



Looking to give back to dentistry?

By Vanessa Emerson

Have you ever sat in a CE course and wondered, “Could I do that? How does one go from attendee to speaker?” Or perhaps you feel the desire to share your knowledge through consulting with practices/professionals to increase quality of care and success within their practices.

Many dental professionals grow to a point in their career where they would like to give back to the profession while continuing to stretch themselves and create additional business opportunities in the process. Here are tips for launching a professional speaking and/or consulting career in dentistry.

Start with a Vision/Plan.

- ◆ Start with the end in mind. What would you like to accomplish? And more importantly, why? Build a business that supports your life goals.

Develop Content.

- ◆ Define the topics you are passionate about teaching. That passion will help drive you forward later when you need inspiration.
- ◆ Organize your thoughts; move them from your head to your computer or pad of paper where you can work with them.
- ◆ Offer to speak for a local group; such as a society or study club to gain experience and further develop your content.

Gain Presentation Skills.

- ◆ Most large communities offer Toastmasters clubs, which provide a

low cost, nurturing environment in which to gain confidence and skills.

- ◆ Attend National Speakers Association meetings which offer both classes in content/skill and the opportunity to observe professional speakers in action.

- ◆ Learn from dental industry experts offering hands-on workshops for consultants/speakers.

Market Yourself.

- ◆ Create a website and marketing materials that highlight your programs and help differentiate you in the marketplace.
- ◆ Build a contact list of potential clients and meeting planners, publishers, possible sponsors.
- ◆ Develop an ongoing blog/email campaign to establish you as a leader in thought in your topic area.

Develop your network.

- ◆ One of the best way to become known as a speaker/consultant is to network with colleagues, meeting planners, editors and vendors. Two groups who offer opportunities for this networking through membership and their annual meetings: Speaking Consulting Network and

Academy of Dental Management Consultants.

Be visible.

- ◆ Contact various industry publications to learn how to submit articles.
- ◆ List with online directories.
- ◆ Create an active, business-focused social media presence.

Get Coaching!

- ◆ Work one-on-one with a coach. Bottom line: faster results. For recommendations on coaches, email info@vanessaemerson.com and note your specific interest.

Outsource.

- ◆ For the same reason you hire a contractor or mechanic to make repairs, outsource your administrative and marketing projects to experts who know the industry. It will save you time, money and frustration in the long run.

Remember, Rome wasn't built in a day. Choose a starting place (Nos. 1-3 above) and just get started. You will continue to define and refine your niche as you go — it's part of the process. Reach out to those who are already speaking/consulting to ask for advice.

Vanessa Emerson, www.VanessaEmerson.com, provides business strategy coaching for dental speakers/consultants. She specializes in marketing packets/brochures, website design and e-mail services. Ms. Emerson is founder of the online Directory of Dental Speakers. Email her at info@vanessaemerson.com to schedule your complimentary consultation.