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## Upcoming Webcast

Don't miss my August 7th Webcast –

**PRACTICE WORKFLOW:  
MAXIMIZING OFFICE  
EFFICIENCY AND  
SCHEDULING WITH  
INVISALIGN TREATMENT.**

Contact your local Align Rep for details.

## See Clear and Measurable Results in Your Practice



At *Signature Consulting* we have worked hard to be able to identify and help you target all phases of your business in order to achieve the best possible results. We specialize in building the best custom programs centered on these very important "pieces of the pie". Whether you need help in a few areas or in all areas of your practice, we work with you to evaluate and strategize a solution that will deliver immediate and effective results to your practice.

## Your People, Your Success

A goal I have when working with clients is to empower team members to see their potential, drive a level of understanding and excitement that generates overall results to the practice. There are many times when a practice's success is hindered strictly by one person. This person can cause strife and negativity within the practice and this poison seeps throughout the team. Do not be afraid of setting high expectations of your team members. Let's capitalize on and take full advantage of those that jump on board and cheer us towards our goals. I recently read a great article about the cost of hiring (or keeping) the wrong person in your practice. You can find a link to this article on my website.

## Tip

Have a Vision and a Mission for your business. This gives your business direction and purpose. Without either one of these you do not really have a clear focus on what you are trying to achieve or why you are trying to achieve it.

Having a Vision and a Mission also breeds enthusiasm and a sense of belonging with your staff which in turn will help your business reach new heights.

## Marketing with User Generated Content

What is User Generated Content and how can I use it in my practice marketing strategies? User Generated Content is anything on the web that users (our patients) have a hand in making. Most of the photos, videos, and posts you see on the web are pieces of user generated content. Basically, User Generated Content is anything not made by a brand, although brands do leverage User Generated Content in their Marketing and so should you. Think about a campaign you can run to generate this type of content that you can then use in your marketing. Need some ideas for Marketing? *Signature Consulting* can help.

## Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, and stay up-to-date on upcoming events and information for your practice.