

NuDental Solutions

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The latest insight from entrepreneur, consultant, and coach [Dan Fulcher](#)

Historic business tidbit

Swift, Armour, Cudahy. Established 1855, 1867, and 1887 respectively. Iconic brands with products you still enjoy to this very day.

Brand strategy. Something unique and memorable. Something unmistakable. Something highly visible and vibrant. *To most during that time, the upper right haunch seemed appropriate.*

Brand awareness. The recognition of something special. A favorable reaction. An appreciation for the value offered in exchange for value returned. Whether a producer, supplier, consumer, or potential *rustler*, it was hard to ignore the authority conveyed through someone's brand when it was done well.

Most notably during the 19th century, the *American Cowboy* leveraged the concepts of brand strategy and awareness to near perfection. Using simple symbology to represent their product, reputation, and market position, these entrepreneurs became the influencers of their era. Developing business models for an entire industry while dictating the most favorable terms for their own futures and those of their heirs. Has anything changed during the last 200 years? Well...

We still depend upon visual symbols in the form of images, logos, and icons to express our brand. We still rely upon the same visceral reaction from consumers who recognize those symbols and act favorably upon them. We still cultivate these symbols to improve our competitive advantage and market position.

Within your dental practice, can you articulate the competitive differences between your practice and every other practice nipping at your heels? Have you developed an effective brand strategy? Are you measuring awareness within your market?

An anonymous Cowboy once said, "*Branding is not just about pride of ownership, it's about the legacy you build and the commitment you keep.*" Of course, he was talking about livestock. But is there really any difference?

Quote I'm pondering

"When you arise in the morning, think of what a privilege it is to be alive, to think, to enjoy, to love..." = [Marcus Aurelius](#), Roman Emperor, Stoic Philosopher

Book I reread at least once a year

"You Can Negotiate Anything" by [Herb Cohen](#). The "World's Greatest Negotiator" who coined the term "win-win" way back in 1963 said that if you control the tempo of a conversation, you can control the outcome. Tempo to Herb meant more than tone and pace of play. It meant engaging in those "uncomfortable silences" and the ability to walk away to negotiate another day. Negotiation fundamentals that we take for granted today, but are still worth revisiting within the overall context of strategic and tactical repartee.

Lifestyle preventative maintenance hack I rediscovered

Anything frozen I can apply to my joints after (or long after) a workout. If you played sports in or out of school, you probably remember those times when you applied ice to your knees, elbows, or other joints. The cold felt good. Icing is typically associated with reducing inflammation, which is true. Ice constricts blood vessels, reduces blood flow, and limits fluid accumulation to minimize inflammation, but there are many other benefits. Even if you don't experience discomfort. It's why I call it preventative maintenance.

Ice provides essential benefits by calming nerve activity, slowing metabolic processes, and reducing cellular stress around your joints. These in turn, prevent tissue loss, help maintain normal function, and extend the lifespan of your joints. I prefer 16 oz. bags of frozen peas or baby lima beans. Convenient, easy to reconstitute, and sustainable. I can even eat them in a pinch if the urge arises.

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