

FAQs for Contributors and Authors

1. Who may contribute articles and materials for publication?

Dental consultants, practice management coaches, dental-related authors, dental-related vendors, or anyone with something that can help a dental practice.

2. What is the marketing strategy for *The Weekly Dose*?

In marketing, the “funnel” and “drip” marketing strategy is designed to put large numbers of people into the big end of a “marketing funnel” or sales channel. This is easily accomplished by offering free and compelling information that adds value to a potential customer/client’s life or business. Over the course of time, additional information of value is “dripped” on the prospect as the “conversation” continues. Interest in this process is maintained as additional valuable information-based content is gifted to the recipient and the sales relationship is deepened and trust is increased.

The Weekly Dose utilizes this carefully choreographed approach as dental consultants and vendors provide valuable information which is “dripped” on both a subscriber base as well as to thousands of other people in the contributor’s circle of influence. Contributors to *The Weekly Dose* who provide good information which solve problems, inspire and motivate, and help dentists to run their practices better. Because of the interesting and compelling content, dentists will read and be exposed to those who provide this information. Consultants who participate and help build the subscriber base will benefit themselves as they find their message being distributed to and read by thousands of new eyes most of which they likely would never have reached in any other way.

Contributors can start a “conversation” with their own potential clients by providing compelling information which would cause a dentist reader to seek them out for additional information. This is essentially the essence of all marketing and advertising. Doing it in an “advertorial” manner, where information is presented on its own merits, is a safe and comfortable way to present yourself to an untrusting public who is just learning about what you have to offer them.

Therefore, when you write, make it informative, compelling, and interesting. Don’t tell the whole story. Save some for later and tell them where they can learn more. Make it an easy read and not a burden to get through. Make it extremely valuable so that it has real-world application in helping them solve a specific problem or two. Make it so good that the reader would never think of skipping or deleting or discarding the information offered.

3. Are the materials copyright protected?

Yes. The newsletter and the newsletter website will be considered a compilation, and all works submitted will be copyrighted as they sit in the newsletter and on the website. Newsletter author agreements stipulate that the primary author maintains ownership of and control over the copyright of their submitted writings, and that they grant a full and unrestricted permission to *The Weekly Dose*, its editors, and to the publisher DREAMarketing, to use submitted articles for purposes of

publishing them in the newsletter and for storage on the newsletter website. Authors who contribute understand that such works will be disseminated to the subscriber base, and that all contributors will be personally forwarding these newsletters and articles to their clients and their “circle of influence”, to increase readership and the size of the subscription and marketing base. Notice will be posted on the newsletter and website that restricts and forbids unlawful use of, as well as the unauthorized copying, or dissemination of the newsletter and the website content.

4. Why would I as a consultant want to contribute an article or distribute the newsletter to my clients?

Short answer: For personal benefit! Participating increases the size of the network, which means more eyes looking at your material and information. Because each author-contributor agrees to distribute or forward *The Weekly Dose* to their client base or “Rolodex” of contacts, thousands upon thousands of dentists will be exposed to your message, most of who would probably not be reached by you otherwise. Your writings will be read and weighed in the balance. The better the content, the more compelling the reasons for someone to want to click through to your web site for more information!

5. What should I write about? And what can't I write about?

The purpose of *The Weekly Dose* is to remain apolitical and clinically neutral. Write about subject matter which you know about and have some expertise with, and which is compelling and informative to a dentist reader. The more it solves problems and inspires, the better. Offer tips, tricks, gems, and pointers which will help a dentist to be a better business manager, leader, dentist and person.

Do not write about clinical techniques or philosophies which disparage or takes sides with subject areas that have controversy. Our purpose is not to present the science or other arguments that favor one way or disparage others. The intent of this newsletter is not to persuade people with dissimilar ideologies and beliefs regarding treatments and clinical applications, but to offer something of value that readers would find helpful and which have broad appeal.

6. What if there are other contributors who are my competitors?

We actually welcome this! And so should you! If you have a problem with this, then frankly you should refrain from participating or contributing! Those potential clients who would have been exposed to your material through this compelling medium will naturally be exposed to your “competitor’s” information. Where you could have drawn them to you, they will obviously go elsewhere with their business. We would trust that what you have to offer the market is valuable and viable enough to stand on its own merits and be helpful to dentists. To refrain from participating is to acquiesce to your “competitors”!

Rather than cutting up the existing pie to ‘divide the spoils’ *The Weekly Dose* is an “abundance mentality” marketing project which takes a “high-road” approach to “grow the pie” bigger. All comers are welcome. The reason? Because it expands the network! It puts more ‘eyeballs’ on the

marketing vehicle. Many of the popular and widely read dental journals have contributions from dentists and consultants who would otherwise be viewed as competition. Nevertheless they continue to contribute because they know that there are many thousands of people who will see their materials, and many will be drawn to them on the strength of their information.

7. How often can I submit an article?

As often as you would like. Breaking up longer articles into parts is a helpful way to provide shorter content as well as to provide a “thread” through the various weekly issues that will cause people to look forward to your next contribution. Due to certain limitations, the editors and publishers of *The Weekly Dose* make no guarantees that every consultant or article submitted will be published every week. However, we encourage you to submit articles. Often consultants and authors already have pre-written materials.

8. How short should the articles be?

Short! Be brief, present the main idea, and tell the reader where to get more information. Short essays, bullet points or paragraphs, limited numbers of concepts, and easy to read copy will be favored and selected over long copy or convoluted, non-specific, or protracted information. The editor’s intent is for articles to be a quick easy read.

9. Are the articles supposed to be selling something?

Yes – You! However, *The Weekly Dose* newsletter will not print articles that are little more than shameless plugs for their author. Anything that looks “salesy” or appears to have an agenda beyond sharing helpful information will not be published. The “sale” of you is made in the quality of the information provided. Interested readers can be directed to get more information by linking to business websites or contacting the author, where the “sale” can then take place. These links are provide in the Author’s Bio-Block at the end of their article.