



The PRO-Craft Perspective

Leaders vs. Followers

The Brave Choices of Young Scouts

When I was a kid, one of my mom's go-to punishments for misbehavior was keeping us inside, preventing us from going out to play. That was the ultimate punishment — nothing could top it. Being outdoors was everything for me and my brothers; it was where the action was, where life truly happened.

One of the greatest blessings of my life was being asked to serve for four years as the Scout Master for a troop of eight 12-year-old boys in the Boy Scouts of America. I love the old-school Boy Scouts of America that taught independence and self-reliance. The Scout Oath is forever etched in my memory. I can still recite it today: "On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake and morally straight."

I learned a lot about how our experiences early in life help make us the people we eventually become. There's something about being outdoors doing hard things like struggling up a steep trail that teaches you about life when you're a boy.

Often, by the time we reached the trailhead on a Friday night

after work, it was already dark. A long trail with multiple switchbacks can be terrifying for a 12-year-old when they can see it. Many have cried for their mom on the way up. But in the dark, they can't see the daunting path ahead; they just take it one step at a time, working as a team. There's no turning back — they just have to push through it.

When 12-year-old boys spend a lot of time together, the natural leaders rise to the top. They are the ones the other boys look up to. They are almost always the bravest ones. I don't mean brave in the sense that they will jump from the highest cliff into the lake or take the point in the middle of the pitch-dark night without a flashlight in hand and lead the troop up the scary trail by themselves.

No — they make the bravest choices, the more difficult choices, the choices nobody else wants to make. They choose to do the right thing no matter what anyone thinks about them, even their best friends. If their friends tease them and call them names, they don't care. They hold their ground and set an example. They become the leaders; it's almost like their friends know they are doing a hard thing they are just unwilling to do, and they respect them for it.

And so it goes; the leaders are picked and lead, and the followers follow.

Walking up a trail in the middle of the night is not a life-or-death event, but in the mind of a 12-year-old, it can be quite a challenge. The followers repeatedly tell themselves they just can't make it; it's just too hard. The leader, on the other hand, sees it as an adventure and can't wait to get to the top of the next hill to see what's on the other side, and as a result, they carry the rest of the boys up the hill with them.

An exceptional leader will talk about how great it will be when they all get there and all the fun they'll have along the way and maybe even challenge the others to join in and run with him to see who gets to the top first and wins. Winning is a habit, and so is losing; the good leaders are good at winning, and when they win, they share it with everyone, and everyone has a good time. The followers will always be too busy telling themselves how hard it is and how they just can't do it.

But even if they fail from time to time, and that's sure to happen, the leader is back up, on the trail, looking for the next big adventure to win. You can never lose if you never quit.

Best regards,



UNMASKING SOME OF HISTORY'S WORST JOBS

Careers You'll Be Glad Are Extinct

Occupations reflect the times: Jobs we have today didn't exist years ago, and vice versa. Many past careers weren't glamorous, and some are the worst professions in history. Let's look at four foul jobs that no longer exist (and we couldn't be more thrilled about it).

PURPLE DYE MAKERS

Dyeing clothes is so ordinary today that it's hard to imagine a world where certain pigments are rare, but this was especially true for purple in generations past. Back in ancient times (first century CE), the hue of the royals was made by crushing thousands of snails, extracting their glands, and then heating the material in a pot full of brine for 10 days in an incredibly odorous process!



DRIPPING MEN

Do you use the fat drippings from your roasts to make gravies or fry other foods? Since this liquid gold can add flavor to any dish, there was once an entire profession built around it. A dripping man back in Victorian England would go to homes and businesses to collect their fat to sell to the public.

CHILDBED LINEN WAREHOUSE KEEPERS

For much of history, women gave birth at home, not in a hospital. So, it's not surprising that an industry arose during the 19th century to cater to this. According to an 1842 book of trades, there was a job for supplying, collecting, and cleaning bed linens specifically for birth.

HONEY DIPPERS, TOSHERS, AND PUREFINDERS

In 19th century England, the country had recently seen an enormous boom in the population, and most of the available housing lacked flush toilets or sinks with running water. This meant more sewage found its way into the city streets — giving rise to three jobs we no longer see today. Honey dippers collected waste from homes, toshers scavenged sewers for valuable items to sell, and purefinders collected dog poop (to be used in the process of tanning leathers).

The next time you get a case of “the Mondays” and question whether or not you like your job, consider this: Would you rather be crushing and boiling snails for 10 days instead? Probably not! Still, which jobs of our era will be considered weird history in the future?

Boost Your Dental Practice With Effective Patient Education Strategies

As you're well aware, the dental industry is competitive these days! Did you know that patient education is a beneficial strategy for marketing your practice? Not only does it help to build trust and credibility, but it also empowers your patients to make smart decisions when it comes to their oral health. Let's look at how you can effectively use patient education to attract and retain patients!

ESTABLISH YOUR PRACTICE AS AN INFORMATIONAL POWERHOUSE.

By providing valuable, accurate information on various dental topics, you demonstrate your expertise and commitment to patient care. This can be done through blog posts, informational videos, webinars, and even downloadable guides accessible through your website. Some topics to feature could be proper oral hygiene techniques, the importance of visiting the dentist regularly, and explanations of common dental procedures.

CREATE INFORMATIVE AND ENGAGING CONTENT.

Write blog posts addressing common questions and concerns, create infographics that simplify complex topics, and produce videos demonstrating dental procedures. Make sure your content is easy to understand and visually appealing. This helps educate patients and keeps them engaged with your practice.

UTILIZE SOCIAL MEDIA PLATFORMS.

Share your blog posts, videos, and infographics on Facebook, Instagram, and Twitter. Engage with your audience by responding to comments and questions, creating polls, and hosting live Q&A sessions to help educate your patients and build a community around your practice.

HOST EDUCATIONAL EVENTS.

Webinars, workshops, and in-office seminars on topics like oral hygiene, preventive care, and the benefits of certain treatments can attract new patients and strengthen relationships with existing ones. To maximize attendance, promote these events through your website, social media, and possibly newsletters like this one.

IMPLEMENT EDUCATIONAL TOOLS IN THE OFFICE.

Patient education doesn't stop online. In-office tools like brochures, posters, and digital displays can provide valuable information while patients wait for their appointments. Your dentists and hygienists should also take the time to educate patients during their visits, explain the procedures, and answer any questions.



The Pawsitive Effects

The Integral Role of Pets in Enhancing Childhood Development

We all know a family pet can bring a world of fun, but animal companions are actually proven to do much more than that! Pets are more than just your kids' companions; they play a significant role in child development. Here's how every child can benefit from growing up with a furry (or not-so-furry) friend.

SOCIAL SKILLS AND EMPATHY

Pets often serve as a child's first friend and confidant. Interacting with a pet requires a child to read nonverbal cues and respond appropriately, which can enhance their empathy and understanding of emotional states. When a child learns to care for the needs of their beloved pet, they learn that other people also have needs and emotions that must be cared for.

HEALTH BENEFITS

Numerous studies have shown that children with pets are less likely to develop common allergies and asthma. Surprisingly enough, it didn't matter whether these kids grew up with cats or dogs; both were equally likely to help prevent asthma and certain allergies. Of course, children who have already been diagnosed can have their symptoms

triggered by their furry friends. That's why parents should consider introducing a pet as early as possible!

EMOTIONAL SUPPORT

Pets provide a unique comfort that can sometimes elude even the closest family members. During challenging or stressful times, a pet can comfort a child. A pet's presence can be incredibly soothing and reassuring, providing a silent strength without the complication of human emotions.

FUN AND ADVENTURE

Let's not forget that pets are fun! They bring laughter and joy to a household. Kids' adventures with their pets — from exploring the backyard jungles with a trusty dog to hosting a tea party with a patient feline — can foster creativity and imagination.

Pets truly make a home more vibrant and livelier. They teach lessons in love, life, and the joy of simple things. So, if you're contemplating adding a pet to your family, know that the pitter-patter of little paws can benefit your child's development. And let's be honest, who wouldn't want an extra dose of unconditional love around the house?



Take a Break

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	3			9	4			
	5				7	9		
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		8	3				1	
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	8				9			
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Solution

8	4	7	6	1	3	2	9	5
6	9	1	5	2	8	3	7	4
2	3	5	7	9	4	8	6	1
4	5	3	1	8	7	9	2	6
1	7	6	9	5	2	4	3	8
9	2	8	3	4	6	5	1	7
5	6	9	8	3	1	7	4	2
7	8	2	4	6	9	1	5	3
3	1	4	2	7	5	6	8	9

Baked Sausage With Apples and Fennel

This comforting dish, packed with seasonal flavors, is perfect when the weather starts to get chilly.

INGREDIENTS

- 2 apples
- 1 fennel bulb
- 8 raw, flavored sausages
- 2 red onions cut into wedges
- 1 tsp fennel seeds
- 2 tbsp fresh oregano leaves
- 2 tbsp olive oil
- 2 tsp honey
- 2–3 oz dry white wine

DIRECTIONS

1. Preheat oven to 400 F.
2. Cut apples into six wedges and slice off any core, leaving the skin on. Place in a roasting pan.
3. Slice fennel in half and remove the core. Chop and add to pan along with sausages and onion wedges.
4. Using a pestle and mortar, break up fennel seeds and sprinkle over the pan. Add oregano.
5. Next, drizzle oil, honey, and wine over the ingredients, then toss all together.
6. Roast for 40 minutes, tossing occasionally until sausages are golden and fruit and veggies are tender.



Inspired by GoodHousekeeping.com



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HIGHLIGHTING PATIENT EXPERIENCES

Why Stories Matter

Connecting with your patients personally is huge. When patients feel close to their dentists, hygienists, and staff, they are more inclined to keep returning and spread the word about your office. One of the best ways to build relationships is through storytelling. Storytelling goes beyond the facts and figures of dental procedures; it humanizes your practice and makes it more relatable and memorable.

HUMANIZE YOUR PRACTICE

As mentioned, storytelling helps to showcase the human side of your dental practice. For example, instead of only stating that your practice is family-friendly, share a story about a young patient who overcame their fear of the dentist with your team's gentle care. You can describe how a younger patient, terrified of the experience, walked into your office. Then, you can highlight how, by the end of their visit, they were all smiles and excited to come back for their next check-up. This story not only displays your practice's approach to dentistry but also demonstrates your commitment to patient care in a relatable way. It's a win-win!

SHARE PATIENT SUCCESS STORIES

Another powerful way to use storytelling is by sharing patient success stories. For example, share the journey of a patient's smile makeover.

Describe how a middle-aged man who was always self-conscious about his stained and crooked teeth underwent multiple surgeries to transform his smile. Share his reaction when he saw his new smile for the first time and how it boosted his self-esteem and changed his life. Including before and after photos on social media, if the patient is comfortable with it, can enhance the story's impact.

CREATE EMOTIONAL CONNECTIONS

Stories evoke emotions, and emotions drive decisions. Patients who feel emotionally connected to your office are more likely to choose you over other competing practices. It may be beneficial to share a story on your website or social media about how a patient overcame a significant dental health challenge with your help. Highlight the dedication and care your team provided throughout their treatment. This builds an emotional connection and showcases your expertise and commitment to patient well-being.

USE VARIOUS PLATFORMS

To maximize the reach of the stories you share, advertise them across different platforms! Post them on your website, social media, and in email newsletters. Videos can be extra effective because they bring stories to life and allow people to see and hear the emotions involved.