



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!

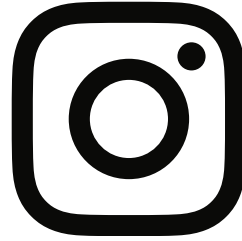
Well done to you!

Renata Emilianowicz
Renata Emilianowicz
Founder of Aspire2d.com.au

FACEBOOK POST CHECKLIST

- What is the purpose of this post?**
 - Grow awareness and recognition of the brand
 - Turn followers into active and positive engagers
 - Get quality leads (new clients) that lead to revenue
 - Improve patient retention with positive feedback
- Is the post branded with practice colours, background, font and logo?**
 - If not – redesign
- Are you using original photos or graphic?**
- Is this post for boosting?**
 - Yes – make sure it is an illustrated graphic or photo with less than 20% text (including logo)
- Which Avatar or audience are you targeting?**
 - Over 55s
 - Cosmetic
 - Orthodontic Child (Mother)
 - Young Adult
 -
- Do you have a great headline?**
 - Is it a number? “Top 5 ways to...”
 - Is it a solution to a problem?
 - Are you selling the benefits? What's in it for the client/lead?
- Are you using plain English and no dental jargon?**
- Is the tone positive, friendly, supportive, empathetic, caring?**
- Have you linked the subject matter to a practice service/treatment?**
- Have you included a Call-to-action?**
 - Call us to...
 - Book online...
 - Sign up to our ...
 - Message us...
- How will you create engagement through comments or shares?**
 - Ask a question or for an opinion
 - Tag or share with a friend
 - Tell a story
- Are you using appropriate, different hashtags?**
- Have you tagged anybody?**
- To which groups or pages will you share this post?**
- If boosting, have you chosen your *targeted* audience?**

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