

5 TIPS TO **TRIPLE** YOUR PROFITS IN YOUR DENTAL PRACTICE



EPIC

EMPOWER PRACTICE INNER CIRCLE
A MASTERMIND GROUP FOR WOMEN DENTISTS

FOUNDED BY TWO SISTER DENTISTS.
THIS IS THEIR STORY.

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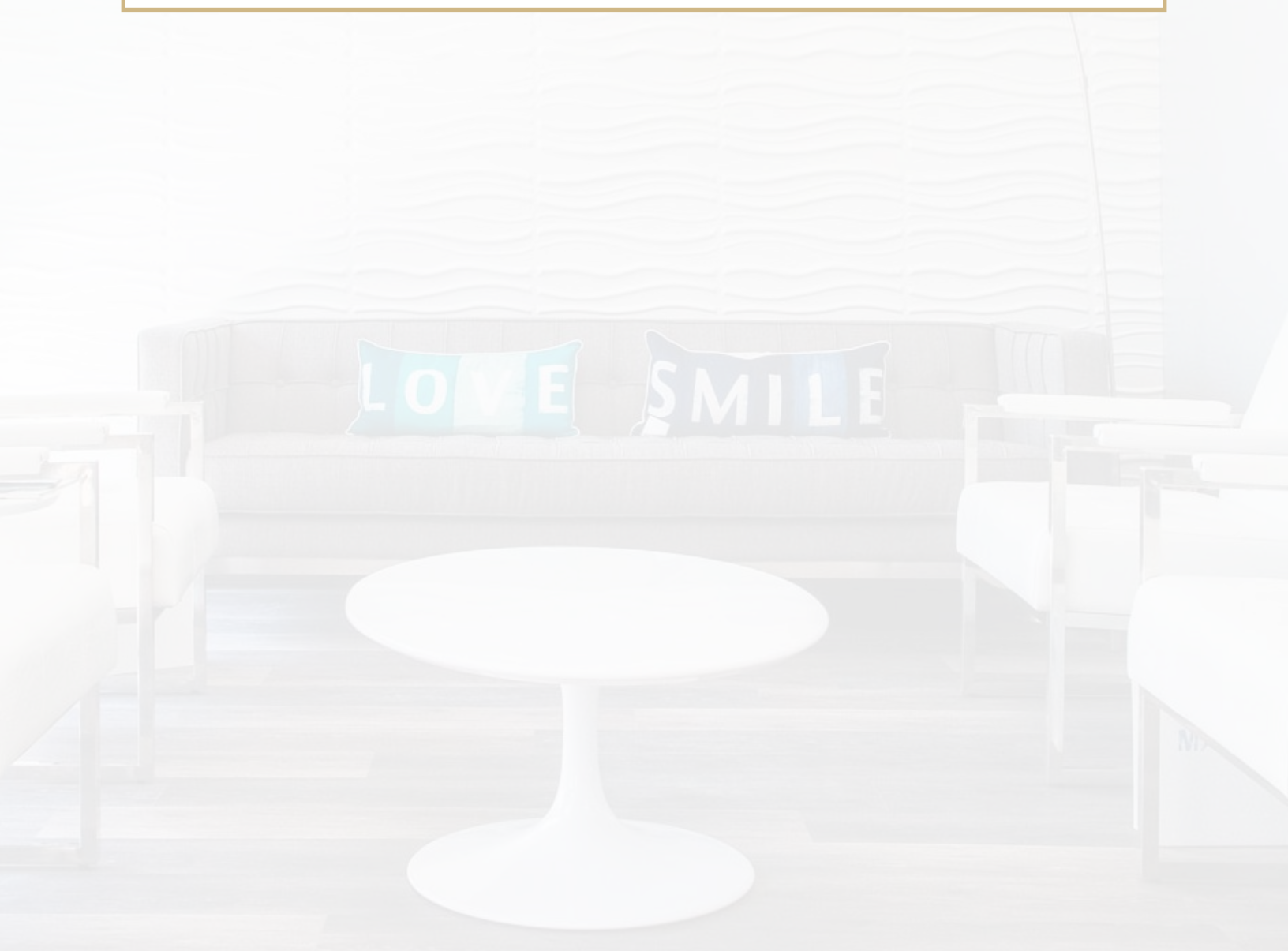
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A TOUGH START IN THE LOS ANGELES DENTAL INDUSTRY BECAME
A 6 FIGURE SALARY THROUGH THE POWER OF SISTERHOOD.

Arezoo



Azy



LA dental

Dr's Arezoo and Azy Nasiry, owners of LA Dental Clinic are sisters and working dental professionals.

The real experiences and difficulties of starting your own dental practice as a woman dentist.



SO WHY AM I MAKING THIS BOOK?

When I was starting out as a dentist, there were several challenges that I faced. I have always been a very ambitious person and I decided to start my own dental practice based in Los Angeles.

For the first eight years of my practice, I was working by myself. I ran into financial, emotional and business-related problems that left me struggling to make ends meet.

When you own your own practice and work in the dental industry, there are some very unique challenges that you'll face, especially as a woman and a mother. This book will address a series of problems that I faced, both while I was starting out, and as my practice matured.



Dr. Arezoo Nasiry

- I want to help people starting out in the industry by sharing my experiences
- Share support, knowledge, and encouragement
- Let you know that you're not alone and that you can do this!



MANAGING STAFF: STEP INTO THE ROLE OF BEING THE BOSS



I was never trained in management or business. When I came out of dental school and started my practice, I had all of the technical abilities of a dentist, but I also had to focus on the business aspect of my clinic. I faced problems in all aspects of management.

HIRING STAFF

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I needed a team to support me and help the practice run smoothly.

When I would interview and hire dental assistants, office managers, hygienists and so forth I was making an investment in these new employees.

I needed a team to support me and help the practice run smoothly.



MY CHALLENGES HIRING STAFF:

- A high turnover rate
- Unreliable staff
- Poorly Trained employees



I'm sure that this is something everyone eventually runs into when they are in a hiring position. Some employees end up fitting in well and others are less than amicable. I was unable to draw on previous experiences and it made me feel isolated.

THE PRICE I PAID

My failure to hire effectively and lead employees in the managerial sense left me feeling overwhelmed and helpless. I needed to focus on my responsibilities as a dentist and unreliable staff members were really harming my business.

The cost of constantly training new staff members (due to the high staff turnover rate) took its toll on the business financially. There were times where I even ended up hiring inexperienced or ineffective staff out of desperation. I found myself making uninformed decisions due to the external pressures of running the business.

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I found myself making desperate, uninformed decisions.



THE SOLUTION

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We could finally work together more effectively as a team.

I was facing the majority of these problems for the first time, on my own. Every CE course that I took focused on “production” and ways to “get to yes.” This was a lot of pressure on me and the staff and the entire focus of the office was shifting toward “production” rather than harmony and a good work culture. The first step I took to creating a more productive workplace was to create a positive atmosphere in the clinic.

1. MONTHLY STAFF MEETINGS & REVIEWS. I began hosting mandatory monthly staff meetings and reviews. My employees were able to share their thoughts during these meetings. It really helped improve communication throughout the office and we could finally work together more effectively as a team.

2. REGULAR EMPLOYEE REVIEWS. I implemented individual, bi-yearly or quarterly employee reviews. These reviews were brief but effective. They gave each employee a voice. I would always make sure to ask about what we could do at the dental clinic to make their job better. It really helped me understand my staff members and their unique needs.

3. COMPLIMENT SANDWICH TECHNIQUE. Lastly, one of the key factors I had to overcome in my managerial position was my fear of confrontation. I would often avoid conversations that needed to be had within the office. I forced myself to address difficult conversations in the office by using the “compliment sandwich” technique.



MARKETING MY DENTAL PRACTICE IN LOS ANGELES

Los Angeles is a very competitive market, I couldn't use word-of-mouth alone in order to attract customers. I knew that I had to seek assistance from a marketing agency. I wanted a marketing company that valued and understood my business. I needed marketing so that I could attract the right types of clients to my business. I was tired of getting clients that were looking for a deal or drop in clients with no repeat appointments. I wanted to build a strong and loyal client base.

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I wanted a marketing agency that valued and understood my business.

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Give your marketing agency an in-depth description of the types of people you want to see in your office.

THE DENTAL MARKETING SOLUTION

I eventually found a marketing agency that was able to pinpoint and understand my individual needs both as a business owner and as a dentist. There are a few tips I want to share about how to choose a marketing agency that will benefit you.

1. DO YOUR RESEARCH AND COME PREPARED. When you're trying to decide on a marketing agency, it's key to ask the right questions. Research the company and find an agency that works with clients in your industry. You need to be transparent with your marketing company and express your needs.

2. TARGET THE RIGHT CLIENTS. Give your marketing agency an in-depth description of the types of people you want to see in your office. They will be able to target a certain demographic in order to attract the customers that you want.

3. KNOW YOUR BRAND. Your brand image is your first impression. It should be consistent with everything related to your marketing campaign. This is important for your online presence. An effective website is essential. Make your site your digital office by making it very personal. Be sure you and your team members are prominent and visible on the front page to humanize your company.

MANAGING A BUSINESS AND PERSONAL CAREER GROWTH

The most challenging aspect of running a business was the lack of personal and emotional support. There were so many days where I was feeling stressed and burned out. There were also plenty of times when I wanted to give up. It was overwhelming trying to balance the business, marketing, hiring, and my day to day duties as a dentist wife and mother. I didn't have the support that I needed in the office.

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I was burned out
and felt as though I
was being pulled in too
many directions.



THE PROBLEM

I was burned out and felt as though I was being pulled in too many directions. My business took up all of my time and I lost the sense of work-life balance. As a result, I began to lose my passion for my job. I knew I needed to change something once the thought of quitting was recurrent in my mind. Also, as a dentist, there is a perception that we are “rich”.

In reality, we struggle with money just like everyone else. However, this perception stopped me from reaching out to my peers and asking for help. I thought that I would be judged. Also, many of the speakers around the country are successful male dentists and I didn't feel that I could identify with them or that they would understand my challenges as a woman and a mother.

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As a result, I began to
lose my passion for my job.

THE PRICE I PAID

When I was starting out with my dental clinic, money was very tight. I could not afford to make a mistake in marketing, hiring or my daily tasks. It would be costly for the clinic. I hired consultants and purchased new tools that I thought would help improve productivity and business. But I couldn't help but feel that these solutions were both costly and unsustainable. I should have asked for help from my peers, but I didn't have the confidence and connection with any other dentist.



SOLUTION: THE SUPPORT OF A SISTER

The solution arrived when my sister, Dr. Azy Nasiry joined my practice. I finally had the support system I needed for my company to thrive. We would meet regularly to discuss support for the office, life, and kids.

My sister was not a consultant, who gave advice in return for a paycheque. She genuinely cared about me and the success of the business on a much more personal and emotional level. We could support each other through times of personal frustration. In times of stress, we could bounce ideas off of each other and gave each other new perspectives on the issues at hand.

After my sister joined the practice (she is a partner), we increased the revenue of the dental clinic to reach seven figures. The office runs smoothly and we are continually growing and expanding. I have learned that it is very difficult to start out in business on your own but you can do anything when you have the support you need. If you have a passion for dentistry and you want to succeed in the industry, find a group for the daily support you need to do well. Stay motivated and focused and find a group to both keep you accountable as well as encourage you.



GET THE SUPPORT YOU NEED TO SUCCEED!

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I think it is vital for anyone starting out in business to join a support group or find a coach.

The most important piece of advice I could give to anyone starting out in the business is: You need to get a coach. I was fortunate and had a sister who was also interested in dentistry. But we do not all have the option of working with a family member. That is why I think it is vital for anyone starting out, to join a support group. My sister Azy and I recognize just how important is it to have a group that cares about your personal success and the success of your business. That's why we have created the **Empower Practice Inner Circle (EPIC)**. This is a support group for women dentists.

We know how hard it can be to balance work, a company, and your personal life. With EPIC, you have a group of women who face the same challenges that you do. My sister and I aim to unite women dentists across the country and let them know that they're not alone. Get the confidence, guidance, and support that will help you succeed by joining our mastermind group. **We want to empower women dentists!**

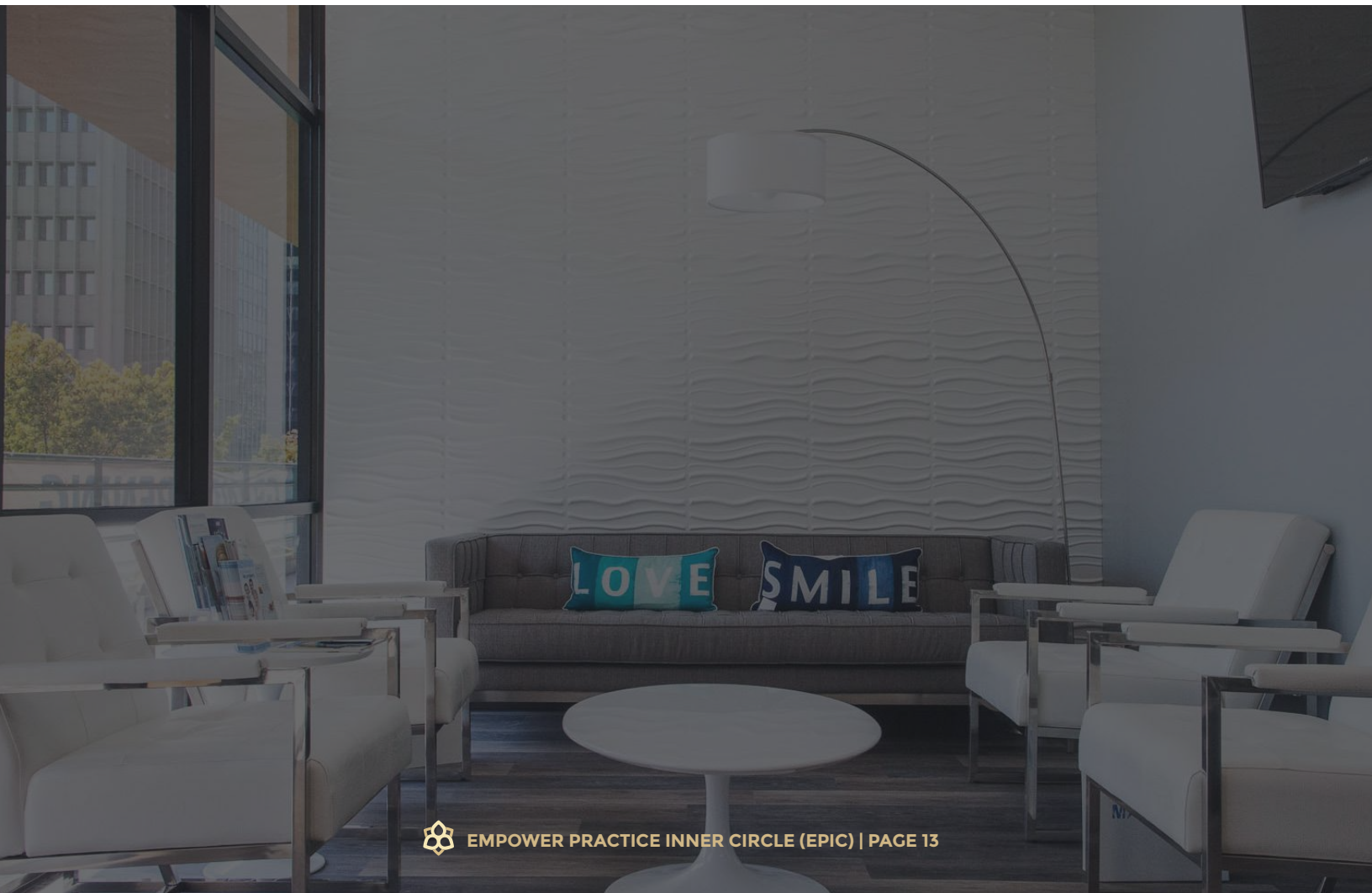


You are invited to join the **Empower Practice Inner Circle (EPIC)**!
Take a step towards a better business and join women just like you in a group that aims to help each member succeed. If you want to learn more about our group click the link below. You'll find a timeline of our events and our meeting schedule.

Join EPIC Women Throughout The United States Working Together
In The Dental Industry!

EMPOWER YOUR DENTAL PRACTICE!

IT'S YOUR TURN!



MORE ABOUT HOW MY SISTER AND I GOT STARTED

VISIT OUR WEBSITE

Are you a woman dentist balancing your business, family life and career? We're here to support you! Join a group of women that face the same challenges and share with those who care about you personally.

[VISIT OUR WEBSITE](#)

FIND US ON YOUTUBE!



Learn about the power of a support group, and specifically, the power of sisterhood. In our introductory video, Dr. Azy and I discuss the challenges and trials of starting out in the industry as female dentists. I share the story of how I struggled at the beginning of my practice.

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