, one-on-one coaching** on:

- ❑ **More effective (and more profitable) scheduling**—so you can have enough time to address all the details and maximize the profit potential of every hour of every day.
- ❑ **Complete masticatory system exams**—done in a way that's interesting and meaningful to both you and your patient
- ❑ **Bite Splint fabrication and insertion**—to help you get control of the system before you do the definitive porcelain
- ❑ **Diagnostic blueprint creation using articulated diagnostic casts**—an effective technique that allows you and your patient to see where you're going before you start prepping teeth
- ❑ **Creating effective, logical treatment plans and sequences**—in a way that's appropriate for your patients' circumstances

And much, much more.

And when you [schedule a full-day coaching engagement](#) before Month 00, 2008, you'll get a FREE copy of my complete home-study course on CD, "Learning Modules for Comprehensive, Relationship-Based Dentistry," valued at \$595!

This 8-part collection will be the "reference manual" you and your team can refer to during our live on-site coaching process. A comprehensive resource, the study course includes **over 750 slides of instruction**, and qualifies for a total of **28 hours of AGD CE credits** upon completion of a post test. The individual modules cover:

The Role Of Occlusion (82 Slides)

Retail Price: ~~\$119.95~~ (yours FREE with a full day coaching engagement)

The Exceptional New Patient Experience (105 Pages)

Retail Price: ~~\$119.95~~ (yours FREE with a full day coaching engagement)

Bite Splint Therapy (182 pages)

Retail Price: ~~\$119.95~~ (yours FREE with a full day coaching engagement)

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Definitive Occlusal Therapy (66 pages)

Retail Price: \$449.95 (yours FREE with a full day coaching engagement)

Anterior Guidance And Esthetics (139 pages)

Retail Price: \$449.95 (yours FREE with a full day coaching engagement)

The Diagnostic Blueprint and Provisionalization (103 pages)

Retail Price: \$449.95 (yours FREE with a full day coaching engagement)

Dental Photography (64 pages)

Retail Price: \$29.95 (yours FREE with a full day coaching engagement)

Articulated Diagnostic Casts

Retail Price: \$29.95 (yours FREE with a full day coaching engagement)

And you get all this FREE, when you register for a full-day coaching engagement before Month 00, 2008. My schedule fills up fast. So [contact me today](#) to be sure you get the date that's best for you.

"Your 10 Decisions to Treatment Planning has been such a great tool for me in my practice and my everyday treatment planning. I cannot see any dentist practicing without this, because this tool clarifies from the simplest to the most complex cases....I want to thank you for putting together a tool that is so valuable..." — Dr. N. Morales, Coral Gables, Florida

In your dental practice, is continuing education an expense instead of an investment? [Contact me today](#) to find out how Live On-Site Coaching can help you...

- Improve your grasp and retention** of continuing education courses
- Identify **real-world implementation strategies** for your new skills
- Personalize your learning** for your own strengths and weaknesses
- Make your **practice more efficient, effective and profitable**
- Make your **patients more loyal, more comfortable and more compliant**

Ready to finally get your money's worth out of your continuing education budget? There is no better time to get started. You can [send me an email](#) or simply call me direct at 305-372-8212 to learn more.

Warm regards,

[signature]

Gregory J. Tarantola, D.D.S.



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P.S. Remember, you must [contact me before Month 00, 2008](#) to receive a FREE copy of my **complete home-study course, "Learning Modules for Comprehensive, Relationship-Based Dentistry,"** when you schedule a full day of consultation. **That's a \$595 value, yours free.**

P.P.S. I expect my calendar to fill up quickly, and I really don't want to turn anyone away. **If you're serious about improving your relationship with your patients and adding real dollars on to your bottom line, I'd suggest you [contact me today](#) to see if On-Site Live Coaching is right for you.**