

THE COMPLETE GUIDE TO

Creating A Highly PROFITABLE Dental Practice

(That You'll Actually Enjoy)



Uncover the 7 Leverage Points,
Used By Dentistry's Elite
Multi-Million Dollar Practices,
That Enable You to Engineer
a Prosperous Lifestyle Practice
Doing the Dentistry You Love

Scott J Manning

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PREVIEW

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OUR MISSION

**Scott J. Manning, MBA
and Dental Success Today**

We are committed to serve, save, and embolden the Independent Dentist.

Our goal is to empower dentists to reclaim their right to practice as they wish, to earn what they deserve, and to create a lifestyle and dental business of their own design.

We do this by providing the tools they need to proliferate their philosophy toward the health and care of patients who are committed to investing to achieve optimal health, and who value the dentist's talent, skills, integrity, and quality of care.

We believe that meeting these goals will allow the dentist to continue learning, growing and solving new clinical challenges that will provide patients with the ultimate in dental health care, while ultimately allowing the dentist to build wealth and enjoy a fuller life.

CHAPTER 1

Welcome to a Happier Future



If you're reading this book right now, you've made an excellent choice.

I'm about to reveal how you can optimize your dental practice in a way that will lead to a better, happier, more fulfilling way of life. Along the way, you'll increase the profitability of your practice, all without increasing your hours or taking on more stress. This is your complete guide to creating a highly profitable dental practice (that you'll actually enjoy)!

I invite you to grab a notebook and pen, and jot down notes as you read. This book is packed with information that will be coming at you rapid-fire, and I don't want you to miss a thing.

My core mission in life for nearly two decades has been helping independent dentists design and experience the lifestyle and practice of their dreams. I've worked directly with top specialists in the country, and I've helped many people achieve life-changing results.

However, the work I do isn't meant for thousands and thousands of doctors. In fact, I never want it to be. I've chosen to work only with the right people, the right kind of doctors, who are ready to optimize their dental practices to achieve the best lifestyle possible.

It doesn't require a magic wand, a magic lamp, or any other kind of hocus-pocus. Optimizing your practice happens when we work together to define exactly where you want to be and how you want to get there. This means creating the perfect path for you, which includes doing the dentistry you love most, working with the team you love most, and taking care of the patients, friends and family you love most of all.

Basically, we'll be doing for you what you already do for your own patients: we'll be helping you make your own life better and happier.

What You Can Expect

This book will take you through seven simple, extremely practical steps that you can begin to use right away to optimize your practice – so that you finally experience the practice you've always imagined, do more of the dentistry you love to do, and operate on your own terms.

In this comprehensive, step-by-step-plan, you'll discover microscopic details that you could use as a checklist for discovering what you're doing well, as well as how you're getting in your own way. I encourage you to use the techniques I describe in this book to verify that you're on the path you want to be on.

Everything that I'm sharing here goes beyond theory. These are proven techniques that have been road-tested by doctors just like you, from all across North America. These doctors have applied these concepts for maximum success in their own practices and in their own way—and you can apply these strategies directly to your own practice, too.

I understand that for most doctors a successful business isn't just about the money. A successful practice includes a passion for doing what's best for the patient. You want to achieve an optimal level of care. You want that for your patients and that's something that you guide your patients to want as well.

It takes energy, patience, and an investment of time to help your patients get to the point where they're willing to really take care of themselves.

You're investing part of that time now, in this book, and I value and respect the investment you're making. Congratulations for taking this step!

Before you read further, let me give you a gut check, so you understand who will benefit the most from this information. I also want you to prepare to put these revelations to work for you.

Who This Book Is For

This book is for you if your answers to any of the following questions describe you and your practice today:

Are you working too hard for insufficient money?

You might be busting your butt with almost nothing to show for it. This could be because you've been infiltrated by discount dentistry or insurance companies that cut you off at the knees. It could also be that you simply fell into a volume trap, where you have to produce more in order to earn now what you used to earn. Even the most successful, richest doctors often feel that they're working too hard for too little money. If you're an ambitious, entrepreneurial dentist, this will probably apply to you.

Are you seeing too many patients to provide a good return on your investment?

Your patient cases may not be paying off for all the work you're doing, for many reasons ranging from circumstances to accidents. Sometimes it's just how things work out. At the end of the day, it doesn't matter how many patients you see. It doesn't matter what your new patient numbers are. You can get all the patients you care to have, but you still need to

have a dedicated, specific, disciplined, structured system to cultivate real, life-changing dentistry that matters. You have to learn to maximize every patient that is right for you, and that's really what this entire book is about. The only thing that should ever matter to any doctor is your results, which is what we call your *Total Patient Value*.

Are you simply not seeing a sufficient number of the kinds of comprehensive, high-value cases in your practice?

This problem exists in a variety of different dentistry niches, including cosmetic dentistry, implants, sleep TMJ, full mouth reconstruction, smile makeovers, and whatever else you have the desire to do. This is symptomatic of a deeper issue. In this book, you'll learn techniques to ensure you are supporting your patients fully by providing the comprehensive oral health solutions they deserve.

In almost every case, addressing the issues listed above doesn't mean you need different patients. Instead, you need a better process.

Why You Should Take This Book Seriously

I'm not a doctor. This is actually a good thing for you. You have plenty of outlets for clinical guidance and for getting more of the same types of ideas

that you've already heard before. However, because I'm not a doctor, I can share new insights and new perspectives with you.

Here's a simple concept to consider: when you listen to more of the same from more of the same people, you'll always stay where you are right now.

For some of you, that's a really great place. For others, it's not quite where you want to be, and more of the same is not going to get you where you want to go.

This is where the value of a fresh perspective comes in. You can get new ideas when you pay attention to people who speak the truth boldly, who tell you exactly how it is from their point of view, and who lay everything out clearly on paper. The illusions vanish and you can finally clearly see your way ahead.

That's what I'm here to help you with.

The important reason for you to read this book is because you'll be better off by reading it and applying its principles. What you get out of it will matter to you and the people who work with you, as well as the patients you see.

I know this because I am directly responsible for more than \$20 million of new patient treatment accepted each month in North America. I have my hands in some of the most comprehensive dental treatment presentations being offered anywhere.

My strategy is driving more than 5,000 new patients every single month in practices all over this continent. Those are very conservative numbers, just within my tight inner circle of private clients.

I have proof in the pudding, as I like to say. I have in-the-trenches, side-by-side experience with far more doctors than I can say. This has given me a plethora of exposure, perspectives, viewpoints, trial and error moments, successes, and victories to share with you. What I have to share is rare, and that's why the information contained within this book is so powerful for you.

My expertise isn't handling patients clinically. Rather, I'm an expert at helping dentists in their practices. Most dentists want more patients to accept treatment, more team members to be engaged in the ownership of their roles and responsibilities, and a more profitable business that works – a dental practice that's everything it's capable of being.

I am happy to share my expertise in the following areas:

- The art of getting the highest quality patients.
- Setting YOU apart from every other dentist in town.
- Identifying the most productive and profitable systems for each aspect of your practice.

I'm a master at the business side of dentistry. It's your job to take care of the clinical side, and I support you in this by helping you build your business.

In my work, I've focused on systems that work to help dentists create what we call a lifestyle practice. For years, I've been helping dentists all across North America transform their practices to bring in more business revenue without adding more expenses, more headaches, or more problems.

That means making sure the practice is exactly the way you want it, based on a certain style or model practice you want to have. I work with dentists to reverse engineer the vision of their practice that will best suit them.

The 5 Key Agreements

Before you read any further, I want you to consider and agree with five crucial guidelines that are the prerequisites to your success.

Agreement #1
Believe in Yourself.

You must believe in yourself, in what you are about, in all that's possible, if you're going to create a vision that will carry you forward into the future.

Most of us have become conditioned – day after day, week after week, month after month, and certainly year after year – to accept what we're getting and to settle for what we have. We have become conditioned to get stuck beneath a glass ceiling and to crash into it every time we're on the verge of a breakthrough.

I often see dentists make a transformation and accelerate growth, and then, because they're so uncomfortable with the feeling of success, they sabotage it, and they fall back down. Today, break loose from your old ideas, from the things that have held you back. Stop seeing six figures of income as a breakthrough. Strive to be more and know that you deserve it.

Agreement #2
Have a Conscience.

Before you get angry, let me explain. I don't mean that you don't have a conscience. Instead, I mean you may not be conscientiously making choices in

your best interest. Stop trying to do it all yourself. The biggest setback in getting big cases and selling at high fees often happens when dentists try to carry the weight of production on their shoulders. If you are trying to create every dollar in your practice, you are always going to run out of month before you get to all the money you *could* be making.

In order to remove the busy days from your life, you've got to create a team effort. That means you need checks and balances in place. You need a conscience in your practice, following you around, and helping you see all the dentistry that's available. When you're too busy keeping your head down and staying focused on the next mouth in front of you, you could miss opportunities. No more. You have to commit to delegating as much of your work as possible.

Agreement #3

Accept Reality and Be Willing to Blow it Up.

If you don't know your numbers now, you could think something like “*We had a good case acceptance,*” or “*There just aren't a whole lot of patients with money.*”

The answer to that excuse is always going to be, “B.S.” I'll call you on it, because the reality is, there's not a practice on the planet that can't double their production overnight. They can achieve this when

they learn to understand what's falling through the cracks.

Today's production is yesterday's income. Stop worrying about what you produce today and start focusing on what you produce in the future.

Agreement #4
Focus on the Future.

Don't spend too much time looking in the rearview mirror. If you want to make some magic happen, keep your mind open to the numbers of potential cases and patients that walk out of your practice every day. When you know your numbers, you'll be able to blow up this reality and begin to create what you really want.

Agreement #5
Put the Right People in the Right Positions.

I always ask, "Describe your team. Tell me what categories your people fit into. Do you have a team that's simply underperforming, and not working to their potential? Or do you have a great team that might be unmotivated or mismanaged? Or do you have a team that's stubborn and set in their ways?"

Dentists very seldom have to fire employees. The problem is, employees are usually hodge-podged

together. Practices accumulate people over time, and they take up space. In this book, you'll learn to look at your team like a sports team, such as a basketball or football team. You'll begin to hire to fill positions rather than just hiring people that take up space.

One of the single biggest breakthroughs I have when working with dentists is making sure that every player on the team is playing in the best position for their strengths. I'd like everyone reading this book to stay open to that idea.

As you read this book, I hope you're thinking about more than fixing teeth. I hope you're catching the vision of becoming more than just a dentist. I want you to find the power inside of you, and I want you to agree to **take every patient down the journey to the perfect smile**. Commit today to never letting a patient leave without understanding the full spectrum of dental talents and expertise that you worked so hard to obtain, and explain the impact those skills can have on that patient's life.

PREVIEW