



YOUR FREE
DOWNLOAD

enjoy!



A NOTE FROM THE AUTHOR

WELCOME TO ASPIRE2D'S FREE RESOURCES

Congratulations on pursuing new skills and knowledge with Aspire To Dental!

My name is Renata Emilianowicz and I am a qualified dental practice manager with over 28 years of hands-on clinical, front desk and admin experience in private dental practices in Melbourne, Australia.

In 2012 I founded Fledgling Dental Services, practice management consulting, and began sharing my management knowledge and front desk expertise with dentists and their teams, improving their practices and enhancing their skills. In 2020, Fledgling made the pivot to Aspire2d to meet the needs of the dental team; namely the assistants, front desk and managers who want to learn and develop professionally through continuing education.

My courses aim to provide you with the knowledge, skills and tools to become confident, proactive, effective and skillful. Dental life can be challenging and the more knowledge and skills you take up, the more successful, valuable and sought-after you become!

I hope you enjoy this free resource and that it brings you closer to your own goals. Remember as you move forward, that you are investing in yourself and that is awesome!

Well done to you!

Renata Emilianowicz

Renata Emilianowicz
Founder of Aspire2d.com.au

Creating CONTENT

SOCIAL MEDIA CONTENT

Your posts are a mix of content that is designed to educate, inform, entertain, connect emotionally, build relationships and ultimately build brand recognition and trust. The overall objective is to generate leads (new clients), retain loyal clients who convert to paying appointments.

Be informative - services, facilities, practice hours, team etc

Educational - dental, health, well-being, treatment

Entertaining - fun, non-dental, humorous

Promotional - about the practice, 'specials', competitions

Social influencing - client photos, comments, check-in's

Create familiarisation - consistency, brand, team photos

Support practice objectives - marketing to avatars

Build trust - quality content, positive feedback

Community Outreach - Charity work, freebies, sharing to community groups/pages

INFORMATIVE CONTENT

Evening
hours

Saturday
hours

Public holiday

Team training

Maintenance
Repairs

New
treatment
service

New
technology
equipment

Refurbish

Staff
profile

New team
member

Provider
profile

Affiliate
profile

Finance
Available

Free Consults

Appointment
Availability

Public
Transport

Dentist
Days

Patient
Comfort

Practice
Philosophy
Values

Customer
Service

EDUCATIONAL CONTENT

Comprehensive Exam

Child Exam

Xrays
OPG

Oral Cancer Screening

Infection control

Photography

Bruxism Grinding

Orthodontics

Hygiene Perio

Home Care OH products

Whitening

Preventive Tx
Sealants
Fluoride

Endodontics

Wisdom Teeth

Replacing Amalgams

Crowns
Inlays
Bridge

Implants

Bonding Veneers

Full Mouth Rehab

Smile Makeover



ENTERTAINING CONTENT

Motivational
Inspirational

Throwback
Thursday

Friday
Funny

Team
talent

Summer
Autumn
Winter
Spring

....
days until
....

Tooth fairy
visits

Staff video
interviews

Behind the
scenes

Un-boxing

Out-takes

Selfies

Valentines
St Patricks
Halloween
Melb Cup

International
Day of.....

School
holiday fun

Kids activities

Easter
Christmas
New Years

Mothers Day
Fathers Day

Birthdays
Anniversaries

Celebrations
Parties

ADDITIONAL CONTENT

Promos
Specials

Giveaways
Freebies

Competitions

Dental
Health Week

World Oral
Health Day

Open
day

Reminders

How to
guides

Client and
team
photos

Client gifts
Thank you

Check-in
promo

Quiz
Poll

Volunteering
Charity work

Sharing local
businesses

Well-being
tips

Local
Community

Did you
know....

The Number
One way
to....

Top 5
Reasons to...

Before and
afters



CONTENT PLANNER

	week 1	week 2	week 3	week 4
mon	smile quote	confidence quote	health quote	values quote
tue	treatment photo	patient photo	treatment photo	patient photo
wed	staff profile	customer service	about our practice...	team selfie
thu	top 5 reasons to...	4 things you didn't know about...	don't do these 3 things...	the number one way to...
fri	friday funny	out-take	friday funny	behind the scenes
sat	team selfie	behind the scenes	quiz	team selfie



CONTENT PLANNER

	week 1	week 2	week 3	week 4
mon				
tue				
wed				
thu				
fri				
sat				

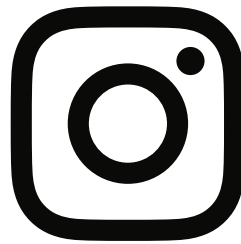


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Be part of the Aspire2d community on the website - subscribe!

Join one of Aspire2d's groups on Facebook

Connect with Renata on social media!



scan me

Loved this freebie? I'd love if you let the world know!

Leave a positive review on the Aspire2d Facebook page,

thank you!

Renata Emilianowicz