

## **Email #1: Your teeth will thank you later!**

Hello, \_\_\_\_\_,

Thank you for signing up to Harmony Dental Studio's email list. We really appreciate it!

By signing up, you've officially joined a community of dental professionals that are more than happy to share their expansive knowledge of oral health with you. Together, we will make sure you have the healthiest, brightest smile possible.

In the coming days you can expect to see:

- Incredibly useful dental care tips (including some that are not well known but are VERY important)
- The latest in oral hygiene technology and innovations
- Videos, articles, and blogs from the Harmony Dental staff exclusively for those on the email list
- Discounts on cleanings and check-ups only for people on the email list

In fact, as a token of our appreciation for signing up, we have a special offer for you right now!

Simply click the link below to get 20% off of your next cleaning.

[\*\*Get my discount!\*\*](#)

We pride ourselves on our transparency and customer service. If you have any questions or concerns, please call (281) 984 5890 or send an email to a team member at **info@harmonydental.com**.

Here's to your health,

Dentist Name / Position

## **Email #2: Dental anxiety is the real deal**

Have you ever heard of a detective show from the early 2000s called “Monk”?

It’s about a detective that lives in San Francisco. Adrian Monk, the main character, is VERY good at his job.

The only problem is, he’s afraid of **everything**.

ESPECIALLY dentists!

*Warning. If you are easily frightened even by stories of bad dental experiences, you might want to stop reading here. For the rest of you, let’s press on!*

In one episode, Monk is trying to solve a case of a man that was allegedly killed while in a dentist office. As Monk gets closer to discovering who is responsible (which turns out to be the dentist as well as his assistant), they go over to his house in the middle of the night and knock him out with a napkin drenched in chloroform!

Monk then wakes up at the dental clinic with his arms tied to the dental chair.

Well, after that it’s just a complete nightmare for him. The dentist slowly and menacingly takes out a cheek retractor, a dental extractor and a hook as a way to scare him into divulging what he knows about the murder.

*A quick side note: This episode is among one of the favorites of our patients who decide to watch television during treatment. We can’t figure out why and we’ve stopped trying to!*

The point is, there is a reason why dental anxiety exists, **and the media has helped perpetuate it.**

Of course, we are also aware that people can have very negative experiences with dentists and we don’t want to discount them.

**And that’s why Harmony Dental Studio strive to be the exception.**

We want you to feel comfortable from the time you walk into our office to the time you leave.

We want you to exit knowing you had a POSITIVE experience at a dental clinic.

(and maybe even tell your friends!)

Part of the way we do that is by talking to patients BEFORE they come to the clinic.

If you think you might have dental anxiety, [give us a call](#) and one of our wonderful staff members will be happy to answer any questions or address any concerns you might have. We promise to ONLY answer your questions.

We will never try to coerce you into coming in. You have our word.

Until then, here's to your health.

Dentist Name / Position

### **Email #3: Wait a sec, what exactly is a SMART toothbrush?!**

Did you ever use your current toothbrush and think to yourself...

“This brush is okay. But it would be even better with bluetooth connectivity and wifi functionality. A touchscreen wouldn’t be bad either. Oh, and it would be cool if there was an app you had to download for it.”

Well believe it or not, this technology actually exists in the form of the SMART toothbrush.

The newest models are capable of performing 84,000 movements per minute and have five different brush modes. They can also tell you when you should increase and decrease pressure while brushing.

Now, before you hop in your car and head to the nearest drug store, keep in mind that as of right now, the technology for “smart” toothbrushes is still relatively new.

**We would still recommend a normal electric toothbrush** without all the gizmos and gadgets.

What is more important is your **brushing technique**.

We always tell our Harmony Dental patients to watch videos of the “**Modified Bass Technique**” (You can find a link here) as it is currently the gold standard when it comes to brushing your teeth properly.

Of course, even if you do decide to drop some money on a smart toothbrush, with all the new fangled bells and whistles, it still won’t be able to tell you if you have a cavity, gingivitis, or need a dental bridge.

You will still need regular checkups at your friendly neighborhood dental clinic.

If you feel you might be ready for one, feel free to call us at (---) \_\_\_\_\_ and make an appointment. We can’t wait to hear from you!

Dentist Name / Position