

# Protect YOUR Investment in Advanced Skills

If you have worked hard to acquire advanced clinical skills but feel you don't get to use them to their MAXimum potential - Read on

**Many doctors like you have worked long and hard to achieve a high degree of clinical excellence and develop a level of skill caring and judgment far beyond average yet your patients, family and friends see you as "just another dentist".**

***It doesn't have to be that way. Not all doctors are equal!!***

If you want to step out in front of the pack and provide high-quality fee-for-service dentistry to your patients. If you want to stop competing with the rest of the hoard and become recognized for your ability to provide the high level of care many patients really want - **no matter what the fee** it is possible BUT it doesn't just happen without the right resources. It takes intent, seeking the right information and experts, and, lastly, action on your part. If all that doesn't appeal to you, or if you don't have the self confidence to even try - **forget the rest of this article.**

Since you are still reading, let's get down to specifics. Attracting and closing larger fee-for-service cases is a science. It's a specialized field of study that you probably have never experienced since it's not advocated or taught in dental schools, at dental conventions or even known about by the majority of your colleagues.

In order to stand out from the pack of other local dentists fighting over insurance-based cases, you MUST KNOW what actions are likely to work and which are already known to fail. If you don't know (and admit it) and want to move forward as quickly and easily as possible with the minimum of blunders, then getting help from experts focused on marketing and case acceptance for elective cases is the fastest way to arrive at your destination. **Going it alone, out of ignorance, has** cost many dentists a small fortune and wasted valuable non-renewable time that could have been spent in more productive pursuits. **Don't make that same mistake!**

One way to get up to speed quickly is to take advantage of the Big Case Marketing **Elite Doc's Strategies (EDS) Program**. This unique learning program will provide you with the information you will need on your quest to become the outstanding dentist you really want to be. It will provide you with straight, blunt, "gloves-off" advice solidly based on 16 years 'expensive experience' on the dental battlefield... supported by current, real life examples, from practice's around the globe, with what's working!

**Here are just a few of the things covered in just one single recent month:**

- ⇒ How **appropriate diagnostic fees affect case acceptance** for full mouth cases and why most dentists with advanced training shoot themselves in the foot by ignoring human psychology related to this fee
- ⇒ The **one thing** every dentist must choose to have in common with billionaire Sir Richard Branson or their practice will forever be relegated to average
- ⇒ **Which** marketing and sales lessons from elective hair transplant surgery should immediately be put to use in any practice offering complex dental care
- ⇒ What middle class demographic and income changes mean for the clinician with advanced training and **why the majority of the profession is on a sinking ship** with who they target as ideal patients
- ⇒ The one **FREE** online implant resource that could literally put a **Bentley in your driveway**
- ⇒ What to know about using local celebrity endorsements as **dental marketing secret weapon**
- ⇒ Why "Groupons" **will not** be the wave of the future for complex dental services

- ⇒ How to **easily shoot successful marketing videos** for your practice
- ⇒ The ***one doctor behavior*** that makes or breaks the practice related to how your staff handle your most important prospective patient phone calls
- ⇒ How the **New York Times and Wall Street Journal are options** dentists can now use for effective marketing
- ⇒ How to calculate true return on marketing investment—**Why 100% of what you are reading in the dental trade publications is WRONG** with this crucial calculation!

**Ultimately, here's what this Program can do for you:**

- Reduce insurance and government reimbursement scheme dependence
- Allow you to attract, close and treat more complex cases.
- Provides specific steps for refining a predictable and systematic ethical sales process for your elective cases
- Show you how to command the fees necessary to provide top-notch care
- Become the “go-to” person in your community for the type of cases you want to treat
- See fewer patients but treat them better
- Earn the kind of income commensurate with your care, skill, and judgment
- Regain a sense of self-worth and confidence in yourself

In case you have doubts about how the EDS Program will help, I want to make you a special offer so you can see and feel the benefits yourself. All you have to do is sign on for a three month Test-Drive for only **\$63.50 for the entire first three months**. As the trial period ends, you will be notified that the monthly fee rises to only \$127 per month to continue in the Program. But, by then, you will be well on your way to professional independence. The choice will be yours.

I expect to see prosper from The Elite Docs Strategies Program!

Dr. James McAnally  
CEO, Big Case Marketing

**[Click here](#) to see a typical newsletter...**  
**See for your self what you've been missing!!**

**[Click here](#)**

To order 3-Mos for  
\$63.50

## **Elite Docs Strategies 3-Month Test-Drive offer - \$63.50**

**We Invite you to** Get acquainted with Dr. James McAnally's Big Case Marketing  
Let him show you how to get more large cases and financial freedom into YOUR practice

*Receive the monthly practice building, just for advanced trained dentists, letter PLUS  
a very long list of Practice Enhancing Extras*

**An Introduction to Dr. James McAnally's Elite Docs Strategies™ Letter: The gloves-off, no-holds barred marketing and sales letter for Elite Dentists.**

What is the Elite Doc's Strategies™ Letter? It is your monthly ticket to the finest information available on Off-line and Internet Dental Marketing, Internal Practice Marketing, and Dental Sales (aka Case Acceptance). **Each month, via first class priority mail, you'll receive 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—all aimed at dentists with far more training, care, skill, and judgment.**

**If you are superior in skills and training, you belong with us.**

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 from my practice **and** from the practices of hundreds of our Elite clients around planet earth. 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 in getting you to the top of your local dental market.

By the way, **this is the exact same letter that Member Doctors in my Elite Programs at Big Case Marketing (remember those paying \$5K to \$115K belong to) read every month.** In fact, if you've ever thought that you'd like to peek under the Big Case Marketing hood, this offer is your big chance.

**The investment 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 regular membership dues of \$127 per month and by then you'll see the benefits of increased production, cases closed, and efficiency in your practice and, quite frankly, refuse to miss a single month.

### **Bonus items:**

**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 with advanced cases and elective dentistry. 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.**

**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 "Go-To" source 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!"

[Click here](#)

To order 3-Mos for \$63.50

**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, you're toast.

**Quarterly Elite Doc's 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? You also get access to quarterly tele-seminars, taken straight from our other Programs ranging in cost from \$5K-\$115K/member, where I cover critical current topics or bring on 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 you moving ahead faster than your competitors.

**Save on the March 2010 Case Acceptance Summit...**

## Even More Monthly Bonuses:

### Month #1:

**Case Acceptance Maximizer™ DVD.** This DVD dramatically reminds your patients what's possible for transforming their smile. It can be played throughout your office to help push more cases into treatment. Just plug it in and it goes to work. You'll never think the same way about case presentations again.

**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.

**6 Ways to Turn Your Next CE Course into Revenue within 60 days.** Dental CE Hobby or business/practice builder? Your choice. If you prefer the latter, this guide will keep you on track to make the most of every CE course with the course actually paying for itself and adding to your success.

### *Month #2:*

**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

**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.

**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 in my 50 years in dentistry." 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 by listening 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:*

**The 14 Mistakes Dentists Make When Marketing Their Practices.** Hindsight is 20/20 thus this report is meant to give you the hindsight to keep from making unnecessary mistakes (i.e. wasting time and money) when it comes to marketing and the mindset of the successful practice.

**The UltimateHiring™Guide.** Let's face it. One of the most difficult aspects of dental practice management is hiring great employees. You were probably never taught how to hire in dental school, thus, like most dentists you use unstructured hiring processes that often result in a waste of time, energy, and money. As you know, the right hire can boost your practice results and the wrong hires do nothing but waste valuable money. If you are ready to stop "stabbing in the dark" and make the right hires, Big Case Marketing can show you how with AutomaticHiring™ for Dentists.

**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.

So.....Are You Ready for Your Test Drive to Bigger Opportunities?

[Click here](#)  
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