



## Inside:

- Over - Coached = Overwhelm
- Where's The Gold in Your Practice?
- Diagnose. Waffle. Walk. **STOP THE INSANITY!**

**Additional Resources for Dentists to GROW their practice without all the hassle and overhead...**  
⇒ **ClearPath Society®**. This is Jerry's exclusive Membership-based group that meets in-person, every year, for a closed-door Mastermind Roundtable meeting. Members receive access to all of Jerry's Practice Building Resources, including all of his postcards, ads, and more. Plus, Members get exclusive discounts on other services, such as, seminars, webinars and other marketing mailers. Info available at: <http://bit.ly/cp-membership>



### Comments About Jerry's ClearPath Society®...

Hi Jerry. Your marketing is driving in patients via the FSI like crazy. I have been averaging 20-30 new patients a month just from your \$29 FSI and have no openings for weeks. I need a dentist to help asap. I am waiting in anticipation with the information you gain from your Denver meeting with regards to getting quality Associates/Partners that want to stay and grow with the business. Thanks again and I can't wait to hear from you. Take care.

Dr. Gordon Roeder  
Dream-Dentistry & Sleep Care • Quakertown, PA

Hello all, happy new year!! Our first FSIs went out today... holy s\*\*\*!! Been open only 5 hours...10 NP scheduled already from the insert. WOW!

Dr. Jonathan Glatt  
Ocean Dental Expressions • Lakewood, NJ



Hi Jerry, The retro insert hit this am (18,500 papers)....WITHOUT the \$29 cleaning offer. It's 10:00am and we've had.....10 APPOINTMENTSALREADY!!!!!! WOWWOWWOWWOWWOWWOWWOW. I haven't had a response like that for years!! Thank you very much!!!!

Dr. Jeffrey R. Prager  
Bellingham, WA

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## Over-Coached = Overwhelm - Ditch The Mental Overhead!

by Jerry Jones

I had a disturbing conversation with a doctor recently.

Turns out, he was overwhelmed into Inaction.

It's a condition I find myself in occasionally. But, the problem is, it wasn't what I find to be USEFUL overwhelm. Instead, he had over-committed himself to participate in just too many things. Every day, a box was arriving at his office and he had no idea what to do with all the things he was involved in.

He's not overwhelmed with new patients. Or, money. Or, too much personal time on his hands. Just the opposite.

He told me every month, he spends something like \$5,000 on different things to help grow his practice. Yet, he's asking me for help. Much of it was coaching. He was paying for "internet coaching" to the tune of \$1500/month (he's a doc, his time is worth \$500 an hour minimum, so why does he really care about internet marketing – I got experts I'm paying to handle that and they are far better at it than me.). Practice management coaching (they aren't coming to his practice and instead just sending him his "stats" each month – I ask if he ever finds that

useful or talks to his coaches about the stats – his reply,

"No." My reply to his, "Dump it. Why are you paying for a service if you are not using it?") The list went on and on. My advice: Cut them all. If you find yourself missing one, you can always re-subscribe.

In short order, we whittled that down to really, about \$500 in useful materials on an ongoing basis, for him to really focus on. The rest was garbage and not putting money in his pocket.

My argument: You can always go back to them, but only AFTER you go through the information they've already provided.

The secret to success isn't the path he was on. It was actually stifling his ability to make decisions and, most importantly, TAKE ACTION. Nothing puts money in the bank, food on the table, like ACTION.

It's the same issue we all face with the myth of "multi-tasking." Got news for ya – ain't no such thing. You're actually switching from one task to another (switch-tasking) and becoming more and more inefficient as the day wears on since it takes you longer and longer to pick back up where you left off. You can't do two

### "Quotable Quotes"

*The problem with the rat race is even if you win, you're still a rat.*  
Lilly Tomlin

*Don't worry about people stealing your ideas. If your ideas are any good, you'll have to ram them down people's throat.*  
Howard Aiken

*People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily.*  
Zig Ziglar

*There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there.*  
Indira Gandhi

Courtesy: businesspundit.com

things well or even mediocre when you switch back and forth. It's why people wreck when they talk on the phone. Or, text and drive. Or, drink and drive (your brain's on holiday and your body is anywhere your brain tells it not to be).

As you contemplate the success you're going to have to this year into next, look at the things in your life you can cancel and be better off without. Essentially, getting rid of "Mental Overhead."

Then, look at how you work. Can you get back to focus on a single thing vs. 2 or 3 or 4 at once?

I promise the quality of output will improve. And, you'll be less frustrated. No one gets much from a multi-tasker, except mediocre (or worse) garbage.

**Let's go inside! →**

## Where's The Gold in Your Practice?

by Ron Sheetz

More money is invested in external marketing and advertising for new patients when the real money is already in the practice. The average dental practice in America has 2,000 patients of record. I define a patient of record as those who are patients of record with treatment on the books. They're verified return patients. This is future dental care and treatment, virtual money in the bank. It's foundational to any practice. However, so much effort is put into prospecting for new patients. It's necessary, but not always the best place to put most of your money. The challenge so many business owners have grasping (any business, not just dentistry) is that advertising and marketing is all about testing. You're constantly testing messages. Even when you have one that works consistently, the true entrepreneur, the guy or gal that's driven to always win is constantly testing even their best messages, to see if they can be beat.

However, as you're marketing to bring in new patients you already have a stable of patients who already like and trust you. So much so they make their next appointment before they leave their last. They refer patients to you. What about those advocate patients. When you have star racehorse, a real thoroughbred you don't keep it up all night. You feed it, you groom it, and you pamper it because you want it to keep winning for you. Why wouldn't you do the same for your thoroughbred patients?

This mindset of not taking care of the people you already have is not unique to professional services like dentistry. I've seen it again and again. Work I do in the recreational products niche (above ground swimming pools, spas, etc.) does it all the time. They market to sell products all too often forgetting those existing clients have to buy chemicals and other consumable products. The auto repair shop owners advertise like there's no tomorrow trying to bring the next \$250 repair order in the door, all the while they have a stable of customers who bring their cars in regularly, toss the keys on the counter and say, "Fix it", rarely asking the price. I've built customer reward programs in both these niches. Of the two, auto repair has the lowest per customer value, but I still generated 2 and 3 time customer values with a VIP membership program. For the auto guys a Car Care Club program generated frontend membership sales that insured customers returning to the shop up to 4 additional times per year and galvanized those customers from all other shop's advertising and special offers. It also, in many cases, tripled the customer value on each repair. Not because the shop was any better than others, but because they established a bond with the customer other shops couldn't penetrate with their marketing messages. When the other shops were investing

their dollars to attract my client's customers, those messages fell upon deaf ears because the incentives for customers to stick were greater than if they shopped price.

You have the same opportunity in your general dental, orthodontic, pediatric, periodontic or endodontic practices. A dental health program will have the same effect on your patients as my Car Care Club marketing had on the auto repair customer.

The fastest way to grow a practice is to:

1. Get more new patients
2. Get current patients to visit more frequently
3. Get current patients to spend more

Having a dental health program doesn't insure you greater patient values if you're not putting patients into it. I've seen the same sloth in promoting dental health programs as I have auto repair care clubs. It's counterintuitive to think a person would pay for something they wouldn't use 100% of the time, yet people pay for Sam's, B.J. and Costco wholesale memberships all the time. They gladly pay for the rights and privileges to exclusive access and savings. Of dental practices that have such programs, on average, less than 20% of these practice's patients are enrolled in such programs. Don't agonize too much over it; the auto repair shop's numbers are exactly the same. Simply do something about it. Increasing those numbers takes only focused attention and a system, more attention than the casual mention of it as the patient checks out after an exam.



### About Ron Sheetz

Ron Sheetz is the founder of RJ Media Magic, Inc. Ron has made himself an absolute authority in media marketing for dentists across the country. His unique, innovative and proprietary marketing strategies are revolutionizing how dentists are now able to position and differentiate themselves from other dentists, group practices and the mega-corporate practices. Ron has the distinctive ability to take a very specific asset every practice possesses, but under utilizes, and transform it into a powerful marketing and advertising advantage.

## Diagnose. Waffle. Walk. STOP THE INSANITY!

by Jerry A. Jones

Do you know what keeps most dentists from being wildly successful?

They never ASK their patients, "Do you want to fix that today?"

Instead, they diagnose, waffle and walk.

If you want to see an immediate JUMP in case completion (screw case acceptance — that, on the surface isn't what you're after — it's case COMPLETION which = Fungolas in the bank.)

I'm not saying I'm not guilty. In fact, I'm guilty of this very thing.

Do you know that much of what I write about in my newsletters is from personal, "DUH, JERRY!!" experience? Well, it is. I ain't perfect. Nor will I claim perfection, very often (only when I'm losing an argument with my wife).

I know to ask. I know that the only measure of my success IN BUSINESS is what I deposit in the bank. I can't be philanthropic without first being profitable. And neither can you.

YOU, in this economy, can't afford to NOT complete more dentistry by ASKING for the sale. DO NOT become a fantastic diagnostician, only to waffle and walk. It's a poor man's game and it sucks.

Ask for the sale.

If your patients are not saying yes, it's because you have not ID'd the problem, or, have not agitated the problem sufficiently, didn't get the point across about WHY they need the treatment, and then leave it to your staff to answer questions, or, you did not offer the solution right then and there and offer to start treatment.

It's rarely about money (I know some of you don't believe me, but that is your own head problems getting in your way) and far less often than you or I think. It's all in your head and it's time to shake that crap loose.

### Practice Building Tip

If you are not 100% confident in the diagnosis you give to a patient, why should you expect them to be 100% confident they need the work done? If you and your team are not reinforcing the NEED for treatment, then you can easily watch your acceptance rates and follow-through appts get cut in half. FIX IT if this is what's happening in YOUR office. (BTW, how do you think I know about THAT one?)

### About Jerry A. Jones



Jerry A. Jones is the CEO of Jerry Jones Direct (JJD), an over two-decade old dental marketing and advertising firm. He's a widely-published author of several books and thought leader, writing opinion papers and articles for a variety of publications. Jerry also publishes five different newsletters and two magazines every month, leads dental mastermind sessions, and creates marketing and advertising campaigns for his private client Financial Advisors, Dentists and ClearPath Society® Members. He is also the Founder & CEO of Wellness Springs Dental® in Salem, Oregon, which includes an incredible group of three Doctors and an amazing team. More information on Jerry can be found at [www.JerryJonesDirect.com](http://www.JerryJonesDirect.com).

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The Successful Practice®

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