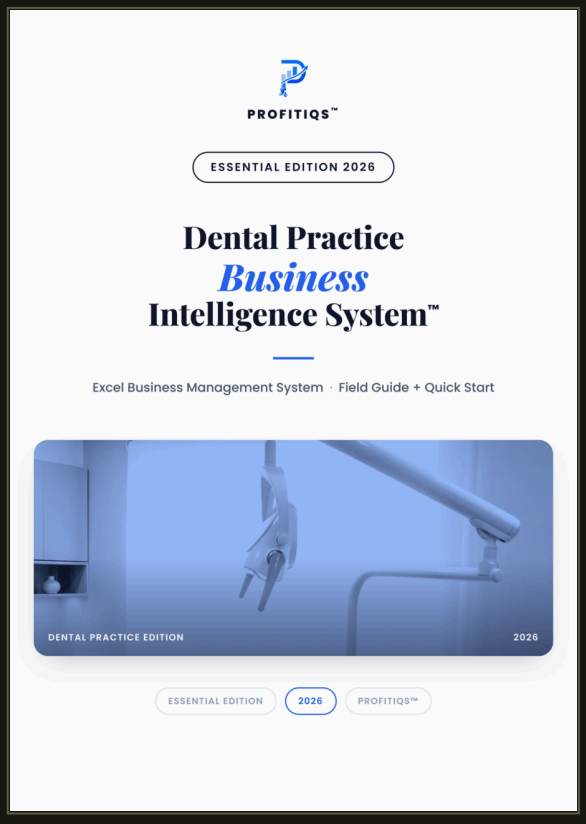
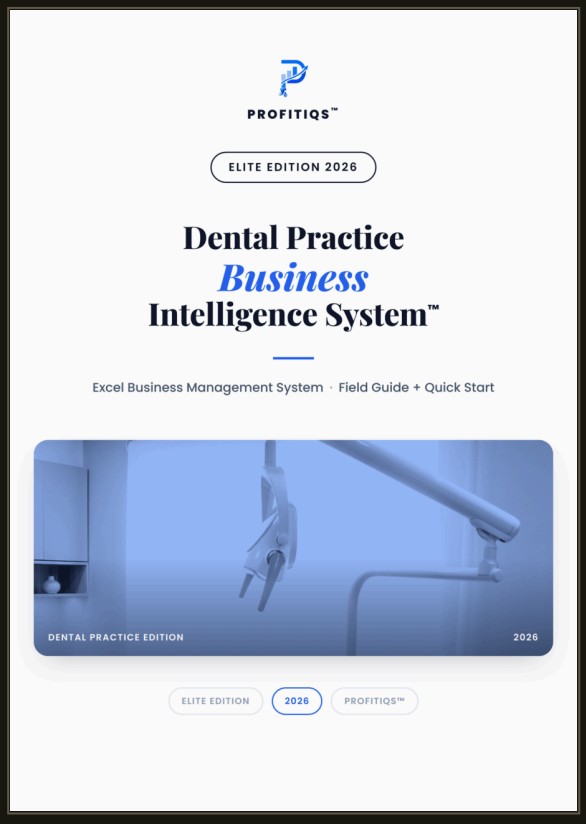
PROFITIQS

AFFILIATE MARKETING KIT · 2026

Dental Practice Business Intelligence System

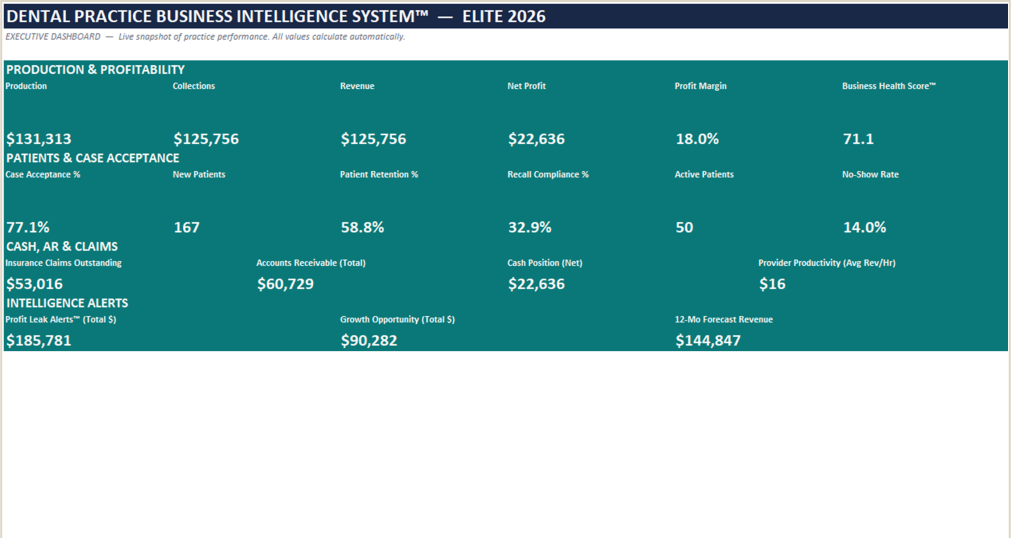




support@profitiqs.com · www.profitiqs.com

What's Inside This Kit

Everything you need to promote Dental Practice Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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> Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Dental Practice — Niche Overview and Product Facts

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Verified product facts

Exact product name: Dental Practice Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	$97	Excel workbook — 8 sheets; Field Guide PDF — 34 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	$197	Excel workbook — 42 sheets; Field Guide PDF — 84 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):
https://www.profitiqs.com/industries/dental-practice

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727153	https://www.checkout-ds24.com/product/727153
Elite	727022	https://www.checkout-ds24.com/product/727022
Complete	726768	https://www.checkout-ds24.com/product/726768

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see [YOUR AFFILIATE LINK] throughout this kit).

Audience

Dental practice owners, associate-to-owner dentists and practice managers.

Buyer profiles (HYPOTHESIS)

The new practice owner. Recently bought or opened a practice and wants a clear view of production, collections and costs.

The established solo practice. Busy schedule, steady patients, but no single view of how providers, hygiene and procedures perform.

The practice manager. Runs operations and reports to the dentist-owner every month.

The growth-minded group. Two or more providers and wants to compare them and plan growth.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Production is not collections.** Work produced and money collected can drift apart through insurance delays and patient balances.
- **New patients and recalls slipping.** A practice can be busy while recall patients quietly stop coming back.
- **Case acceptance blind spots.** Treatment presented but not accepted is revenue that never shows up.
- **Provider and hygiene performance.** Without a side-by-side view, it is hard to compare providers fairly.
- **Insurance claims and collections.** Outstanding claims and patient balances tie up cash.
- **Tax and accounting paperwork.** Payroll, supplies, equipment and marketing costs need to be organized for the accountant.

Buyer motivations (HYPOTHESIS)

- See production, collections and patient flow together
- Keep recalls and new patients on track
- Compare providers and procedures fairly
- Get a handle on claims and collections
- Run a clear monthly review

Why someone might consider a business intelligence system

The common thread is visibility: dental practice owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Dental Practice Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Production:** The value of dentistry performed in a period.
- **Collections:** Money actually received, from patients and insurers.
- **Collection rate:** Collections as a share of production.
- **Case acceptance:** The share of presented treatment that patients accept.
- **Recall rate:** How many patients return for their recall visits.
- **New patients:** How many new patients the practice adds each month.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My practice management software has reports."
- "I am not an Excel person."
- "Is patient data safe?"
- "Which edition do I need?"
- "Will it grow my practice?"
- "Does it connect to my practice software?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a practice owner opens the Collections Center and sees production up but collections flat, then checks the Insurance Claims Center for aging claims.
- Hypothetical: a manager reviews the Recall Tracker monthly and asks the front desk to call overdue recall patients.

Dental Practice — Tier Comparison

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Product: Dental Practice Business Intelligence System™

	Essential	Elite	Complete
Price	$97	$197	$249
Excel workbook	Essential — 8 sheets	Elite — 42 sheets	Both workbooks
Field Guide (PDF)	34 pages	84 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Practices that want revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Practices that also want patient, recall, treatment, case acceptance, provider, hygiene, procedure, claims, collections, payroll, supply, equipment and marketing ROI tracking.	Practices that want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 8)

- START HERE
- SETUP
- REVENUE ENTRY
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 42)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Setup

- 05 Revenue Entry
- 06 Cost Entry
- 07 Patient Database
- 08 New Patient Tracker
- 09 Appointment Center
- 10 Recall Tracker
- 11 Treatment Tracker
- 12 Case Acceptance Center
- 13 Provider Productivity
- 14 Hygiene Department
- 15 Procedure Profitability
- 16 Patient Lifetime Value
- 17 Insurance Claims Center
- 18 Payroll Center
- 19 Staff Productivity
- 20 Dental Supply Center
- 21 Equipment Center
- 22 Marketing ROI Center
- 23 Accounts Receivable
- 24 Collections Center
- 25 Cash Flow Center
- 26 KPI Scorecard
- 27 Business Health Score
- 28 Profit Leak Detector
- 29 Forecasting Center
- 30 Provider Rankings
- 31 Patient Retention Center
- 32 Growth Opportunity Center
- 33 Benchmarking Center
- 34 Monthly Executive Review
- 35 Strategic Planner
- 36 Executive Reports
- 37 Tax Setup
- 38 Tax Reserve & VAT Center
- 39 Deduction Maximizer
- 40 Tax Readiness Center
- 41 Accountant Summary
- 42 Glossary

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both

Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (https://www.checkout-ds24.com/product/726768).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Dental Practice — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your schedule was full all month. So why are collections down?	Talking head, then cut to the dashboard
2	Problem and solution	Production is what you did. Collections is what you got paid. Do you track both?	Talking head, then cut to the dashboard
3	Problem and solution	Recall patients do not cancel. They just stop coming. Here is how to see it.	Talking head, then cut to the dashboard
4	Problem and solution	Treatment presented but not accepted is revenue that never shows up.	Talking head, then cut to the dashboard
5	Industry mistake	Practice money mistake: watching production and ignoring collections.	Talking head with on-screen text
6	Industry mistake	Assuming recall patients will rebook on their own is an easy trap.	Talking head with on-screen text
7	Industry mistake	Aging insurance claims are cash sitting in someone else's inbox.	Talking head with on-screen text
8	Industry mistake	Spending on marketing without tracking the return? Here is a simple fix.	Talking head with on-screen text
9	Operational inefficiency	Reports in the practice software, costs in the accounting app, decisions in your head.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare providers side by side, you are managing by feel.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Supplies and equipment add up quietly. Track them.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing practice numbers after the last patient leaves? Watch this.	Relatable POV clip
13	Owner frustration	Busy chairs and still not sure the practice is growing?	Relatable POV clip
14	Owner frustration	Your accountant wants payroll, supplies and equipment by category. Ready?	Relatable POV clip
15	Curiosity	What does a whole dental practice look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 42-sheet Excel system built just for dental practices. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every practice owner should check every month.	Screen recording reveal
18	Educational	Production vs collections: which one actually pays the bills?	Whiteboard or on-screen definition
19	Educational	Case acceptance explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Recall rate: the quiet number behind a stable practice.	Whiteboard or on-screen definition
21	Educational	How to think about marketing ROI for a dental practice.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Dental Practice Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log production and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what provider productivity looks like when it is built for dentists.	Screen recording of the sample workbook
25	Product demonstration	The Case Acceptance Center: presented vs accepted, on one sheet.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your practice.	Split screen of the editions
27	Comparison and decision	Practice software vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"My practice software has reports." Fair. Here is what this adds.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not grow your practice. Here is what it will do.	Talking head, objection as on-screen text

Dental Practice — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Dental Practice Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem -> demo **Target audience:** The new practice owner **Length:** about 34 seconds

1. Opening hook (0–3s): Your schedule was full all month. So why are collections down?

2. Spoken narration: Work produced and money collected can drift apart through insurance delays and patient balances. The Dental Practice Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Production, collections and the key practice numbers are on the first screen.

3. On-screen text:

- Production is not collections
- Your practice on one screen
- Dental Practice Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Dental practice owners **Length:** about 32 seconds

1. Opening hook (0–3s): Three common money mistakes in a dental practice.

2. Spoken narration: One: watching production and ignoring collections. Two: assuming recall patients will rebook on their own. Three: not tracking treatment that was presented but not accepted. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Watching production and ignoring collections
- Mistake 2: Assuming recall patients will rebook on their own
- Mistake 3: Not tracking treatment that was presented but not accepted

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is production?

Type: Educational **Target audience:** Dental practice owners **Length:** about 26 seconds

1. Opening hook (0–3s): What is production, and why should you care?

2. Spoken narration: The value of dentistry performed in a period. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Production
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Production if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Dental practice owners **Length:** about 32 seconds

1. Opening hook (0–3s): I opened a 42-sheet Excel system built just for dental practices. Here is what is inside.

2. Spoken narration: This is the Dental Practice Business Intelligence System™. The Elite edition has 42 sheets. Here is 12 Case Acceptance Center. Presented and accepted treatment are tracked side by side. And this is 13 Provider Productivity. Each provider's productivity is laid out side by side.

3. On-screen text:

- Treatment presented vs accepted
- Providers, compared fairly

4. Visuals / screen recording: Screen recording: 12 Case Acceptance Center, then 13 Provider

Productivity

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The new practice owner **Length:** about 29 seconds

1. Opening hook (0–3s): Doing practice numbers after the last patient leaves? Watch this.

2. Spoken narration: Payroll, supplies, equipment and marketing costs need to be organized for the accountant. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax and accounting paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 35 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your practice.

2. Spoken narration: Essential is $97: practices that want revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is $197: practices that also want patient, recall, treatment, case acceptance, provider, hygiene, procedure, claims, collections, payroll, supply, equipment and marketing ROI tracking. Complete, $249, gives you both.

3. On-screen text:

- Essential $97
- Elite $197

- Complete $249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; data is entered or pasted in. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Dental Practice Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 8 sheets; Elite has 42. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The practice manager **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your dental practice.

2. Spoken narration: Open the dashboard. Check production and collections. Then open 10 Recall Tracker. Recall patients are tracked so they do not quietly disappear. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Production
- Check 10 Recall Tracker
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 10 Recall Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Dental practice owners **Length:** about 28 seconds

1. Opening hook (0–3s): There is one number every practice owner should check every month.

2. Spoken narration: It is collection rate. Collections as a share of production. In the Dental Practice Business Intelligence System™, 24 Collections Center is where you see it alongside the rest of the business.

3. On-screen text:

- Collection rate
- Production is not collections

4. Visuals / screen recording: Screen recording of 24 Collections Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 24 Collections Center content as shown in the sample file
- Disclosure included in caption or on screen

Dental Practice — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

```
Your schedule was full all month. So why are collections down?

Work produced and money collected can drift apart through insurance delays and
patient balances.

The Dental Practice Business Intelligence System(TM) is a downloadable Excel system
built for dental practice owners. Link in bio.

#ad -- affiliate link
#dentalpractice #dentist #dentaloffice #practicemanagement #dentalbusiness
#practiceowner
```

2. Instagram

```
What does a whole dental practice look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate,
built in Excel.

Link in bio. #ad -- affiliate link
#dentalpractice #dentist #dentaloffice #practicemanagement #dentalbusiness
#practiceowner
```

3. TikTok

```
Practice money mistake: watching production and ignoring collections. #ad --
affiliate link #dentalpractice #dentist #dentaloffice #practicemanagement
#dentalbusiness #practiceowner
```

4. TikTok

```
Production vs collections: which one actually pays the bills? Full breakdown in the
video. #ad -- affiliate link #dentalpractice #dentist #dentaloffice
#practicemanagement #dentalbusiness #practiceowner
```

5. Facebook

```
Recall patients do not cancel. They just stop coming. Here is how to see it.

A practice can be busy while recall patients quietly stop coming back.

If you run a dental practice, the Dental Practice Business Intelligence System(TM)
is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

6. Facebook

```
Question for dental practice owners: production -- do you know yours?

The value of dentistry performed in a period.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

7. LinkedIn

```
Production is what you did. Collections is what you got paid. Do you track both?

Outstanding claims and patient balances tie up cash.

The Dental Practice Business Intelligence System(TM) turns dental practice data into
a dashboard, reports and a tax set-aside estimate -- in Excel, without new software
to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

8. LinkedIn

```
Three numbers every practice owner should review monthly:

1. Production
2. Collections
3. Collection rate

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

9. X / Threads

```
Reports in the practice software, costs in the accounting app, decisions in your
head. [YOUR AFFILIATE LINK] #ad -- affiliate link
```

10. YouTube community

```
Essential or Elite? How to pick the right edition for your practice.

Essential $97 - Elite $197 - Complete $249. Comparison in my latest Short. [YOUR
AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

10 short promotional posts

1. Treatment presented but not accepted is revenue that never shows up. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Assuming recall patients will rebook on their own is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Aging insurance claims are cash sitting in someone else's inbox. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare providers side by side, you are managing by feel. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy chairs and still not sure the practice is growing? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants payroll, supplies and equipment by category. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Case acceptance explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Recall rate: the quiet number behind a stable practice. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to think about marketing ROI for a dental practice. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Practice software vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Dental Practice Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at $97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for dental practice owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Production explained** — Define production in plain English (The value of dentistry performed in a period.) and show where it appears in the sample workbook.
2. **Collections explained** — Define collections in plain English (Money actually received, from patients and insurers.) and show where it appears in the sample workbook.
3. **Collection rate explained** — Define collection rate in plain English (Collections as a share of production.) and show where it appears in the sample workbook.
4. **Mistake: Comparing providers on gut feel** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Organizing paperwork only at tax time** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes dental practice owners make

- **Slide 1:** 5 money mistakes dental practice owners make
- **Slide 2:** Watching production and ignoring collections
- **Slide 3:** Assuming recall patients will rebook on their own
- **Slide 4:** Not tracking treatment that was presented but not accepted
- **Slide 5:** Comparing providers on gut feel
- **Slide 6:** Letting insurance claims age without follow-up
- **Slide 7:** See them all in one place -> Dental Practice Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a dental practice

- **Slide 1:** The numbers behind a dental practice
- **Slide 2:** Production: The value of dentistry performed in a period.
- **Slide 3:** Collections: Money actually received, from patients and insurers.
- **Slide 4:** Collection rate: Collections as a share of production.
- **Slide 5:** Case acceptance: The share of presented treatment that patients accept.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — $97: Practices that want revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — $197: Practices that also want patient, recall, treatment, case acceptance, provider, hygiene, procedure, claims, collections, payroll, supply, equipment and marketing ROI tracking.
- **Slide 4:** Complete — $249: Practices that want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Dental Practice Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your practice on one screen
- **Slide 3:** 12 Case Acceptance Center: Treatment presented vs accepted
- **Slide 4:** 13 Provider Productivity: Providers, compared fairly
- **Slide 5:** 24 Collections Center: Production is not collections
- **Slide 6:** 10 Recall Tracker: Recalls that do not slip
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My practice management software has reports." -> Practice software runs scheduling, charting and billing. This workbook is an owner's business view across production, collections, providers, hygiene, payroll, supplies, marketing ROI and taxes. If your reports already…
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; data is entered or pasted in. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "Is patient data safe?" -> It is a local Excel file on your computer, not a cloud system. Keep patient-identifying information out of it unless your practice's own HIPAA compliance policy allows it — that is each practice's call, not something…
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (42 sheets) adds patients, recalls, treatment and case acceptance, provider and hygiene productivity, procedure…
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your schedule was full all month. So why are collections down?
2. Production is what you did. Collections is what you got paid. Do you track both?
3. What does a whole dental practice look like on one screen?
4. I opened a 42-sheet Excel system built just for dental practices. Here is what is inside.
5. Production vs collections: which one actually pays the bills?
6. Case acceptance explained in 30 seconds.
7. Here is the Executive Dashboard in the Dental Practice Business Intelligence System.
8. Watch me log production and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your practice.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

```
Work produced and money collected can drift apart through insurance delays and
patient balances. The Dental Practice Business Intelligence System(TM) is a
downloadable Excel system for dental practice owners: dashboards, reports and a tax
set-aside estimate, built in.

Editions: Essential $97 - Elite $197 - Complete $249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
#dentalpractice #dentist #dentaloffice #practicemanagement #dentalbusiness
#practiceowner
```

Description template B:

```
A look inside the Dental Practice Business Intelligence System(TM) with its sample
data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires
desktop Microsoft Excel.

[YOUR AFFILIATE LINK]
Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Dental Practice — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Dental practice owners on your list who have not bought anything yet **Subject line:** Production is not collections? **Preview text:** Why a busy dental practice can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Work produced and money collected can drift apart through insurance delays and
patient balances.

A practice can be busy while recall patients quietly stop coming back.

Neither of these is a moral failing -- it is usually just that the numbers live in
different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]
```

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The production question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Here is one number worth knowing for any dental practice: production.

The value of dentistry performed in a period.

Two more worth adding to your monthly check:
- Collections: Money actually received, from patients and insurers.
- Collection rate: Collections as a share of production.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]
```

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for dental practice owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

The tool I mentioned is the Dental Practice Business Intelligence System(TM).

It is a downloadable Excel workbook built for dental practice owners. You log your
own data and the dashboards, reports and tax set-aside estimate update for you. It
ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:
- 02 Executive Dashboard: Production, collections and the key practice numbers are
on the first screen.
- 12 Case Acceptance Center: Presented and accepted treatment are tracked side by
side.
- 13 Provider Productivity: Each provider's productivity is laid out side by side.
- 24 Collections Center: Collections are tracked so the gap to production is
visible.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE
LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

If you looked at the Dental Practice Business Intelligence System(TM) and were not
sure which edition to pick, here is the short version:

- **Essential -- $97** (8 sheets): Practices that want revenue, expenses, a
dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- $197** (42 sheets): Practices that also want patient, recall,
treatment, case acceptance, provider, hygiene, procedure, claims, collections,
payroll, supply, equipment and marketing ROI tracking.
- **Complete -- $249:** both editions together.

A good question to ask yourself: Do you want the core financial picture or the full
practice view?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

I will stop talking about the Dental Practice Business Intelligence System(TM) after
this. Two honest answers before I do:

**"I am not an Excel person."** The dashboards and formulas are built; data is
entered or pasted in. Each edition includes a Field Guide and a Quick Start. It
needs desktop Excel.

**"Will it grow my practice?"** No tool can promise that. It shows the numbers so
you can decide where to focus.

If it fits how you run your dental practice, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Dental Practice — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Your schedule was full all month. So why are collections down?	Work produced and money collected can drift apart through insurance delays and patient balances.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Dental Practice Business Intelligence System™	Excel business system for dental practice owners · Essential $97 · Elite $197 · Complete $249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is production?	The value of dentistry performed in a period.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole dental practice look like on one screen?	Dental Practice Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Dental Practice system	02 Executive Dashboard · 12 Case Acceptance Center · 13 Provider Productivity · 24 Collections Center	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential $97 · Elite $197 · Complete $249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Dental Practice Business Intelligence System™	Production is not collections	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Production vs collections: which one actually pays the bills?	Dental Practice	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Dental Practice Business Intelligence System™	Essential $97 · Elite $197 · Complete $249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from `05-Social-Media-Copy.md` is also rendered as a real, swipeable image in `graphics/carousels/` -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

`graphics/source/workbook-screenshots/Essential/` and `…/Elite/` hold a real screenshot of every visible sheet in both editions (8 and 42 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Dental Practice — Audience and Objection Guide

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Target audience segments

- **The new practice owner:** Recently bought or opened a practice and wants a clear view of production, collections and costs.
- **The established solo practice:** Busy schedule, steady patients, but no single view of how providers, hygiene and procedures perform.
- **The practice manager:** Runs operations and reports to the dentist-owner every month.
- **The growth-minded group:** Two or more providers and wants to compare them and plan growth.

Common objections and honest responses

"My practice management software has reports." Practice software runs scheduling, charting and billing. This workbook is an owner's business view across production, collections, providers, hygiene, payroll, supplies, marketing ROI and taxes. If your reports already cover that, you may not need it.

"I am not an Excel person." The dashboards and formulas are built; data is entered or pasted in. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Is patient data safe?" It is a local Excel file on your computer, not a cloud system. Keep patient-identifying information out of it unless your practice's own HIPAA compliance policy allows it — that is each practice's call, not something this workbook decides for you.

"Which edition do I need?" Essential (8 sheets) covers revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (42 sheets) adds patients, recalls, treatment and case acceptance, provider and hygiene productivity, procedure profitability, claims, collections, payroll, supplies, marketing ROI and forecasting.

"Will it grow my practice?" No tool can promise that. It shows the numbers so you can decide where to focus.

"Does it connect to my practice software?" No. It is an Excel workbook; data is entered or pasted in.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- Do you want the core financial picture or the full practice view?
- How many providers and hygienists do you have?
- Do you track recalls and case acceptance today?

- Are claims and collections a concern?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Practices that want revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Practices that also want patient, recall, treatment, case acceptance, provider, hygiene, procedure, claims, collections, payroll, supply, equipment and marketing ROI tracking.
- **Complete:** Practices that want both editions in one package.

When the product is probably not a good fit

- Practices without desktop Microsoft Excel
- Anyone wanting automatic syncing with practice management software
- Practices that cannot keep patient data out of spreadsheets under their compliance policy
- Large DSOs needing enterprise reporting

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Dental Practice — Pre-Publication Checklist

Tick every box before publishing anything for the Dental Practice Business Intelligence System™.

Product accuracy

- [ ] Product name written exactly as **Dental Practice Business Intelligence System™**
- [ ] Every feature you mention appears in 02-Tier-Comparison.md
- [ ] Prices shown as Essential $97 / Elite $197 / Complete $249 and match the live page

Landing page

- [ ] Link points to the Dental Practice product, not another niche
- [ ] Sales page loads on mobile and desktop (https://www.checkout-ds24.com/product/726768)

Affiliate link

- [ ] Your own Digistore24 affiliate link replaces every placeholder
- [ ] The link opens the correct edition or marketplace entry

Tracking

- [ ] Click your link once from a private window and confirm it lands correctly
- [ ] Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- [ ] Disclosure is visible near the link or in the first lines of the caption
- [ ] Spoken or on-screen disclosure in videos

Call to action

- [ ] One clear CTA per post
- [ ] No invented discounts, bonuses or deadlines

Mobile readability

- [ ] Text on graphics readable on a phone
- [ ] Captions front-load the hook and link

Claims and compliance

- [ ] No income, savings, results or tax promises
- [ ] No fake testimonials, reviews or screenshots
- [ ] Hypothetical examples labeled as hypothetical
- [ ] Not described as AI, automation or a chatbot

Dental Practice — Paid Ad Copy (Meta Ads Manager)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace [YOUR AFFILIATE LINK] with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 18/27:

```
Production is not...
```

Headline, long form (≤40 char max) -- 29/40:

```
Production is not collections
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 117/125:

```
Work produced and money collected can drift apart through insurance delays and
patient balances. The Dental Practice...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 297 chars:

```
Work produced and money collected can drift apart through insurance delays and
patient balances. The Dental Practice Business Intelligence System(TM) is a
downloadable Excel system for dental practice owners -- dashboards, reports and a
tax set-aside estimate, already built. Three editions from $97.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Product / features

Headline (≤27 chars, safest across placements) -- 22/27:

```
Dental Practice System
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

```
A downloadable Excel system built for dental practice owners. Dashboards, reports
and a tax set-aside estimate -- already...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 268 chars:

```
The Dental Practice Business Intelligence System(TM) is a downloadable Excel
workbook built for dental practice owners: dashboards, reports and a tax set-aside
estimate, already built, with sample data so it works the moment you open it.
Requires desktop Microsoft Excel.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 / $197 / $249
```

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

```
Compare 3 Editions
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

```
Essential $97. Elite $197. Complete $249. Every edition: workbook, Field Guide,
Quick Start.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 426 chars:

```
Essential ($97): Practices that want revenue, expenses, a dashboard, a business
health snapshot and a tax set-aside estimate. Elite ($197): Practices that also want
patient, recall, treatment, case acceptance, provider, hygiene, procedure, claims,
collections, payroll, supply, equipment and marketing ROI tracking. Complete ($249):
both editions together. Every edition includes the workbook, a Field Guide and a
Quick Start.
```

Description (≤30 chars, shows on some placements only) -- 19/30:

```
3 editions from $97
```

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 10/27:

```
Production
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 114/125:

```
The value of dentistry performed in a period. The Dental Practice Business
Intelligence System(TM) tracks it for you.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 187 chars:

```
Production: The value of dentistry performed in a period. You can work it out by
hand, or let the Dental Practice Business Intelligence System(TM) calculate it from
the data you already log.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 19/27:

```
For Dental Practice
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 108/125:

```
Built specifically for dental practice owners -- not a generic spreadsheet template.
See all three editions.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 256 chars:

```
The Dental Practice Business Intelligence System(TM) is built specifically for
dental practice owners, not a generic spreadsheet template. Downloadable Excel
workbook, sample data included, Field Guide and Quick Start in every edition. See
all three editions.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 - $197 - $249
```

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Dental Practice — Cold Email Sequence (8 emails)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace [FIRST NAME] and [YOUR NAME] before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your dental practice
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, dental practice
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your dental practice

```
Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of dental practice owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]
```

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

```
Hi [FIRST NAME],

Here is something I notice a lot with dental practice owners.

Watching production and ignoring collections.

It is an easy thing to fall into. You are busy running the dental practice. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]
```

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

```
Hi [FIRST NAME],

There is one number I think every practice owner should know.

It is called production. In plain words: the value of dentistry performed in a
period.

Many owners could not tell you this number if you asked right now. Not because they
do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes
about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]
```

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, dental practice

```
Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that
works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP
reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply
"yes" and I will send it over.

[YOUR NAME]
```

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

```
Hi [FIRST NAME],

I want to be straight with you.

A lot of dental practice owners tell me something like this: "My practice management
software has reports."

Here is the honest answer. Practice software runs scheduling, charting and billing.
This workbook is an owner's business view across production, collections, providers,
hygiene, payroll, supplies, marketing ROI and taxes. If your reports already cover
that, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is
okay. I would rather tell you the truth than waste your time.

[YOUR NAME]
```

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

```
Hi [FIRST NAME],

Picture this for a second.

A practice owner opens their numbers for the first time in months. The dental
practice is not in trouble. It is doing fine. But they find a few small leaks, the
kind every busy owner misses, like production is not collections.

That is really all this is for. A simple way to see what is REALLY happening in your
dental practice, every week, without extra work on top of your day.

[YOUR NAME]
```

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

```
Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for dental practice owners. You enter your numbers, it shows you your profit, your biggest costs, and new patients and recalls slipping.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Dental Practice Business Intelligence System(TM), built for exactly this. Three editions, starting at $97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]
```

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

```
Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a dental practice is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]
```

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.