

If you feel that you are all dressed up (with advanced clinical training) **but with no place to go** (Not enough of the cases you were trained for) **I have a solution for YOU!**



And, my solution is NOT to get more clinical training!
Instead, I urge you to take advantage of my **Get Acquainted offer (first month free)** that will give you the tools you need to implement a repeatable and ever-improving sales program that could yield over \$1,000,000 in additional profits over your next 10 years in practice.

Dr. James McAnally, CEO [Big Case Marketing](#)

Please be patient, read a few pages, let me tell you about myself and about what value I can bring into your life - then decide whether you want to explore further and take advantage of the amazing [SPECIAL practice growth materials](#) I have available for you.

One BIG PROMISE from me, before we get to my INVITATION:

If you might be ready for **NEW opportunity**, you will definitely find yourself in the right place with this group of like minded doctors. If you're ready for that kind of a creative experience that'll get your entrepreneurial juices flowing like never before, then you're going to be THRILLED you've arrived here.... and you'll certainly say YES to my INVITATION.

Are you also frustrated with being a 'dental advertising victim'?

...wasting money or time and effort on image or brand advertising designed for big, dumb companies or wasting your time and energy on "ideas" from fuzzy-headed 'professors' and theorists and 'charlatans' from even within our profession who've never actually supported themselves marketing their services, who can't understand what WE do as they've never actually done any of the procedures that you and I do dailyor even worse.....so called "experts" who've never actually built a real business in the real world in which we operate.

Would you prefer straight, blunt, "gloves-off" advice solidly based on 15 years 'expensive experience' on the dental battlefield... supported by current, real life examples of what's working?...

Do you feel like you are working too hard for your living....not getting ahead fast enough?

[Get Acquainted offer - First month free](#)

Receive the monthly newsletter + a long list of [practice enhancing extras](#)

Click here to order and, we'll immediately send you your first newsletter and over \$1,000 worth of bonus [items](#).

Dr. McAnally's Personal Private Practice Patient Newsletter - What should go into a practice newsletter? Here's what shouldn't (discussion of most dental topics, proprietary procedures, technologies, and techniques). Yet that's exactly what most practice newsletters are composed of! Would you finally like to see on a monthly basis what you should be putting into your newsletter to generate new patients' phone calls? Well, now you can. You are free to "recycle" the content from Dr. McAnally's Private Newsletter for use in your practice.

We are 'THE place' where dental entrepreneurs seeking FAST AND DRAMATIC GROWTH and greater control, independence and security come together!



An Introduction to Dr. James McNally's Elite Docs Strategies™

Letter:

The gloves-off, no-holds barred marketing and sales letter for Elite Dentists.

What is the Elite Docs Strategies™ Letter? It is your monthly ticket to the finest information available on Offline and Internet Dental Marketing, Internal Practice Marketing, and Dental Sales (aka Case Acceptance).

Each month, via first class priority mail, you'll receive a big package of Specialized Information that signals another month of "jumping into the ring" to TKO all the fallacies of marketing and case acceptance that get in the way of more success for you and your practice.

Once you peek inside, you'll be whacked across the forehead with the sort of information you've been hoping to get your entire professional life. I'm talking about "protein for the mind" - the kind of meat that turns your brain into the high-powered creative force it was designed to be.

Each month I will give you details of the techniques and principles I've used to go from "Regular to Highly Compensated" via the correct marketing and sales strategies in my practice. What I have to say in this letter is NOT your typical B.S. that's running rampant in our profession. Included are only the hard-hitting real facts of what works.

By the way, this is the exact same letter that the Doctors in my Elite Programs at Big Case Marketing (remember those paying anywhere from \$15,000-33,000 PER year to belong to) read every month. This is the only access dentists have to Program materials outside of those fees.

If you've ever thought that you'd like to peek under the Big Case Marketing hood, this offer is your big chance. The cost to you for the first three months is only \$63.50 billed to your credit card when you reply to this offer. You may opt out at any time. After the three months, charges will revert to the \$127 per month but by then you will definitely feel it's worth it.

Here's what you get: (Docs Outside of the USA & Canada will receive digital documents only)

Dr. McNally's Personal Private Practice Patient Newsletter

Chris Mullins' The Phone Success Doctor™ NUGGETS for Sales - Chris is a master at all things related to YOUR phone and the success it brings to your practice as the dentist. She co-authored 'The Gloves-Off Guide to The Biggest Marketing Secrets in Dentistry' and is the most recognized expert in dentistry on how dental practices need to handle their phone for more success. Her special talents have been published all over the place including **A Second Chicken Soup for Woman's Soul, Selling Power Magazine, Publisher's Auxiliary, TeleProfessional Magazine, It's About Business and Business Beat.**

She's also the '**Ear of Miracle Ear**' making sure the phones are handled correctly (coast to coast) in a business model similar to ours where considerable out of pocket medical expenses occur every day of the week and whose success all hinge on our phones and our phone team.

40% Discount for up to 5 full-face cosmetic simulations per month with [Smile-Vision](#): One key to case acceptance for larger fee-for-service dentistry is the "smile simulation" and Smile-Vision is the place to go to for professional-quality clinically-accurate digital simulations. Give patient's a reason to say "YES, I want that!" "If you can do that for me, I'll pay you anything to get it done!"

Receive special access to webinars, teleconferences and newsletter briefs that you would never otherwise know about. Keep abreast of the latest happenings in practice development just the way you keep up your reading on clinical topics. Remember, without sales (especially in this economy) you need to keep ahead of the competition.

[+ Add To Shopping Cart](#)



Quarterly Elite Docs™ Strategies Member's Only Calls to Boost Your Success in Management, Marketing, and Case Acceptance

Ready for even more insight into "what's working" at any given time? Well, the Titanium level adds in quarterly tele-seminars where I discuss those very things and introduce guest experts that keep you well ahead of the competition. Think of this as 4 times a year you pour jet fuel into the tank to keep moving ahead.

Plus Special Sign-on Bonuses: 

Month #1:

Barriers to success – A 60-Minute audio recording by James McAnally that will help you overcome those self-imposed invisible barriers that may keep you from moving forward in your career.

Strategies for the New Economy – Things have changed in our economy and may never return to previous levels. Learn how to cope and even prosper in today's environment.

Web Marketing – Do or Die – In today's environment, it is do or die when it comes to web marketing. You **MUST** be at the top of the list to be noticed by your prospects. Then, they **MUST** see the right message. Listen in and see how Big Case Marketing's webmaster makes it happen.

Month #2:

Dr. McAnally's Secrets of the \$85,000 Case Presentation CD. Listen in on a live case presentation for an \$85,000 reconstruction that went to yes. The insight into what is and isn't needed for case acceptance is astounding.

Influencing Others - As part of your Elite Docs Strategies Bonus Packet – don't miss out on this classic recording by Dr. Robert Chialdini from Stanford University. It unlocks the basic concepts behind influencing others.

Dr. McAnally's Newest Book 'The Gloves Off Guide to The Biggest Marketing Secrets in Reconstructive Dentistry' Dentistry's new definitive guide to the 'secrets' behind dentistry's biggest cases. You will be able to download four of the meatiest chapters. Don't miss it!

Dr. McAnally's \$127,000 ICOI Implant Presentation CD. After repeated requests, this infamous and controversial presentation that shocked an association is now available for individual doctors. Dr. McAnally was barred from hosting future ICOI courses because of what he shared in this presentation. Listeners heralded it as a presentation where "finally a real clinician had the guts to say what had to be said with large complex case marketing." A "godfather" of implantology, Dr. John Hoar remarked "the best marketing and case acceptance lecture I've ever heard." Multiple doctors went away and immediately closed more cases just by having sat in the room for this landmark discussion. Now dentists worldwide are closing more cases just by having listened to the 3 CD set. Play these on your drive to the office and you'll be closing more cases too. No Big Case library is complete without this presentation!

Month #3:

Case Presentation Overview – Get an overview of the Maximum Case Acceptance System that makes case presentation a defined and repeatable process that you can rehearse and improve.

Direct Response Marketing Guide for Dentists. As dentists, we were never 'trained' to understand the science of marketing or even to know what is critical to marketing that gets us the results we expect. This guide helps fill in all those foundational blanks that they forgot to tell us about in dental school.

Simplifying Case Presentation. This 40 minute video will give you an outline for making your case presentations more powerful and persuasive. It will get you on the road to developing a reliable and reproducible way to interact with patients when presenting big-ticket treatment plans.



I call this a "test drive." Simply because, should you decide after reading, listening to, and viewing all the life-changing information in your first 3 months of the **Elite Docs Strategies™ Letter** that you don't want to be an Elite Doc, that you don't want to be a Millionaire (or multi-millionaire) Dentist - then make a choice for poverty and ignorance instead. Simply opt-out of the program. No hard feelings on this end. If you don't want a success favor, if you decide after the test drive that it isn't for you, keep the hard copy bonus materials you received. You have nothing to risk because the bonuses are worth much more than the investment.

On the other hand, if you're a person who understands what it takes to be a WINNER - then *Congratulations!* After your initial test drive ends we'll automatically send you the next month's letter. If at any time you decide the **Elite Docs Strategies™ Letter** is not for you (by the way, we deliver so much content we can't imagine this ever happening) - then let us know and we'll cancel your monthly dues. The **Elite Docs Strategies™ Letter** is for serious players only!

And now, you're faced with a similar choice. Do you want to go travel the way of the WINNER with more success? Do you want to join the other Elite Docs in the world? Or do you prefer to remain where you are right now? If your choice is to be a WINNER - then "let's rumble."

If your choice is to "hang on to what you have" - then remember the Law of Nature. Nothing stands still. You're either growing or you're dying. And you hold the key to making the choice as to which it is going to be.

Sincerely,

James

