**\*Welcome to the BKA Dental Writing Team!**

Press releases written for Progressive Dental Marketing should be 300-400 words plus a boilerplate, which will be provided. You need to write the Summary, Dateline and Lead Paragraph (<http://www.dailywritingtips.com/how-to-write-a-lead-paragraph/>), and Body of the press release. All press releases should be structured as follows:

1. No headline is necessary, but list the topic(s) above the press release.
2. The **Summary** of the press release should be two sentences summarizing what the press release is announcing.
   1. See all of PRWeb’s guidelines here: <http://service.prweb.com/learning/article/editorial-guidelines/>
   2. Include the doctor's name
   3. Use each assigned keyword one time in the summary
   4. May include city/state or something that helps with the newsy element of the information.
   5. Must relate directly to the topics given in the spreadsheet
   6. Use active voice throughout.
3. The **Body** should include a dateline, lead paragraph, details and a call-to-action conclusion.
   1. **Dateline** does not need a date - just the city/state
   2. **Lead Paragraph** - follows in line with the Dateline. This is the most important part of the press release.
      1. Include the doctor's name in the first sentence as well as the specifics (topic) the press release is about.
      2. Answer the questions of who, what, where, when and why, and announce what the press release is going to focus on
      3. Include each of the assigned keywords once
   3. **Body** - This is where you flesh out the details (the 5 Ws plus H (How))
      1. Should have the keywords used at least twice (not including the lead paragraph).
      2. Counting the lead paragraph, the body should contain three to four paragraphs.
      3. Should end with a call to action conclusion - you don't need to include an email address, simply say something about "if you want to learn more you can schedule an appointment or visit the website." Try to find the balance between clinical/professional and compassion/sales in your writing style.

**All press releases should be written in active voice and in present tense.** <http://grammar.about.com/od/ab/g/activevoiceterm.htm\>

**Basics of Writing for Progressive Dental Marketing:**

* Proper grammar, spelling and punctuation
* Cross check information with the boilerplate and the website so that it matches. Research: The company will supply a URL taking you to a page with the information you will be writing about. They provide a topic as well as two keywords. If there is not enough information, do additional research - you must be accurate on the following information:
  + Correct doctor specialty
  + Correct city/state
  + Correct spelling of the procedure
* Find a focus and be specific: The first sentence of the Summary, and the first sentence in the lead paragraph of the press release must be specific to what the press release is about - the topic(s) provided by the client. Pay attention to the topics and brainstorm different ways to write them so that they are "newsworthy." Stay focused on the topic throughout the body as well - make sure that you connect LANAP® to the other topic if LANAP® is listed, but focus on the other topic if one is given. What is LANAP® you ask?
  + LANAP® stands for Laser Assisted New Attachment Procedure
  + LANAP® is an FDA-cleared procedure for gum disease treatment. It is NOT approved. (it is not the only FDA cleared laser gum disease treatment)
  + When mentioning LANAP® for the first time, spell it out. The Laser Assisted New Attachment Procedure. You can refer to it as LANAP® every time after that. This should be done in the summary and then again in the body of the release.
  + DO NOT write: The LANAP® procedure. The “P” in LANAP® means procedure, so this is redundant.
  + LANAP® stimulates bone to reattach to the teeth. It does not actually stimulate the teeth.
* Be sure to use the correct specialty when describing the doctor. The specialties are as follows:
  + Dentist— Licensed to perform all dental procedures
  + Periodontist— Only performs procedures that pertain to gums. They attend two additional years of school after dental school to obtain this specialty.
  + Oral Surgeon— Diagnose and treat conditions of the mouth, teeth, jaws and face and provide outpatient anesthesia. They complete four years of hospital-based surgical residency after four years of dental school.
  + Endodontist— Only performs procedures that have to do with the inside of the tooth, like root canals (ex: Dr. Sandor, [www.endodontistjacksonville.com](http://www.endodontistjacksonville.com))
  + Prosthodontist— Performs procedures that restore the appearance of the mouth. They attend two or three years of additional training after dental school to obtain the specialty.
  + Orthodontist— Performs procedures that correct teeth and jaw alignment
* When referring to the doctor, use their full name the first time in both the summary and the lead paragraph (ex: Dr. Dan Knellinger). Every mention after that can be written as (ex: Dr. Knellinger).
* Spell out the word “percent.” Do not use symbols.
* Always use a comma between city and state
* ***Do not use contractions.***
* ***DO NOT USE ABSOLUTE STATEMENTS OR PHRASES.*** Do not editorialize. Emphasize the benefits of the treatments without saying they are the best or better than another option, another practice or another doctor.
* Although All-on-4™ and Teeth-in-a-Day are both immediate load dental implants and are described the same way, they are not interchangeable. They are owned by different implant brands, so the name is actually their brand name.
* Write Newsworthy content - this should not read like an advertisement. Do not use exclamation points or words such as “Amazing” or upper case characters to create EMPHASIS. Instead, include timely information about a new product or service, a business expansion or recent event, an organizational milestone such as an anniversary or award, or the issuance of a tip sheet or expert opinion on a topic currently in the news.

**Keywords**

* The ***primary keyword column contains the topic with a point of focus*** - **IT IS NOT ACTUALLY A KEYWORD**. The two keywords are listed in the secondary keyword column, separated by a comma.
* When the keyword is GEO-targeted, you just need to get the city or state location in the same sentence as close to the keyword as possible. For instance, if the keyword is dental implants Jacksonville, you could write about dental implants in Jacksonville. Google ignores words such as “in, for, and, or…” so these shorter words can be used without breaking up the keyword phrase.

**Saving your Press Release**

* Save the Press Release as the name of the doctor followed by the topic followed by the date: Dr. Neeley - TMJ - 1-15-2013

**Some active ways to make the information more newsworthy:**

* Is announcing the availability of
* Expanding new patient territory to include (city nearby) for their ………….. Procedures
* Looking to expand patient base
* Bringing services to new areas

**Possible Press Release Topics with examples:**

LANAP- <http://www.prweb.com/releases/2013/10/prweb11268506.htm>  
LANAP and bone loss- <http://www.prweb.com/releases/2013/10/prweb11248683.htm>  
LANAP and dental implants- <http://www.prweb.com/releases/2013/10/prweb11248805.htm>  
LANAP and low birth weight- <http://www.prweb.com/releases/2013/9/prweb11096473.htm>  
LANAP and diabetes- <http://www.prweb.com/releases/2013/9/prweb11173264.htm>  
LANAP and heart disease- <http://www.prweb.com/releases/2013/2/prweb10457884.htm>  
Sleep Apnea- <http://www.prweb.com/releases/2013/8/prweb11015143.htm>  
Teeth-in-a-Day- <http://www.prweb.com/releases/2013/8/prweb11036625.htm>  
All-on-4- <http://www.prweb.com/releases/2013/10/prweb11225431.htm>  
Dental implants and cone beam- <http://www.prweb.com/releases/2013/10/prweb11191709.htm>  
Dental implants and Piezosurgery- <http://www.prweb.com/releases/2013/10/prweb11206071.htm>  
Implant Supported Dentures- <http://www.prweb.com/releases/2013/10/prweb11271997.htm>  
Teeth Whitening- <http://www.prweb.com/releases/2013/9/prweb11173473.htm>  
Invisalign- <http://www.prweb.com/releases/2013/9/prweb11111142.htm>

All treatments that are trademarked or registered need the symbol by them every time, including:

LANAP®

PerioLase®MVP-7

All-on-4™

Teeth In A Day®

Chao Pinhole Surgical Technique™