

10 DO's & DON'Ts FOR WRITING AN EMPLOYMENT AD

Do:

1. Make a good first impression
2. Use positive, upbeat language
3. Write an ad that you or your staff would answer
4. List the benefits provided
5. Make it safe to respond ("All inquiries are confidential")
6. Give the name of a contact person
7. Provide a phone number
8. Change the ad each week if it runs for multiple weeks
9. Expand your ad on the newspaper(s)/website(s)
10. Make your ad stand out

Don't:

1. Write an overly brief ad
2. Be restrictive about hours if there is any possibility of flexibility
3. Request resumes be sent to a P.O. box
4. Run the same ad for more than one week
5. Run ads for multiple positions in the same publication, if it can be avoided
6. Advertise for multiple positions in the same ad
7. Emphasize negative aspects of the position or the practice
8. Run a cheap ad
9. Let your ad get lost in the classified ads
10. Run an ad before you proof it

GETTING THE MOST FROM YOUR EMPLOYMENT AD

Use KEY WORDS and KEY PHRASES to emphasize your office and position to differentiate you from the other “run of the mill” practices. Examples include:

enthusiastic

energetic

motivated

mature

certified

licensed

goal oriented

career oriented

good communication skills

management skills

unusual opportunity

growth potential

uncommon opportunity

growth opportunity

career enhancement

unique opportunity

skill development

excellent opportunity

exciting position

team player

team work

friendly staff

fun-loving staff

join a winning team

excellent salary

bonuses

signing bonus

vacation

travel bonus

visit our website

staff trips

exciting position

flexible hours

regular continuing education

gym membership

part-time benefits

extensive benefits

day care benefits

well time benefits

medical benefits

dental benefits

life insurance

retirement plan

401K participation

great compensation package

quality

patient-centered philosophy

modern facility

state-of-the-art equipment

convenient location

easy access

parking provided

thriving practice

performance rewarded

partnership potential

Looking for a rewarding experience?

Tired of office tension?

Tired of lack of appreciation?

Want recognition for a job well done?

GETTING THE MOST FROM YOUR EMPLOYMENT AD

★ ★ ATTENTION ★ ★

Draw immediate attention to your ad, use Ad Grabbers !

There are numerous techniques which can be employed to draw visual attention to your ad.

BOLD PRINT	<i>SCRIPT</i>	<i>ITALICIZED</i>	OUTLINE
EXTRA LARGE	BOLD BOXED	DOUBLE	WIDE
“ ☆ * * ”	SPECIAL CHARACTERS		!! ✓ ■ ★ !!
COLOR	PLACEMENT		PHOTOS

- The size of your ad, placement and use of color or even photos can make a visual and psychological difference when a candidate views the ad.
- ★ You want to attract the absolute best people for your staff.
- ✓ Which ads would you respond to first ?
- Visit Our Web Site:
 - Be sure to include your website in your ad. This allows prospective employees to find out more about your practice to determine if it's a good fit for them.

EMPLOYMENT ADS

DENTAL ASSISTANT

We need an x-ray certified, expanded duties assistant to join our team. Strong interpersonal and communication skills are essential, as you will reinforce treatment recommendations. If you have a lot to offer to a dental team and to the patients, we may have just the opportunity you have been looking for. We reward achievement in salary, benefits and bonuses. We offer opportunities for continuing education. Our assistants are valued team members. Call Norma now for a confidential interview **(301) 445-3355**. For more information visit our website at www.we-r-smiles.com

● ● DENTAL ASSISTANT ● ●

I work for an excellent, high quality dentist with a great sense of humor. After 10 years in the practice, I'm leaving the area and want to leave our team and patients in good hands. We need an expanded duties assistant to care for our patients. This position offers the opportunity to run our lab quality assurance and inventory control systems. This is a **real** opportunity for the right individual. Our salaries and benefits are excellent. We participate in regular continuing education. If you are interested in a career opportunity please call Lois at **(301) 444-7788** for a confidential interview.

www.smiles4u.com

● Dental Receptionist ●

Thriving practice needs an energetic individual with good communication skills and computer knowledge to engineer our schedule and manage our financial department. We offer an excellent salary and benefits package which includes a pension plan. **No evenings or Saturdays.** For a confidential interview call Susan at:

(410) 333-1111

★★★

★ Dental Administrator ★

Our team seeks an administrator with strong customer relation, organization, communication and leadership skills. Computer knowledge is essential. We offer a generous salary package plus bonuses. You will have the opportunity to directly impact your future earning potential. Call Nancy to schedule your confidential interview at:

(410) 221-1122

EMPLOYMENT ADS

Periodontal Therapist

We need a professional to manage our non-surgical periodontal and continuing care programs. Excellent communication skills are essential.

We offer:

- **Great compensation package**
- **Superior salary**
- **Benefit package**
- **Growth opportunities**

Our office participates in regular CE, allowing us to provide state-of-the-art treatment for our patients. If you want to provide quality care and be appreciated as a professional please call Jan at

(410) 777-9999

All inquires will be kept confidential.

✓ DENTAL HYGIENIST ✓

Our team is incomplete. We are looking for a hygienist to provide exceptional care for our patients. We offer superior quality treatment to our patients and need a hygienist who will carry this philosophy into the continuing care department. We reward our skilled staff by offering an excellent salary and benefit package. We will give the right individual a **contract signing bonus**. Our appointments are not rushed, as quality takes time. Please call Mary now, for a confidential interview at

(301) 555-7766

★ Dentist, Help !!

We have more patients than we can treat. We want to continue to provide our patients with high-quality state-of-the-art treatment and this requires us to invite another dentist to join our team. We participate in regular continuing education. We provide extensive cosmetic treatment and cast restorations for our patients. This is an opportunity to earn an excellent salary and to directly impact your future earning potential. For a confidential interview call Laura at

■ **(410) 888-9090** ■

DENTIST

We need an individual with excellent case presentation skills to complete our treatment team. **We do not participate in any reduced-fee plans.** We delight in delivering the high quality treatment and superior service our patients expect. Our patients are great and our staff is caring and friendly. This is a career opportunity which offers the right individual future **Partnership Potential**. Call Diane:

(717) 257-0009

EMPLOYMENT ADS

Dental

IMMEDIATE

Dental Appointment Secretary

Do you want the opportunity to be one the most highly paid team members in the area? We need a mature individual with superior communication skills and computer training to join our team. This is a valued position in our practice, as you will help us schedule to achieve our goals. In our win/win practice, when goals are obtained profits are shared. We offer medical benefits and an excellent salary. Please call Jane for more information at

(805) 333-2233

All calls are kept confidential.
Check out our website:
www.bestdentaloffice.com

★ DENTAL ★ ★ HYGIENIST ★

Join our winning team !

Progressive dental practice with state-of-the-art treatment rooms seeks a professional with excellent communication skills to care for our patients. Benefits for our team members include:

- ✓ No Evenings/Saturdays
- ✓ Top Salary
- ✓ Paid Vacation
- ✓ 401K
- ✓ Regular Continuing Ed
- ✓ Profit Sharing Bonus
- ✓ Dental Care

This is a unique career opportunity for an exceptional professional. Call Alice for a confidential interview at

● **(513) 555-6789** ●

EMPLOYMENT ADS

DENTAL OFFICE MANAGER

Outstanding career opportunity

Top talent needed

- ◆ Excellent Salary DOE
- ◆ 401k
- ◆ Excellent benefits
- ◆ Daycare benefits

Must have:

- ◆ Great phone etiquette
- ◆ People skills
- ◆ Computer skills

PLEASE E-MAIL RESUME TO:

bestdentistindc @network.com

or FAX IT TO

(301) 555-6789

or call Karen at

(301)-889-3000

Visit our website:

www.bestdentistindc.com

ALL INQUIRES ARE
CONFIDENTIAL

● TREATMENT ● COORDINATOR

Looking for a rewarding position?

We have a treatment coordinator position available in our new "Dental Spa" environment

This position involves presentation of treatment plans and financial arrangements.

You will act as a customer service representative between the patient and the practice.

For more information and to schedule an interview call Sue:

● **(410) 555-1234** ●

www.toothspa.com

TEMPORARY HYGIENE (OTHER) POSITION

I WORK FOR A GREAT DENTIST
WITH AN INCREDIBLE STAFF.

WE NEED YOUR HELP.

I'M TAKING 2 MONTHS OFF TO
HAVE A BABY. I WANT TO BE SURE
MY DOCTOR, TEAM MEMBERS AND
PATIENTS ARE COVERED WITH A
QUALITY INDIVIDUAL.

IF YOU ARE AVAILABLE FROM
May 1 - July 1, PLEASE CALL LINDA
(717)335-5656

HYGIENE ASSISTANT

We need an assistant for our dental hygienists.

Responsibilities include:

- ★ Appointment coordination
- ★ Scheduling
- ★ X-rays
- ★ Sterilization
- ★ Patient contact
- ★ Treatment follow-up

This is an exciting opportunity for the right individual.

GREAT COMPENSATION PACKAGE

Please call Barb at **(717) 225-9987**

ADDITIONAL SOURCES FOR LOCATING PROSPECTIVE EMPLOYEES

- Professional journals
- Ads in the non-dental section of the newspaper
- Ads in the allied health section of the newspaper
- Referrals from colleagues
- Employment agencies
- Professional associations
 - ✓ Person in charge of state employment
- Study clubs
 - ✓ Job sharing
- Ad sharing
- Public service sector, for non-licensed employees
 - ✓ Banks
 - ✓ Restaurants
 - ✓ Retail
- Internet employment sites
- Purchase a list of licensed professionals from the State Board of Dental Examiners
 - ✓ Send letters to professionals in select zip codes