

Let's turn your team into confident, everyday marketers — starting now.

Week 1: Get Your First Quick Win

- ☐ Complete Course 1: “Brand Design” - A course you can read through in 30 minutes
- ☐ Take the “Brand Design” Quiz
- ☐ Create 1 post that uses the colors or logo of your brand
- ☐ Share it on your practice page and tag @cleverdentalco 🦷

💡 Quick Win Unlocked: You've just made your first on-brand, engagement-ready post — with zero agency help. That's internal marketing in action. 🙌

Week 2: Activate Your Team

- ☐ Send a message to a team member you'd trust with this:
“Hey! I'm trying out this internal marketing platform called Clever Dental Co. — they help dental teams like ours create our own on-brand content. Would you be open to checking out a 20-minute guide and snapping a behind-the-scenes photo for us this week? Just for fun — no pressure.”
- ☐ Have them read “Designating Your Practice Advocate” (a 20-minute guide)
- ☐ Post the behind-the-scenes photo they captured with a caption - be mindful not to show patient faces without permission.

💡 Pro tip: Empower a team member to join the fun — you don't have to do this alone.

Week 3: Apply a Tool or Template

- ☐ Complete the “Content Creation” course
- ☐ Create a spotlight post of one of your owners/providers
- ☐ Turn it into a shareable post or story
- ☐ Reply to any comments made on the post

💡 Win: That's high-performing, HIPAA-safe content — made in under 15 minutes.

Week 4: Plan What's Next

- ☐ Review what's behind the member paywall (20+ courses + all templates)
- ☐ Decide: Ready to go full Clever? Upgrade before Day 30 to enjoy access to all content!

Bonus Challenge (Optional):

- ☐ Complete 3 courses
- ☐ Review the Impact Kit & Curriculum Guide (Free Resources)
- ☐ Empower 1 team member to take initiative

📸 Tag us @cleverdentalco on Instagram or Facebook if you complete the challenge — we want to feature your practice!