



The PRO-Craft Perspective

The Truth About Success It's Not Luck, It's Relentless Hard Work

When I first started sending out these newsletters, my goal was just to tell my story. I wanted to make it very personal, and my hope is that you will get to know something about my underlying principles and values I think are important. Of course, there is never any magic bullet for success, but one consistent factor persists: a work ethic that borders on crazy obsession.

Fortunately for me, I was raised by a mom and dad who learned about working hard at a very young age during the Great Depression in Montana and the mountains of Utah. They raised my two brothers and me primarily based on this principle: You will always excel and do well at your work if you make sure "no one else was going to outwork you." When it came time to open my lab in 1979, I was ready to go, and with only a high school education, I found myself in the perfect situation. I had my back against the wall and no other opportunities. Failure was not an option, and there was never a plan B, so I burned my bridges and never looked back. You can't fail if you just never give up.

I've had a few other unusual and interesting mentors who taught me a lot about work and what it takes to run a successful business. I can still remember this story like yesterday; it hit me hard. My first legitimate job when I turned 16 was as a box boy at the Market Basket, a local grocery food chain. The store was very busy one night, and I had been literally running back and forth between bagging groceries and collecting carts. Toward the end of the evening, when it slowed down a little, I was talking to Yvonne, a



veteran cashier with a beehive hairdo and the rough voice of a chain smoker.

She and I worked together every night, and that night, I took a seat on the counter at her cash register to talk. Well, she exploded and told me to stay busy always, go, dust the wine bottles or something. If Joe, the manager, saw me sitting down, he would "fire my a-s-s." I decided that from that time forward, "no one else was going to outwork me." Yvonne had a soft heart and always looked out for me and taught me a lot about the grocery business.

Ray Okura was my next mentor. Now, Ray was on a whole different mentor level. He had owned his business, Covina Farms Market, since he was a young man. He started it as a strawberry stand and eventually bought the land and had the building built. When I met him, he was old and frail. That guy was a hard worker, and he loved his business.

Ray taught me things like never giving up. Having integrity and being honest are at the foundation of your work ethic. He was like my very own Mister Miyagi from the movie "The Karate Kid." He was constantly dropping truth bombs and fortune cookie wisdom. Ray Okura was by far my biggest mentor when I was a young man. I worked for him for four years, right before I started the lab. One time, Ray taught me how important it was for the more experienced young men to set a good example for the new guys. There were about 10 guys, all about the same age, give or take, and to my surprise, we took him seriously because we respected Ray; he set a good example for us.

He passed away just before I left, and at his funeral, they told his story and what was important to him during his life, and it was all the things he had been teaching me and the other guys at the store the whole time I knew him.

I've had the blessing of being exposed to other mentors, but these two started me off, and without them, I wouldn't have begun my own journey with great advice under my belt.

In two years, I'll be 70. I've run my business for 46 years now and have been blessed with a remarkable career. Our family business is still going strong. I stand on the shoulders of all the mentors I've had in my life and from whom I've learned. I am thankful for all the people I work with today who keep me motivated, are great examples of working hard, and always keep me looking for my next great mentor.

Always grateful,



FROM PIRATE TO POPE

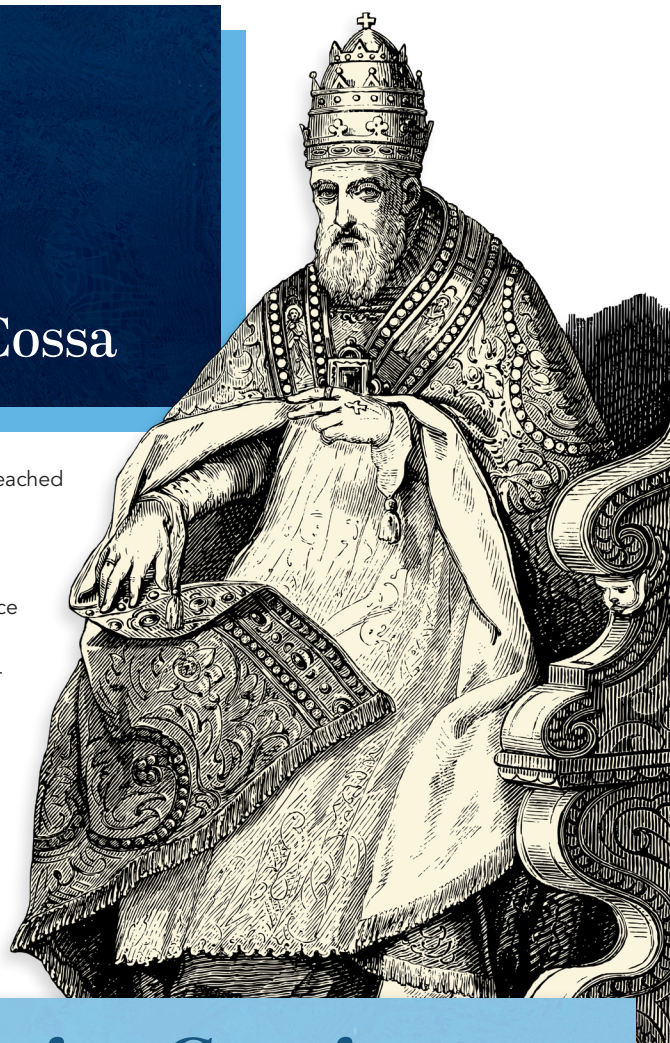
The Salacious Story of Baldassarre Cossa

History is littered with unsavory souls forever scorned for their foul deeds. But few scoundrels reached greater depths of depravity than the ill-famed pirate Baldassarre Cossa (1370–1419), otherwise known as Pope John XXIII.

Following a notorious career of robbing and pillaging, Cossa manipulated his way to prominence in the Catholic Church, eventually reigning as Pope John XXIII from 1410 to 1415. An avid fan of indulgences of the flesh, he is said to have bedded hundreds of women — including nuns — during his controversial reign.

Cossa's one-man sinning spree eventually landed him in prison, yet, remarkably, he was named Cardinal-Bishop of Tusculum shortly before passing away.

Cossa's infamy makes it no surprise that he is now known as "Antipope" John XXIII. The name "Pope John XXIII" was retired for centuries before a man better suited to hold the moniker chose it and ran the Catholic Church from 1958 to 1963.



Is Your Dental Website Costing You New Patients?

Here's What to Fix!

When patients visit your website, it's often their first impression of your practice. If it's poorly designed, difficult to navigate, or lacking key information, you could be losing out on new patients without realizing it. A well-optimized website can help attract local visitors, build trust, and convert them into longtime patients. However, many dental practices make common website mistakes that drive patients away instead of drawing them in. Let's take a look at a few website mistakes and how to fix them.

SLOW LOAD TIMES

Today, patients expect websites to load quickly. If your website takes more than a second or two to load, visitors may hit the "X" in the corner before they even see what you offer. Keep in mind that slow load times may also hurt your rankings on Google.

Fix It: Optimize your images, use a reliable hosting provider, and minimize unnecessary plugins or scripts that slow down your site. A fast, responsive website keeps visitors engaged and improves user experience.

NO CLEAR CALL TO ACTION (CTA)

Your website should guide potential patients toward scheduling an appointment, but if your CTA is MIA, they may leave without taking any action. A CTA like "Book your appointment today" or "Call now for your consultation" should be easy to find and encourage visitors to take the next step.

Fix It: Place clear and compelling CTAs throughout your website, including the homepage, service pages, and contact page. Provide phone numbers, appointment

booking links, or contact forms to make it simple for visitors to reach out.

POOR MOBILE EXPERIENCE

More than half of website traffic comes from mobile devices, so if your site isn't mobile-friendly, you run the risk of possibly alienating many potential patients. A poorly optimized mobile site can lead to difficult navigation, hard-to-read text, and frustrated visitors who quickly leave your site.

Fix It: Make sure your website is mobile-responsive and adjustable to different screen sizes. Test it on different devices to make sure it's easy to use and looks professional across all platforms.

Drinking Done Differently

Riding the Alkaline Water Wave

Ready to experience one of the hottest — and wettest — celebrity health trends hitting Hollywood and beyond?

If you admire Jennifer Aniston's radiant skin or Tom Brady's lengthy football career, you may want to try alkaline water. Endorsed by the aforementioned actor and athlete and a growing list of other notables — including model Miranda Kerr and singer Beyoncé — alkaline water is produced through electrolysis to have a higher pH than standard bottled water. Many believe it possesses properties that can improve a person's complexion, fight heart disease, and aid in cancer prevention, among many other benefits.

SCIENCE-DRIVEN SIPS

In addition to providing the apparent health benefits of traditional water, many say alkaline water offers drinkers a gateway to A-list health. Enthusiasts claim the product's higher pH improves metabolism and energy levels, detoxifies the body, promotes glowing skin, and reduces the likelihood of bone loss by neutralizing acid in the bloodstream and hydrating the body more efficiently.



THE PRICE OF POURED HEALTH

While alkaline water advocates are quick to praise the product, a higher pH comes with a higher price tag for consumers. Depending on your brand of choice, one gallon of premium alkaline water may cost *more than \$30!* Because it is a human-made product and not something that simply flows from our taps, alkaline water requires processes including mineralization, filtration, ionization, and quality assurance before it reaches supermarket shelves. These expenses and the costs of good old-fashioned marketing have contributed significantly to the sticker shock frugal shoppers feel.

HYDRATION AND HYPE

So, is alkaline water worth it? While encouraging people to drink more water is never bad, the jury is still out on the ultimate benefits of this pricey libation. Although the Mayo

Clinic acknowledges that some studies have shown a link between alkaline water and bone health, more extensive research is needed to prove all other claims, including cancer-fighting properties. As with any trendy health fad, receiving sound advice from your physician may spare your body and bank account from unnecessary habits.

Take a Break

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

Solution

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

Creamy Tortellini Vegetable Soup



INGREDIENTS

- 2 tbsp extra virgin olive oil
- 1 cup peeled and chopped carrots
- 1 cup chopped yellow onion
- 1 tbsp finely chopped garlic
- 3 cups reduced-sodium vegetable broth
- 1 (15-oz) can (no salt added) diced tomatoes with basil, garlic, and oregano
- 2 tbsp fresh basil, chopped
- 1/2 tsp ground pepper
- 1/4 tsp plus 1/8 tsp salt
- 1 (9-oz) package refrigerated cheese tortellini
- 1 (5-oz) package baby spinach
- 1 cup heavy cream

DIRECTIONS

1. In a large Dutch oven, heat olive oil over medium-high heat. Add carrots and onions and cook for about 5 minutes or until onions are softened. Add garlic and cook for 1 minute or until fragrant.
2. Add broth, tomatoes, fresh basil, pepper, and salt. Bring to a boil, stirring occasionally. Reduce heat to medium, cover, and let simmer for about 5 minutes or until carrots are slightly tender.
3. Stir in tortellini. Cook until pasta is tender. Reduce heat to medium-low.
4. Add baby spinach and cream. Cook until spinach is wilted. Serve and garnish with additional basil if desired.

Inspired by EatingWell.com



PRO-Craft
DENTAL LABORATORY
Creating Life Changing Experiences

25791 Jefferson Ave.
Murrieta, CA 92562

Pro-Craft.com
877-484-3522

PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

WHAT'S INSIDE?

- 1 I Never Had a Plan B — and It Made All the Difference
- 2 Plunder at the Pulpit
Website Mistakes That Could Be Hurting Your Dental Practice
- 3 Next-Gen Nourishment
Take a Break
Creamy Tortellini Vegetable Soup
- 4 Fill Your Schedule Faster With These Text Marketing Strategies

BOOST PATIENT ENGAGEMENT

Text Marketing Can Transform Your Practice



In today's world, people are constantly on their phones; thus, text marketing is one of the most effective ways to reach your patients. Whether you're sending appointment reminders, special promotions, or

important updates, SMS marketing helps you stay connected with your patients in a direct, convenient, and highly effective way. Here's how to use text marketing to keep your schedule full and your patients engaged.

AUTOMATED APPOINTMENT REMINDERS

One of the best ways to use text marketing is for appointment reminders. Missed appointments

cost your practice time and money, but a simple text reminder can significantly reduce no-shows.

To Accomplish This:

- Set up automated reminders to send 24–48 hours before the appointment.
- Include important details such as the date, time, and location of the appointment.
- Offer an easy way to confirm or reschedule by replying to the text.

EXCLUSIVE PROMOTIONS AND SPECIAL OFFERS

Text marketing is also great for sharing special promotions, discounts, or limited-time offers to encourage patients to book appointments.

To Accomplish This:

- Offer a discount on teeth whitening or other elective treatments.
- Promote seasonal check-up specials.

- Send reminders about insurance benefits expiring at the end of the year.

PERSONALIZED BIRTHDAY AND HOLIDAY MESSAGES

Patients appreciate thoughtful touches, and sending birthday or holiday messages via text helps build patient relationships and loyalty.

To Accomplish This:

- Send a simple happy birthday text with an optional discount on services.
- Share a friendly holiday message to stay engaged with your patient base.

With the right strategy, text marketing can improve patient engagement, reduce no-shows, and boost your practice's success. Start incorporating SMS marketing today to keep your patients informed and your schedule full!