

MERRY CHRISTMAS FROM JERRY JONES DIRECT!


JERRY JONES DIRECT
1020 Shipping Street NE
Salem, OR 97301
(503) 339-6000

Receive Over \$3,500 in **REAL** Dental Practice Patient Attraction & Retention Systems **(Like How To Get FREE Patients and much more!).**

It's Seriously My Craziest Introductory Offer, Ever!

Try Dentistry's #1 Practice Marketing & Advertising Membership, ClearPath® Society, For 30 Days For Only

\$9.99

You'll save \$87.01!

Hurry, Offer Expires 12-24-2010. No Strings, No Contracts.
You Decide If It's Valuable. Or Not!

December 16, 2010

From Jerry A. Jones
1020 Shipping St NE
Salem, OR 97301

Dear Friend,

Doc, I'm going to let you "test drive" my ClearPath® Society, Dentistry's #1 Membership for the Dentist wanting to attract more new pts and keep more of their existing patients.

For the last 7 years, I've operated a 3-chair office right here in Salem, using it as a laboratory to create ads, systems and more, to keep patient flow high, profits high and patient retention high for not just my own office, but hundreds of others nationwide, in Canada and Australia.

Now it's your turn to benefit from my near 15 years in dentistry, the millions of dollars invested to bring new patients in the doors of countless offices in every imaginable demographic.

2011 is not going to be an easy, "recovery" year as some are hoping or predicting. If the bickering in Congress now, is any indicator, we're in for a long, uphill battle, and that means YOU need to pull out all the stops, increase your patient flow, your profitability and your efficiencies to increase your income.

Please turn the page →

If you've been "hoping" for change, by now, you know that just isn't a viable strategy. Either you do something more, new **and** different, or, you've got nothing more than the same old set and coming your way. (I myself am re-inventing SofTouch™ Dental this *minute!*)

Join ClearPath® Society today. Start your 30-day, \$9.99 trial now. If you like it, you can continue at the very low rate of just \$97 per month. If you're unhappy for any reason, just send me a note telling me why, and we'll cancel your membership. No harm, no foul.

Don't miss out...I can guarantee I won't offer this again in 2010, and unless I am crazy, I likely won't offer it again in 2011 and if I do, it won't be until June, more than 6 months out.

So, here's what you get during your first 30 days:

- 25 back issues of my highly-acclaimed *Practice Profit Insider*™ newsletter (arrives monthly, but you get the first 25 issues, printed and mailed to you, not emailed!)
- **Reactivate old patients with my \$897 Patient Reactivation System** (It's plug and play, very simple and VERY effective. Dr. Sean Tarpensing rec'd 30+ calls from his very first mailing – patients ready to reactivate and get treatment scheduled!)
- Like dentures? Use my ¼-million-mailed FSI to attract denture patients like crazy! Plus, you'll also receive my Denture Postcard. **In 2010, we've done over \$100,000 worth of dentures and other removable appliances from these two ads alone.** Now, they're YOURS to use, as long as you remain a member in good standing! Warning: if you don't want to produce and collect \$1447 for an upper and \$1447 for a lower, then don't run this ad, ok? That's our fee and we get it routinely. Our average denture-ad-attracted patient spends \$792 in the first 30 days! How many of those do YOU want?
- Full page ads that work. I've written a half-dozen full page ads this year that have ran in our local newspaper. They work like gangbusters. You'll get these ads, too, a \$2000 value EACH!
- FSIs. Do you use Free Standing Inserts now? I guarantee you're making several mistakes costing you tens of thousands of dollars in lost or never-seen revenue. I wrote the ONLY publication on using FSIs, and it's YOURS, free, when you join. This 24+page manual will have you profitable in no-time when you use FSIs in your local paper.
- **Internet Advertising?** I'll take you through, step-by-step, how we're KILLING IT online using a simple 1-page (yes, I said 1 page!) website that harvests 2 to 3 new patients each week at a cost of less than \$40 per patient using Google Adwords! (check it out at localdentaloffer.com/97302)
- *Patient Financing, the EZ way.* Most dentists are losing money when they opt to carry financing for their patients. Avoid the mistakes, yet, develop deeply loyal patients who'll refer friends, family and others, because you offered them financing. And, you'll grow your practice AND your profit. Learn how in my Patient Financing System. It's FREE with this offer! Normally, \$249.
- **FREE patients.** This is one of my most favorite subjects in all of dental marketing. I've written and successfully used press releases for my SofTouch™ Dental office, every year for the past several years. It's just part of our marketing process and every year, we capture between 25 and 50 new patients from our **FREE** press releases (yes, this has gotten us through some tough cash-flow crunches!). These patients are fabulous folks (what patient isn't that pays, stays, refers and keeps coming back for more!) and you'll love how easy THIS technique is. You'll get several different PROVEN press releases you can adapt to your office immediately for a surge of FREE new patients!

- **And so much more!** It's all yours, part of my 30-day, \$9.99 trial offer.

But, doc, you have to act NOW! This offer absolutely ends 12-24-10. Consider it an early Christmas present from me, to you! And believe you me, if you're a dentist you DESERVE a Christmas Gift!

I'd love nothing more than to brag about you in an upcoming issue of my Practice Profit Insider, sharing with other members how you started in December, near Christmas, and just tore it up!

Join me and my other ClearPath® Members, on an exciting, profit-laden journey through a more predictable, exciting and fun 2011! Remember, you'll be considered insane if you change nothing but expect different results just because the calendar rolls over and incompetence in Washington, DC is replaced with more incompetence!

OK, fill in the form below and FAX it back to me TODAY! Melody and I will assemble your Welcome Package and mail it right away...and it's just \$9.99!

----- **FAX TO: 503-218-0557** -----

ClearPath® Society Membership Enrollment Form

___ **YES, Jerry!** Please sign me up right away for your ClearPath® Society Membership. I understand my first 30 days is just \$9.99 and if I decide to cancel, I will notify you in writing to the above fax number. Otherwise, my membership will continue for just \$97 billed monthly to the card below. I understand I will receive well over \$3,500 in valuable free Systems I can implement right away in my practice. I also understand that should I choose to cancel my membership at any time, I forgo any rights to use any of the materials you provide. Based on that premise, please charge my card below, \$9.99 and let's get started!

NAME: _____

ADDRESS: _____

City/State/ZIP: _____

Phone: _____ FAX: _____ Email: _____

Card No.: _____ Exp: ___/___/___ Card Sec Code: _____

We accept VISA, MasterCard, American Express & Discover

Signature: _____

By signing above, I hereby agree to abide by the cardholder agreement for the debit or credit card listed above. I also understand that the January 2011 issue of Jerry's *Practice Profit Insider*™ will contain specific action steps he took to make SofTouch™ Dental's *Groupon* that hit on December 13th, and so far is a SMASHING success... *a totally FREE bonus!*

Questions? Call Jerry @ 503-339-6000. Or, email Jerry @ jerry@jerryjonesdirect.com