



How to Have a Great Interview

This document will prepare you for a successful interview so we can create practice content that uniquely reflects you and your practice philosophy. Our goal is to get to know you better so we can create a website that attracts visitors *and* turns them into new patients in your chair.

Our interview will likely last about 30-40 minutes. More than enough time to get to know you and capture the spirit of your practice. Our clients find this process a lot of fun. It often gets them thinking about their practice in new, exciting ways.

Set aside the incorrect notion that you can appeal to everyone. Showing up "beige" with all the sharp edges smoothed isn't authentic, interesting or attractive. You know all the answers to the questions I'll be asking. So...

- Be real, be yourself – it's better to reveal a flaw and not show up too perfect
- Be thinking about what differentiates you from other dentists
- Be mindful of the types of patients you love helping and cases you enjoy seeing

Remember, this is merely background information for our writing team.

Here are the names of the pages I'll be interviewing you about, the order in which we'll cover them and some suggestions to help sharpen your thoughts:

Meet the Doctor

Why dentistry? What appealed to you most about being a dentist? Most patients are keenly interested. Be thinking about some of the challenges you've overcome and the joys you've experienced. What causes you to persevere? What makes you tick? You're probably on top of your oral health, but if you have issues that you struggle with, it will make you more human, approachable and attractive.

About Us

We'll want to know how long you've been practicing and why you chose to locate your practice in the city or the location you're at. This is where you'll want to share your practice philosophy, your mission or vision and how it differentiates you from others. Be thinking about what types of services you provide outside the scope of general dentistry, what technology you use that sets you apart and how someone will benefit from the dental care you provide.

Meet the Team

Try to share a little about each team member, their names (and how to spell them) and how they each contribute to the patient's experience in your practice. Do they have special skills, advanced training or a way about them that especially supports patients during their care? What is it about each one that you appreciate the most?

Our Services

With general dentistry being what brings most patients in your door, be thinking of diagnostics, modalities or special procedures you offer—and why. What do patients want to know about the services they'll receive in your office? What are the benefits? Be mindful of patients who have had previous dental care elsewhere and how you have a different approach.

What to Expect

One of the important elements of motivating a prospective patient is letting them know what to expect. Be as specific as possible in terms of how long to plan for their visits, what to bring and most of all what typically happens. For the new patient, explaining what to expect on their first visit with the hygienist may be helpful.

FAQ

What are the more frequently asked questions that you hear or your front desk staff fields on the telephone? What are the kinds of questions you generally get asked at a patient's visit? You'll want to identify them here and share your answers during this portion of our interview.

Contact Us

This is where we include all the details of how to contact your practice. While we include a map, you might want to share any local landmarks that might help someone new to your community find your practice. Parking? Public transportation?

Home Page

By the time we get to the end of our interview, our writing team should have plenty of material to determine the best approach for your home page. However, based on comments from patients, is there a particular feature, service, procedure, experience or unique aspect of your practice that we haven't covered yet? Be sure to share it here.

SEO Team

An SEO specialist will be researching your current online presence and creating an SEO plan to bring traffic to your new website. You will be contacted by email for additional information required to complete this essential research.

Headspace

In your mental preparation for our interview, you might want to contemplate some of these market-focused aspects of your practice:

Your Ideal Patient: You and your team may want to think about some of your favorite patients that you enjoy serving. What do they share in common? Attitude? Habits? Perhaps the types of care they consult you with. What characteristics do they share in common? That's who we want to help you attract more of!

What Differentiates Your Practice: Here are some possibilities: your experience, services, equipment, technology, training, work well with other doctors, flexible financing, focus on pediatrics, referral-based practice, great listener, convenient Saturday hours, insurance plans, brevity of visits, length of visits and your engaging personality.

And Finally...

Have fun. This initial content is merely the starting point. I expect we'll be making changes and enhancements to your site in the months and years ahead. To launch your site, it doesn't have to be perfect; it just needs to accurately reflect you and your practice.

I'm looking forward to getting to know you better!