

# Dr. James R. McAnally

## Big Case Marketing Systems

### The Elite 20-Mo. Program Discovery Session DVD

Greetings Fellow Doctor,

If you are ready to add more big cases to your practice, then you're one step closer to getting what you want by having started your investigation into the 20-Mo. Elite Program at Big Case Marketing!

**The next step in the investigation process is to view our Discovery Day DVD and see if this program is right for you and if you are right for it.**

Now, the bad news is that there IS a fee to view this DVD. Why? Because it took thousands of hours work and great expense to collect and test the information provided.

The good news is that **the insights and strategies revealed will help you boost your case acceptance right** away; regardless of whether you enter the Program. It will provide you with insights into ways to find the people who need and want big-case dentistry and to get more of them to say "YES" with less hassle. Several doctors have attributed the time spent studying this DVD with putting an additional \$100K into their practices within a short time period.

By the way, quite a few of our Elite Program members have reported better-than-ever results *throughout* the "Great Recession." There is no better testament to the strength of the materials and strategies than that. The very first step for those doctors, who went through the recession unscathed, was this very presentation.

If you would like to view the Discovery Day DVD, the **first step is to complete the attached application requesting the DVD.**

Best,

Dr. James McAnally  
CEO, Big Case Marketing

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## What is The Elite Program?

Dentistry's Most Complete Marketing and Case Acceptance System just for Dentists with Advanced Clinical Skills which includes:

- **Turn-key advertisements (print, radio, direct mail for follow-up) proven and tested in real practices.** The basic ads are "done for your practice" and handed to you to run with. Advanced ads are also included.
- 20 Months of Practice Attention: **4 Live meetings** with Mastermind Sessions.\*\*
- **Turn-key big, elective case website with pre-written case acceptance messages that go to your prospects automatically.**
- **Monthly Phone Success Staff Training Program**
- **Tracking and Recording Phone Numbers** for big case advertising.
- **Monthly Elite Program Member Only Presentation**
- **Special Periodic Elite Only Presentations**
- **Elite Doc's Strategies Monthly Letter**
- **Market Exclusivity** (only one member doctor per population zone which equals roughly 500,000 in population)
- Automatic access to participate in the **Northwest Implant Research Group Program**. For those focused on dental implants, participating in the Study program automatically results in more cases.
- Automatic use of **the Medical-Perio Marketing and Physician Referral Program**. Dentistry's only System for gaining a stream of new patient referrals from your patient's physicians.
- The **Maximum Case Acceptance System**. Dentistry's only Case Acceptance Step-by-Step System for Non-insurance based dentistry.
- **The Done For Your Practice Monthly Newsletter**

**End Result: Over the course of 20 months, your business systems for marketing and case acceptance are upgraded to benefit you for the rest of your career.**

**\*\*For doctors who wish to minimize the live meetings, a "Remote" option is available with implementation DVDs being dispensed throughout the program to guide you and your key team member.**

### Membership For Doctors Outside North America

It is understood that doctors outside of North America have significant barriers to travel into the US routinely. Based on that fact, special arrangements are made for members who reside outside the US dependent on their application. In addition, if you are the first member from your country in the program, your initiation fee is waived.

## Why is There a Discovery Session DVD?

Because there is no way to "download" everything you need to know about the Program and System and everything that comes with it in just a letter or an email. That's the purpose of the Discovery DVD. This is the only way to truly make sure you have all the information you need to make a decision.

### On the DVD:

You'll get an A-Z review of everything in the Elite Program & Marketing System. The 23 Key Secrets behind the Program and Systems are revealed. All the specific details that get you larger case patients, the marketing components, the ads, the follow-up marketing, the implementation details, the internal and external systems for your practice, the training needed, the ongoing accountability for your staff to make sure you get results, and all of the techniques and strategies that make these \$30-\$100,000 implant and reconstructive cases happen in your practice over and over are reviewed.

**If you find that the System and Program isn't right for you, there is no commitment past your viewing of the Discovery Session DVD. If you move forward with the program, your deposit applies against the Initiation fee for the Program.**

*Just by viewing this DVD, you will automatically have more of the marketing secrets and practical strategies that can easily put tens of thousands of added production dollars and more cases into your practice just from a one day meeting.*

**What happens after viewing the Discovery DVD?**

**If you like what you see on the presentation, the next step is a more thorough application which verifies your clinical background and training and your non-clinical mindset and commitment to growth beyond just technical dental skills. If the Program and you are a good match, you move forward with membership.**

### **About Elite Program Implementation Trainings**

#### ***Live Meeting Option***

The majority of Elite Program members find that having live meetings during the 20 months is their preferred way to best implement the Systems. For this option, following the DVD viewing and more thorough application, if you are accepted to move forward, you will attend your first live Implementation Session with other doctors in the Elite Program in the coming months.

You and ONE key team member attends the Live Implementation & Training Sessions. Practice specific time to focus on your practice is included at each live session. You will be notified of specific practice data to send to Dr. McAnally before hand.

#### ***Remote Elite Program (No Live Meetings)***

A small group of Elite Program member's, due to various reasons decide that they would rather forgo the live meeting sessions and implement the Systems "remotely." The Program fee is the same. Special systems are in place to dispense the 20 month Program including additional support time from Program staff dedicated to "Remote" doctors each month and quarterly time allotted to the group by Dr. McAnally. *Remote Elite member's may choose to still attend live sessions (with a 60 day notice given to program staff) and are encouraged to take advantage of their complimentary registration at the annual alumni Summit.*

**The No Questions Asked Guarantee:  
If you are ever unhappy with the Program or  
your results, you are free to leave at ANY time.**

## **Why the Big Case Marketing Elite Program is Different from Any Other Management/Marketing Program on the Planet**

1. **Practical, Results Oriented Approach:** From the first step, the Systems, training and follow-up is delivered in a no-holds barred practical hands on approach for the marketing and case acceptance that generates results related to large cases. The testimonials by your colleagues prove it. Doctors in the program have more professional satisfaction AND make more money as a result.
2. **Everything is Included:** All of the specific tools, external ads, follow-up materials, internal and external practice systems, and the case acceptance training that creates results routinely are included in the Marketing System and Program.
3. **Customized for your practice.** Step by step implementation is laid out in an easy to understand format. Time is allotted for your practice at each live meeting for customizing steps based on your location and type of practice. Specialists are shown how to put a “lock” on their referral base, how to maximize their effectiveness at large case marketing with their preferred referring doctor(s), and how to decrease their dependence on referrals.
4. **20 Month Follow-Up Program:** Long term follow-up and implementation is just as important as your early successful results. 4 training sessions are provided for your practice during the 20 month program. In between these sessions, phone consultation time is available each month if needed. Practice and Staff accountability is also built into the Program. For doctor’s choosing the “remote” option, additional systems allow implementation without attending live meetings..
5. **Small Group Format** with Your Key Team Member. Individual practice time is set aside just for your practice . The Program was born out of a real world practice by a successful “doer” who has treated the same cases. Don’t expect to be in a room with hundreds of other doctors during Elite Sessions.

### **12 Things the Program and System IS NOT:**

1. Not dropping a pile of marketing “bricks” in your lap and leaving you alone to figure out how to build marketing and sales systems by yourself.
2. Not just advertisements in a box missing specific strategies to get cases into treatment.
3. Not a 500 person seminar where ‘1000 gems’ turns into 1000 sales speeches to sell you non-dental related stuff that won’t build your dental practice.
4. Not just lead generation methods without case acceptance systems.
5. Not just coaching without concrete ways to get patients and guide them through a case acceptance process.
6. Not just training in ‘leadership.’
7. Not delivered by a formerly bankrupt dentist turned salesman.
8. Not delivered by a bartender turned “dental marketing expert” who has never laid a flap, prepped a crown, inserted an implant fixture, prepared or cemented a full arch of teeth, performed a block graft or sinus lift or who can never know what it’s like to do what we do as dentists.
9. Not a course in basic dental practice management.
10. Not delivered by someone who last presented a fee when \$10,000 as a full mouth of dentistry.
11. Not broad spectrum academic theory with no real world application.
12. Not a static system. Testing is ongoing and continuous for even better results with regular updates.

*Doctor, Are You Ready to Join the Elite Group of Doctors Who Defy the Odds and Treat The Largest Reconstructive Cases in Dentistry Routinely?*

## **Elite Program™ Discovery Session DVD Application** **The Big Case Marketing System & The Big Case Elite Program™**

Yes! James, I'm ready to take the first step towards membership in The Elite Program, to view the insider secrets to large implant case marketing and case acceptance on the Discovery Session DVD, and to take my market area (subject to availability) to join the other elite doctors who routinely get to treat the most rewarding cases in dentistry!

### **Here's What to Do Next:**

- 1. Fill out this short application immediately.**
- 2. A \$1,997 Program deposit is required. If you move forward with the Elite Program this deposit applies towards your initiation fee.**
- 3. Sign the application stating that you understand the confidentiality and non-disclosure clause.**
- 4. Fax back the application immediately to 206.260.8851 or UPS/FedEx to Big Case Marketing Systems 143 California Street, Newton, MA 02458. Applications are processed in the order received.**
- 5. You'll receive the Discovery DVD by UPS express delivery.**
- 6. Schedule a morning to View the Discovery Session at your convenience within 14 days of receipt and keep a pad handy to take notes for strategies to apply for better results in your practice right away.**
- 7. If after viewing the Discovery DVD, you feel the program is a good match with your needs, request a full program application.**

Because of the limited area exclusive nature of the Program, it is in your best interest to apply and view the DVD right away. **Several times a year, doctors wait for whatever reason, then find that their market area is gone when they apply.**



## **What Elite Members of the Program and First Hand Observers Say.....**

### **ONE WEEK AFTER STARTING THE PROGRAM.....**

“Just one of the strategies he taught me immediately brought in a \$19,000.00 case to my practice the next week! I was skeptical at first, but since I started working with Dr. McAnally, my production increased 25% and I actually work 1/2 day LESS each week. After 3 months, I’m up \$200K in cases for the same 2 months as the previous year!”

*Dr. Piyuse Das, Houston, TX*

### **TWO WEEKS AFTER STARTING THE PROGRAM**

“Within 2 weeks of my first session, I went back and used the system to attract a \$35,000.00 implant case!”

*Dr. Philip J. Klump, Anchorage, Alaska*

### **DENTAL LAB OWNERS AGREE.....**

“...it’s unlike anything we’ve ever seen in over 30 years in the lab business. It would easily be worth an investment of \$75,000.00-\$100,000.00.”

*Tim Holbrook, Owner, SeaBrook Dental Laboratory, Edmonds, WA*

### **PROSTHODONTISTS GETCASES.....**

“With over 30 years in the profession, I can say that Dr. McAnally has developed the 'sine qua non' Program for Dentists Seeking Reconstructive and Implant Cases. My first round of marketing yielded a \$54,000 case.”

*Dr. Larry H. West, Prosthodontist, Tucson, Arizona*

### **PERIODONTISTS REDUCE THE NEED FOR REFERRALS.....**

“I recommend it to my periodontist colleagues. I had 25 complex case consults from the first ad I ran and several full mouth cases are in the pipeline. I’ve already closed my largest case ever for \$60,000!”

*Dr. Brian E. James, Periodontist; Queensland, Australia*

### **BANKERS ARE AMAZED.....**

“I have never seen checks from patients in a dental office as big as those that Dr. McAnally’s System & Program attracts.”

*Winslow Hayes, Charter Business Banking*

### **WORKING CLASS PATIENT BASE**

“Within 45 days of hearing Dr. McAnally speak at the ICOI meeting, I took two of the secrets he shared back to my practice and **closed two cases for over \$50,000 each!** Since then, I’ve closed another \$30,000 case and a \$17,000 case just by the changes he has helped me make in my thinking. *I’ve gotten my guaranteed increase in my practice from the Marketing System and Program by the time I entered the program .*”

*Dr. Wes Moore, Ft. Smith, AR*

### **SUCCESS IN HARD HIT HOUSING MARKET**

“.....We did exactly what you laid out in the Program and System and in two months brought in additional \$104,000 JUST in collections from implant dentistry. That’s not even including the regular dentistry!”

*Dr. Nader & Rima Bazzi, Detroit, MI*

## **UNITED KINGDOM**

“The most precise and complete system I have ever seen in 27 years in dentistry. I can highly recommend Dr. McAnally’s System.”

*Dr. Steve Allen; London, United Kingdom*

## **LARGEST CASE EVER**

“Yesterday, a nice lady agreed to a \$65,000.00 full upper and lower rehab. Now today, the case is signed sealed and delivered with financing approved. The point is that with the case presented your way--"Making it Happen." Thanks again James!

*Dr. John Argeros, Diplomate, ICOI, Diplomate, ABOI*

## **ORAL SURGEONS EVEN GET IT**

“I applied one strategy and spent about \$1500 on one marketing activity he revealed during the presentation. The result was \$27,000 in implant surgical fees! That’s an 18:1 return! One other strategy I used put a \$40,000 surgical case in my practice with a patient that flew all the way from the Bahamas. Needless to say, I’m going to repeat the same strategy again.”

*Dr. Lawrence Musser, Oral Surgeon, Tampa, Florida*

## **BIG CITIES**

It has been the best investment I’ve ever made!”

*Dr. Diana Moriatis – Tenafly, NJ*

## **HIGHLY COMPETITIVE MARKET**

“We followed all the specifics just like you lay out in the system. It was one of my easiest closes. Ten minutes later he committed with Christine for \$48,000! Along those lines, I got another "typical" phone shopper. The team handled it just like you discussed, and closed a full mouth extraction/aveloplasty/immediate denture for \$13 K. The paradigm shift in marketing copy required a leap of faith, but it is working! My team is now getting pumped. Thank you so much!”

*Dr. Nicholas Shubin, FAGD, DICOI, San Juan Capistrano, CA*

## **HIGHLY COMPETITIVE MARKET PART II**

“There is minimal risk. The materials in the first session alone are worth the price of admission. I have sold two \$30K+ cases this week! This summer I saw my first \$200,000 month ever!”

*Dr. Greg Sawyer; Los Gatos, CA*

“Big Case Marketing works because James McAnally thinks big. He’s a master of large implant and reconstructive case acceptance. Now **he's making his secrets known to smart dentists who want to attract and treat the big cases they trained for and deserve.** His guaranteed methods have worked for many practitioners throughout the country and they will work for you.”

*Dr. Irv Lubis, Periodontist*

## Questions and Answers about Big Case Marketing's Elite Program™

### **Q: What about after the Recession? Are Any Patients Actually Buying Full Mouth Care?**

**A:** Let's be honest, we're all working harder than in the past for the same cases. That being said, every doctor who is using the Program fully is reporting elective \$20K-\$60K cases in their markets. As the new dental economy emerges, this Program is one way to grab an opportunity to be far more successful in the new phase of dentistry. Most dentists will suffer even after the recession, yet those that take this opportunity will have the tools to thrive.

### **Q: How much time will this require?**

**A:** We "do for you" many of the critical items. The Program is designed to utilize the existing staff you already have. Your key staff member will need to devote ½ day per week with sequential implementation of what creates more big cases coming in your door and to increase your case acceptance. The Live Implementation sessions with you and your key staff member keep things moving forward over the 20 months.

### **Q: I'm doing just regular dentistry how do I pay for more marketing?**

**A:** Remember, your initial payment gets the Elite Program Systems into your hands right away. Even 1 larger more profitable case per month causes the Program to pay for itself.

### **Q: Do you have any other options such as scaled down version of the System or do you just sell Ads?**

**A:** I wish there was the one magic bullet "advertisement" that could create this same effect. But, unfortunately, that just isn't the case. The truth is that the only way to get these exact same phenomenal results is to be a part of the Elite Program™ and to get access to all the systems and turn-key ads. That is how we can guarantee results. The Elite Program™ is truly designed for doctors that want the "complete toolkit" and personal direction from James on finding large implant and reconstructive cases for the long term. The turn-key ingredients in Program Systems are interlocking and intertwined to produce this kind of success.

For doctors who are already successful at marketing and sales, Big Case does offer a **One Day Practice Maximizer™ Session** where we review your marketing and sales process from top to bottom to wring further improvements and better economics from what you are already doing.

For doctors NOT interested in marketing but need help with case acceptance, **Big Case's Maximum Case Acceptance System™ DVD Program** is the case acceptance system built for 21<sup>st</sup> century economic realities.

### **Q: Is it Guaranteed?**

**A:** Absolutely. **The Elite Program™ comes with a "No questions Asked Guarantee. If you are ever unhappy with the Program or your results, you are free to leave at ANY time.**

Now.....let's also be quite honest, if you invest in this Program and choose to ignore everything in it or shove all of this knowledge in a storage closet without implementing any of the strategies in which you have invested and never use advertisement.....the you can expect the Program and Systems to do absolutely nothing for you.....zero, zilch, squat. If that is your plan, then don't bother to fill out the application.

The reality is that if you want to take a giant shortcut to getting large implant and restorative cases and moving to the top of the dental income ladder, then you can't afford not to establish yourself as the exclusive doctor in the Program in your market. In fact, if you don't invest in it, someone else in your market will likely do so and they will lock you out of YOUR market and the cases that should have been yours.

### **Q: Is there an inexpensive introduction to the concepts you teach?**

A: Absolutely. The Elite Doc's Strategies letter ([www.EliteDocsStrategies.com](http://www.EliteDocsStrategies.com)) is a low cost way to be introduced to the principles being taught. For doctors investing in the monthly letter, James allots open Q&A time to discuss anything you'd like related to your practice and your marketing and sales. If you want to try it out, James will even give you the first month free!

**Q: What if two people from my market sign up?**

A: The first application we receive is given priority if the doctor meets the minimum qualifications. Any other doctors submitting an application after you will have to wait until you have had made a final decision about investing in the Program to get the big cases you would like. And needless to say, if another doctor in your market qualifies and acts to make that investment before you do, then you will be in the same waiting situation. Therefore it is in your best interest to fax your application back ASAP!

**Q: Is There a Waiting List?**

A: As of this writing, there is a waiting lists in most major markets. If another doctor already has the membership rights to your area, you will be notified of such after receipt of your application.

The doctors on the waiting lists are praying that their competitors will decide to retire, move or for other reasons to lose their exclusivity in that market. Thus it is in your best interest to apply and fax your application back right away and not allow another doctor to take your market

**Q: Who Can Benefit the Most from The Ads and Case Acceptance Strategies in the Elite Program™?**

A: To see how much you personally may benefit ask yourself the following ten questions before considering making this investment in your practice's future to will sky-rocket the size and number of your large profit, big dollar implant and restorative cases, practice profits, and your personal paycheck:

- 1) Do you want larger implant cases that have **higher profits** than you have ever experienced predictably walking into the front door of your office every month?
- 2) Do you want to have cases that are **guaranteed profitable**?
- 3) Do you want to know how you can get patients into your practice that can write you checks for **high five** for your implant and complex reconstruction cases?
- 4) Do you want the benefits of getting more of the big cases in your market **locking out your competition in the cold** (regardless of whether you are a GP or specialist both can literally "own their market" if one decides before the other to invest in their practice with this Program!)?
- 5) Do you want to have revealed to you how you can **set your fees for implant and reconstructive services and ALL of your other services at a premium** (and if you think you are already at a premium—at an EVEN bigger premium)?
- 6) Do you want to know how you can **eliminate the ability for patients to price shop** your treatment plans?
- 7) Do you want to have a **much higher case acceptance rate** for all of your cases?
- 8) Do you want a much **higher income** for yourself and for your family's financial future at a much **lower patient volume** and with fewer hours than in the past?
- 9) Do you want your **income to keep growing rapidly** as dental insurance continues to die a slow miserable death?
- 10) Do you want to **"bullet-proof" your practice for the new dental economy** so you can literally "spit in the eye" at the worst economy?

If you answered 6 of any of the above 10 questions as a yes, then The Elite Program™ was built just for you.

**Here Is a List of the Specific Kinds of Doctors that Can benefit from Using the System:**

- ❖ Any doctor that is serious about having revealed to him or her what really works to predictably put \$30-\$100K sized case into their practice

Call: 206-905-1874 FAX : 206.260.8851 E-mail: [info@bigcasemarketing.com](mailto:info@bigcasemarketing.com)

- ❖ Those who are already successful \$750K-\$1M+ practices and want even better results.
- ❖ Those that have already learned surgical or prosthodontic skills involving implant and complex restorative dentistry.
- ❖ Those that have been to (or **INTEND TO GO TO**) one or more of the following:
  - Misch
  - Pankey
  - Scottsdale Center
  - Pikos
  - Melton
  - Hebel
  - Dawson
  - LVI
  - PacLive
  - Las Vegas Implant Institute
  - CalAID
  - Kois
  - Spear
  - D.O.C.S.
  - Malamed
- ❖ Prosthetic Only GP's
- ❖ Prosthodontists
- ❖ Oral surgeons
- ❖ Periodontists
- ❖ Implantologists
- ❖ Those that are members of AACD, AAOMS, AAP, ACP, ICOI, AOI, AAID, AGD Fellows or Masters.

The Elite Program™ is designed to give all of these types of doctors what they want when it comes to complex reconstructive cases and implants. Simply put, if you have the desire for advanced restorative cases with implants and reconstructive dentistry, the Program's Systems are made for you to receive the benefits of getting these cases and having more patients say yes.

**NOTE: If you don't feel you have the right clinical skills just yet and have a successful practice, open the enclosed envelope title, "For Doctor's that Don't Feel Qualified."**

**Q: Will it work where I am or in my specific style of practice?**

A: Science and marketing research has repeatedly shown that human nature and the fundamental motivators in behavior is the same everywhere.

Whether your economy is good or bad, whether you have a big or small practice, specialty or GP, a one man show or a giant practice with many dentists.....none of these things matter.

The same strategies, methods, and techniques will work everywhere.

Note: The Systems and Ads are only written in English, but with translation, the System works just as well in Kiev as in Kentucky. There are some easy methods to get the entire system adapted to your local market.

**Q. How long does it take to begin to see results?**

A. The Program is arranged in sequential steps. The critical items are 'done for you' by Program staff to speed the process. The very first steps back in your practice refine what you are doing in the present related to case acceptance, any marketing you currently do, and for filling the holes that exist in your "sales bucket" for better

results right away. Next comes direction on where and what to do (changes, which ads, etc.) with your marketing to generate new patients that need complex implant and restorative dentistry. This 2 pronged approaches allows you to gain better economic results right away and for the long haul during the entire program and afterwards. The Systems are designed to build upon themselves with all other steps that are sequentially implemented acting as leverage off of your first steps.

You must again understand that if you do not put the Systems to use and follow the recommended steps or you shove it in a closet and it never sees the light of day, you will not see any results. This sounds stupid but it must be reemphasized.

**Q: Why should I trust you?**

A: First of my background is one of a clinical 'doer.' I've literally been in your shoes and gloves! I could have easily kept all of this to myself and smirked my way to the bank forever but....I choose to share it and guarantee success for others in the profession that take action. Call it my way of giving back to dentistry since the profession has rewarded my family for nearly a century.

Here are all the things you will finally have for your own benefit forever if you choose:

- **Never talking, meeting, or sitting in front of a patient who isn't pre-disposed to accept the treatment plans you are offering**
- **Ending problems with attracting larger, more complex case patients forever**
- **Getting case acceptance for fees that compensate you very well for you care, skill and judgment**
- **Continuing to get your patients back to you and happy to have more treatment from you**
- **Attracting a constant flow of large case fee-for-service patients routinely**
- **Systematizing your marketing, referral systems, and patient generation so that while you are on vacation new profitable patients are calling the office to schedule appointments**
- **Stopping every single practice management idea that doesn't directly bring in a return on your investment**
- **Putting your new implant and large case restorative patient generating system on auto-pilot so that you can cut staff hours, while increasing profits**
- **Getting patients to happily be living testimonials to your skills**
- **Finally knowing why ad reps are ripping you off**
- **Knowing the truth about marketing implant and restorative dentistry the "real world" way that actually gets phenomenal results**

**Q: Why is it that if I'm such a very good dentist I can't find the patients that REALLY need my help?**

A: If you want this to change once and for all, you have to understand that "the secret" to having the practice and types of cases that you've always dreamed of starts with this realization: **Being good at dentistry is the minimal expectation by the public for ALL dentists BUT it is the stuff outside of your clinical knowledge that is really important to bringing you financial success.**

The real no-holds barred, honest to goodness truth, that NO ONE in this profession wants to admit is that it's not how much you know about dentistry, cosmetic bonding, implants, dentures, gum disease, extractions, or making your patient's teeth look whiter, brighter, straighter and healthier than ever before that matters. The Real Answer is.....

Effectively marketing implant and reconstructive services to ONLY the qualified prospect that is openly receptive, motivated to doing business with you is **the reality that determines the balance in your bank account.**

You may feel that's not fair or not the way it should be. You can fight it (and maybe go broke). Or you can embrace this as opportunity, and take steps to become as good at generating the best and most profitable patients possible by taking action and investing in the Elite Program™.

**Q. Does it matter if I am in a free standing building, share space with another doctor or am hidden away in a large dental office building surrounded by other dentists?**

A. No. Many doctors have used this System successfully who are in a variety of office environments. You just have to get used to these patients picking you over all the other doctors.

There are confidentiality agreements to protect the knowledge contained in your system for you and for the other doctors that made the same investment to use it. In fact, you are specifically prohibited from sharing any of the techniques, methods, secrets, ads, systems or knowledge in the Program with ANY other doctor other than those that made the same investment that you did.

Why would you want share it with anyone since YOU made the wise decision to invest in yourself, your practice, and in your knowledge to obtain what works to attract these large implant and reconstructive cases while all these other doctors had the same choice but chose not to do anything with the same opportunity?

**Q: Why Are You Willing to Share?**

A: Some think I'm crazy that after investing all of this work and money, I'm willing to share my recipe with those doctors qualified to have it revealed to them. The reason I'm willing to do this is that I want you to have the same feelings of true success and more importantly the gratification from patients that are thrilled with what you have done for them to change their lives. I want to share this with other doctors so that they can know this same joy on a daily basis and get the same financial rewards as a bonus.

**Q: Why do you limit the number of doctors that can use the system based on territory?**

A: You may have already spotted the only weak link in the System. If not, here it is. If too many doctors in a market put this System to work, guess what would happen. The cases would be divided and diluted along with all of the benefits.

The reality is that in major metropolitan markets (places like NYC, Atlanta, Miami, Chicago, Denver, Houston, LA, etc.), multiple doctor's can employ this System and each of them still get results for their success.

But in medium and small markets that just isn't the case. Therefore, to remove the weak link in the armor, in every market (based on population) there is a finite limit on Program Members so that every doctor using the System gets what has been guaranteed to them.

Now, the flip side of this limited availability and market exclusivity is that if another doctor in your local area makes the move before you do to grab the opportunity, then you lose out on the cases that should have been yours.

**Q. What is so special about your methods contained in the Elite Program™? Why is your technology and knowledge better than the standard marketing training provided by the big practice management companies?**

A. Plenty. As a matter of fact, there is almost nothing I do that is taught by the practice management companies or consultants. Everything from the highly specific emotionally based ads, to the depth of disability that is targeted, to the correct message to market match, to the sequential continuity and follow-up, to the building of a case of overwhelming evidence of why a patient will pick you over all other doctors for their care, to the

sequential steps to success that must be addressed with every large sized implant and restorative cases are all just a tiny fraction of the unique things that are contained in the Program's Systems.

In fact, you should read through as much of the other marketing "experts" material as possible. Once you do, you will quickly find that they won't mention any these same terms in their materials BECAUSE they literally don't know what works to attract these types of cases.

Sadly enough, many of the more nationally prominent management/marketing outfits will charge you \$50-\$75K with no promises and no guarantee of you seeing any of the things that are guaranteed to you in the Elite Program™.

**Q: Some dentists still don't think marketing is professional or ethical. My local association looks down on advertising; do you have any strategies that won't make me look bad?**

A: No matter what you do or say, some dentists will bash on advertising and marketing and say it's "unprofessional". A lot of this has to do with the fact that they have absolutely no clue as to how to correctly market for the target patient they would like and that will never change. These types would rather whine then take action.

And besides, when was the last time that any complainer in our profession bought the food for your table, clothes for your kids, paid one of your student loan or practice loan payments, or made a deposit into your retirement account?

What happened during the last recession? Were your "peers" lining up to put money in your pocket? Doubtful.

By the way, everything in the Program is the exact opposite of the "hard-sell" techniques taught by a lot of dental marketers. What is more ethical then never having to "hard-sell" a patient on anything?

Personally, I think there is nothing more professional then letting the desired patients (those that need complex dentistry with prosthetics and implants) know about and be fully informed of the great options that solve their specific debilitating conditions and get them back to living a more fulfilled life. In fact, there's an ethical argument to be made that we are required to let them know of the benefits 21<sup>st</sup> century dentistry can provide.

Not only do these life changing therapies benefit your patient but it has a domino effect benefiting and enriching many more lives of those family and friends that all a part of that patient's web of influence.

Taking all of this into account, one can even reasonably argue that we have a professional obligation to use the strategies in the Elite Program to make sure these patients know about these life changing dental options to change their life and all of those around them for the better.

**Q: Why do so many dentists struggle in practice?**

A: If you are struggling, you are not alone. You are challenged by having to be so many different things. You are the producer, manager, salesman, marketer, financier, human resource manager...No wonder you feel overwhelmed, tired and stressed out, but there is a better way that takes off the stress and lets you enjoy what you do, feeling good at the end of the day.

To be sure, for most doctors reading this, the technical side of practice (doing the treatment), is the easy part. It is the staff problems, marketing problems, case presentations and profitability problems that seem to never go away. The Elite Program eliminates much of the struggle with marketing, case presentation, and profitability.

By allowing the Advertising and Case Acceptance Strategies to put large case production into your practice and income into your pocket, these pesky nuisances of doing business are reduced and any that remain are a heck of a lot less irritating.

**Q: I've heard of a phenomenon called the "leap frog effect" in business. Is it possible to "leap ahead" in a dental practice?**

A: Many dentists that want to do implants and large restorative cases think that they must "pay their dues", and methodically plod along for many long years before they can achieve success. They feel they must obtain permission from society and other dentists...before they can achieve the very riches that stand before them.

No one created these "rules" or this "mindset". Maybe it comes from the traditional notion of "work" where one plods along for years hoping to get noticed so he or she can move up. No matter. It is a pervasive, success limiting "chain" that shackles and restricts doctors seeking these cases. It is like there is a ladder that one climbs slowly and painfully one rung at a time. It doesn't have to be this way!

Doctors using this System can choose to forge ahead at speeds that most dentists only dream of achieving. This is called the Leap Frog Method.....by having \$30K, \$40K, \$50K, \$60K, \$100,000.00 implant and restorative cases coming to you right now without waiting.

Forget the notion of slowly scaling a long, steep ladder, but visualize yourself literally leaping forward to claim the success, the freedom, the time off and the money you finally have the ability to choose.

**Q: What Do I Have To Lose?**

A: A lot of frustration and struggle.

How about--losing out on not throwing your money away on ineffective marketing.

Or.....losing quite a few long-held beliefs about your practice that are holding you back from maximum profits and professional satisfaction.

Okay, seriously, what DO you have to lose? Absolutely nothing. You get my Bullet Proof \$100,000.00 guarantee so you CANNOT lose a penny **but** you can lose out by doing nothing since if another doctor applies and qualifies first to use the System in your market then you really do lose big time.

**Q: What's my risk?**

A: Nothing. If you don't like your results, you can leave at anytime. Once you start using your System, big cases will immediately be headed to your practice along with the financial benefits of closing cases that have very high profits. All your money worries can finally start to end. Worrying about where those ideal restorative and implant patients are going to come from will be a thing of the past. Stress can even disappear and your practice can be fun and exciting again.

## What to Do Next?

**To Let the Systems, Ads, and Strategies in the Elite Program™ Start Working for You Getting More of the Big Cases You Deserve.....**

**Step One: Fill out the mandatory enclosed 1 page Discovery DVD application.**

**Step Two: View the Discovery DVD.**

**Step Three: If you like what you find on the Discovery DVD, request and complete the full membership application. The full application verifies that:**

- Your particular practice can benefit. If it won't, I won't waste your time.
- You have the appropriate clinical training OR are completely committed to get any additional training needed. (Note: the System can actually pay you to go get any training you need).
- You are committed to using the system to the fullest so that an exclusive area isn't tied up needlessly with a doctor that does nothing.
- You are committed to doing good dentistry.
- Unethical doctors are weeded out.

### Why is There a Discovery Session DVD?

Because there is no way to “download” everything you need to know about the Program and System and everything that comes with it in just a letter or an email. That's the purpose of the Discovery DVD. This is the only way to truly make sure you have all the information you need to make a decision.

#### **On the DVD:**

You'll get an A-Z review of everything in the Elite Program & Marketing System. The 23 Key Secrets behind the Program and Systems are revealed. All the specific details that get you larger case patients, the marketing components, the ads, the follow-up marketing, the implementation details, the internal and external systems for your practice, the training needed, the ongoing accountability for your staff to make sure you get results, and all of the techniques and strategies that make these \$30-\$100,000 implant and reconstructive cases happen in your practice over and over are reviewed.

**If you find that the System and Program isn't right for you, there is no commitment past your viewing of the Discovery Session DVD. If you move forward with the program, your deposit applies against the Initiation fee for the Program.**

*Just by viewing this DVD, you will automatically have more of the marketing secrets and practical strategies that can easily put tens of thousands of added production dollars and more cases into your practice just from a one day meeting. Every year we get those kinds of reports.*

## **What happens after viewing the Discovery DVD?**

**If you like what you see on the presentation, the next step is a more thorough application which verifies your clinical background and training and your non-clinical mindset and commitment to growth beyond just technical dental skills. If the Program and you are a good match, you move forward with membership.**

### **About Elite Program Implementation Trainings**

#### ***Live Meeting Option***

The majority of Elite Program members find that having live meetings during the 20 months is their preferred way to best implement the Systems. For this option, following the DVD viewing and more thorough application, if you are accepted to move forward, you will attend your first live Implementation Session with other doctors in the Elite Program in the coming months.

You and ONE key team member attends the Live Implementation & Training Sessions. Practice specific time to focus on your practice is included at each live session. You will be notified of specific practice data to send to Dr. McAnally before hand.

#### ***Remote Elite Program (No Live Meetings)***

A small group of Elite Program member's, due to various reasons decide that they would rather forgo the live meeting sessions and implement the Systems "remotely." The Program fee is the same. Special systems are in place to dispense the 20 month Program including additional support time from Program staff dedicated to "Remote" doctors each month and quarterly time allotted to the group by Dr. McAnally. *Remote Elite member's may choose to still attend live sessions (with a 60 day notice given to program staff) and are encouraged to take advantage of their complimentary registration at the annual alumni Summit.*