

ONE DAY WITH THIS DENTIST COULD MAKE YOU RICH!

By JERRY A. JONES

OREGON DENTISTS: Drs. Howard Farran, Mark Montgomery, Lloyd Tilt and other *internationally*-recognized experts will appear **LIVE** (in Salem) to help YOU “hone, even *perfect* your Clinical and Business Talents, preparing you for a record-breaking 2010.

This efficiently produced 1-½ day “doctor and team” event in Salem (Dec 3rd & 4th) with Dentistry’s most respected and influential speakers, trainers, innovators and wet-gloved dentists, including: Farran, Montgomery, Tilt (The 1st Periodontist to Use LANAP), Tom Shortell, Cindy McKane-Wagester RDH, MBA (the team-building expert), Dental Marketing Maven & Former Marine, James Erickson, (and others) ...is **100% GUARANTEED to increase your income...**



“Will This Man Make You Rich?”
Howard Farran, DDS, MBA, MAGD

Twenty-Ten is going to be **very** different for you. *Lower* stress, *better* patients, a higher-functioning team, lower bills, higher productivity and ... yes, what we all are looking for, **more income** with the same or less effort.

Here’s why I can safely predict your future: Something very different and well-deserved by **every** Oregon Dentist is coming to Salem December 3rd and 4th.

I’ve pulled out all the stops and called in some favors. I’m on a mission to bring some of dentistry’s most noted, well-respected and popular (controversial, even) trainers and educators right here to your front door.

Dentists and team members from all over the world travel hundreds, and routinely thousands of miles, spending *thousands of dollars* to absorb the wisdom and experience experts like Farran and Montgomery, have to offer.

There’s a reason: what they share with you during their time on **December 3rd and 4th**, could very well mean the difference between you keeping your practice doors wide open and welcoming patients in 2010 and beyond, or shuttering them forever. It could even make you... rich.

What could be more important to the lifeblood of your business in 2010 than an event like this? Truthfully? Nothing.

Normally, at venues like the ADA meetings, or the Hinman, etc., getting face time with International Lecturers of the caliber of Dr. Farran or Dr. Montgomery is unheard of. Getting a question asked and answered, due to sheer numbers of people, virtually impossible.

You deserve to attend a high-quality event locally, and the same access to the experts with solutions to your most vexing problems, as a Dentist in Los Angeles, Dallas, or New York.

There’s no reason to keep your practice at a plateau or, worse, watching helplessly as income, and patient flow drop like an anvil through the sky. **Now** is the time for your practice to be growing - whether it’s through smart marketing, acquisition, or, my favorite, referrals from satisfied, happy patients.

Why am I doing this?

Good question. My name is Jerry Jones. I operate a couple of small businesses here in Salem. One is a dental practice management company and the other is an Oregon Department of Education licensed Private Career School, Willamette Valley Dental Assisting School (WVDAS).

September 1st, WVDAS began its third year training motivated individuals to become competent, skilled, entry-level dental assistants. WVDAS has graduated

over 70 students. Many Salem-area practices are now employing on a full-time or part-time basis many of our graduates – or, have our students in their practice working towards completing their internships.

WVDAS has charged me, the director of the school, with getting the WVDAS name, brand, and our product – future dental assistants – into the offices of more Oregon doctors, just like you.

When I was presented with the challenge, I couldn’t then and still can’t think of a better way to hit the mark than sponsoring an event open to **all Oregon Dentists** (and a select few of my private clients which I’ve extended special invitations to outside Oregon).

I’ve invited a world-class faculty to spend almost **two full days** with you, investing a small fortune to make it happen.

As a condition of being able to present at this event, I gave each and every speaker/trainer a directive:

“Hold nothing back. This is NOT the time to tease, or let everyone know how wonderful you are, but to give real, hard, actionable advice to every single attendee.”

The keynote speaker for the day-and-a-half long event is none other than the founder of DentalTown®, International Lecturer and private practice, wet-gloved Dentist, *Howard Farran, DDS, MBA, MAGD*.

Howard is one of the most sought-after speakers in Dentistry, often booked out over a year in advance for events *just like this*. Given my history with Howard, being a supporter of DentalTown® and its 100,000+ members, I was able to pull at his heart strings a bit and convince him Oregon Dentists *need* his motivation, his expertise and his experience in private practice **NOW**, more than ever before. He happily agreed to fly into Portland and drive here to Salem to spend time with us. I couldn’t have been more thrilled, and I think once you hear Howard’s latest success strategies, you will be, too!

Here’s just a small slice of what I’ve asked Howard to share:

✓ **How to easily build a winning team without hype, fluff or wishful thinking - a skill and protocol every business man needs – dentist or NOT.**

✓ Step-by-step: Get twice as much done in half the time while *reducing* your stress. (*Who doesn’t need this?*)

✓ **The Big ‘3’ to create the ‘YOU’ as a *unique* dentist, not a commodity – works in ANY industry or niche. In other words, you’ll find how to answer, “Why should I see you vs. some other dentist?”**

✓ Most dentists erroneously focus on a “product-based” practice. Why adding another “feature” or procedure you can do won’t mean squat to your patients. Instead, it’s all about the _____. (Hint: It’s what keeps friends *friends* and spouses married, yet most screw this up royally.)

✓ **Two easy-to-implement strategies to increase case acceptance – one is market segmentation (think “insurance”) and the other is one of my favorite topics most dentists fail to grasp: why it’s NOT price but something else...**

✓ *mid* – this is one area of practice that saves your patient’s dignity and, most importantly, their teeth. Why you must *master* this area.

✓ **STOP.** Why you must literally STOP doing these certain procedures.

✓ The number one resource dentists shouldn’t be practicing without...and it’s FREE. Yes, FREE.

✓ **How these ancient virtues can easily increase your productivity and profitability. It’s foundational to your success.**

✓ And much, much more!

Howard’s one piece of what I feel is the perfect day-and-a-half long event... But, there’s one area in clinical dentistry virtually every dentist in America moves mountains to learn more about – because, it’s been called the *foundation* or key to modern dentistry by some of the greatest dental experts of all time – Dawson, Pankey and more – it’s...

The Mysteries of Occlusion.

Asking around the dental community, turns out, it was almost unanimous that one of Dentistry’s leading experts on occlusion that can clearly and simply convey in an educational setting, the complex and technical issues of occlusion, *resides in West Linn!*

Mark Montgomery, DDS, will bring his vast experience and extensive training in occlusion and the fresh new concept of AD, or Arch Dentistry, direct to you in a 3+ hour presentation.

Dr. Montgomery is well known for his mastery of skills in the areas of Invisalign® orthodontics, smile enhancement and veneers, reconstruction and restoration of worn and damaged teeth, and in controlling tooth grinding and sleep disordered breathing. His greatest talents are in the area of comprehensive diagnosis of complex problems. He also has achieved his Fellowship in the Academy of Comprehensive Esthetics (FACE).

Check out what Mark has in store for you:

✓ **4 simple keys to understanding the mysteries of occlusion...why an obsession with parafunction keeps you from seeing the bigger picture.**

✓ How to deliver a life-long, ultra-stable platform for function & esthetics...it’s about going *beyond* single tooth dentistry and even...quadrant care.

✓ **The Concept of Arch Dentistry and how understanding this can change the scope of your practice – blending function with cosmetic, restorative and occlusion...plus, how to actually GET patients to accept it. Knowledge is just one part.**

✓ How to Phase and Keep Control of Arch Dentistry Patients.

✓ **How to successfully close one case after another, of high-profit Arch Dentistry, in a recession, in a state where unemployment is 2nd only to Michigan.**

✓ The five elements of “normal” occlusion. Where mis-diagnosis most-often occurs.

✓ The tech required to view *function* and *forces* in real time.

✓ **Mastication Dynamics: How to Create the Perfect Mastication Machine.**

✓ What you **MUST** know about Medical diagnosis and Dental care...

✓ **The exact, proven exam and Tx sequence you must use to pre-screen, pre-sell, present, sell and close Arch Dentistry. Deviation=Failure.**

✓ And of course, he won’t stop there...At this point, Mark will just be getting warmed up. He’ll deliver far more than I could catalog here!

These two really fantastic, active, wet-gloved Dentists will warm your heart, expand your mind and give you the tools to make practicing dentistry more enjoyable, profitable and engaging, you know, **I’m far from done! OVER!!** →

