

## You Deserve It!

“You deserve it...You are worth it!”

How often have you heard someone say this to you lately?

When you hear it, how does it make you feel?

Do you believe you deserve something you desire in life?

Do you feel you are worthy of having this desire?

These are questions that can unlock the key to one of the top reasons many patients do not move forward with accepting treatment that could make them healthy, happy and feeling beautiful.

Understanding the historical context of the word “deserve” can help bring this powerful psychological element to life.

The word deserve was introduced into the English language from the French word “deservir” meaning to “merit or earn” from the 13<sup>th</sup> century, which was originated from the Latin word “deservire” meaning “serve well.”

A phrase that may sound familiar, “You get what you deserve,” was a common use of the word, which clearly has a negative connotation to it.

Merriam-Webster.com defines “Deserve” as “to be worthy of” or “to be worthy, fit or suitable for some reward or requital.”

The word “deserve” was used in the early 60’s in an ad by Holland-America cruise line encouraging the readers to experience the luxurious and expensive experience with the slogan, “Sit back. Relax. You deserve it!” Exactly what first class travel brings those who invest their hard-earned money.

There were two blockbuster ad campaigns in the 70’s that opened the eyes of advertisers to the power of consumers feeling worthy and

deserving of some spoils life has to offer.

The first was McDonalds. “You deserve a break today.” I can still hear the song in my head. It was such an influential slogan it became the flagship for almost 20 years for the fast food giant.

The second big breakthrough came from L’Oreal when the company rolled out an ad for their premium hair-coloring product, Preference, with the slogan, “Because I’m worth it.” This advertising campaign is credited for taking significant market share from rival Clairol and its product Nice ‘n Easy.

For some of you reading this you may too young to recognize or remember any of these ads. For others, you may have used the product or know someone who did. The generation gap is becoming more and more distinct as the years go by.

I share this brief history lesson with you for context. Two powerhouse corporations came to know the power of this emotional approach to advertising and relied on it for a significant amount of time during the growth stage of each business.

Your patients are wrestling with this emotional connection to saying “yes” to dentistry no different than people who are determining how to spend their discretionary income. You are in competition with countless other options when it comes to how a patient’s money is being distributed.

Your patients are buying cars, going on vacation, going out to dinner, going to fitness clubs, investing in their continuing education and the list goes on. In the grand scheme of things, there are very few true necessities in life. If we were not choosing where to spend our money and what to spend it on, we all would be eating a lot more mac ‘n cheese and peanut butter and jelly sandwiches.

The point is everyone has money to spend on what they believe to be worthy of their hard earned money...and want to believe they are deserving of whatever that “luxury” (“non-necessity”) would be. Everything has an importance and a priority. It is our job to position

dentistry as a priority in the mind of each patient.

This is why it is so important to engage each patient in an emotional way by asking a lot of questions to understand where they are when it comes to committing to their oral health or in their desire to improve the look and feel of their smile.

The psychology behind “deserve,” runs in two main directions. First, it says we “did something right,” which leads to gain the recognition we all desire to have in life. Second, it associates the product/service to a “reward,” which adds a deeper emotional element to what you are offering.

In the right moment...not every moment...imagine how would it feel to look a patient in the eyes and say...

“You deserve it!” ...”You are worth it!”

You may be the only person who takes the time to care enough to make someone feel great. Please know you have the influence to positively impact the course of your patient’s day!

Today, choose to be extraordinary!

Kevin