

Word on the Street about the Implant & Reconstructive Profits Marketing System and Membership in Big Case Marketing Program

"I have been in practice for 25 years now (LLU '83) and have been fortunate to practice here in an incredible place and with patients who want the best that can be done, generally do not have a problem writing large checks.

- 1) You say the truth as unvarnished as I have seen. Continue please.*
- 2) Even though I have a pretty good situation here, I still want to do your program because I know you have put a lot of work into putting together all the knowledge you can find. I know there is a lot I do not know.*
- 3) I especially appreciated your "bitch-slap" letter. I could not agree more. 4) And finally, I think you are doing a great service to our profession. Just the letters alone are a huge lift and benefit to the dentist "in the trenches".*

If there is anything I can do to help you in any way, let me know because you deserve all the support that can be given."

Dr. David Cutts, Temecula, CA



*"For those of you who are not finding fulfillment in the dental profession or are **not** having patients say "yes" to treatment that they desperately need and richly deserve, especially big cases, I would highly recommend taking Dr. James McAnally's program. He is incredibly insightful of how to have patients accept and follow through with extensive treatment. He is truly dentistry's expert for large case marketing and has a deep, personal interest in helping doctors achieve what's best for them and their patients. **Within 2 weeks of my first session, I went back and used the system to attract a \$35,000.00 implant case! Since that time I've closed my biggest case ever for \$54,000 thanks to the Program.**"*

Dr. Philip J. Klump, Anchorage, Alaska

Comment [JM1]:



“Wow! What a month I have had. As you know we ran our radio spot for the type of implants we discussed in our consultation, and the response has been phenomenal! I have been doing consults and case presentations for the last five weeks and more importantly, just as you predicted, we have signed a number of patients for “Big Cases”. Our \$2500 marketing expense generated over \$146,000 in treatment! What a great feeling it is to be able to do the type of implant dentistry that I have wanted to do, and have paid so much time and money to learn.

James, I can’t thank you enough for leading me through the proper marketing strategies needed to attract “Big Cases”. I really never thought a General Dentist like me would ever be getting this type of case coming through my door. What a great feeling it is to be able to help some patient enjoy a better quality of life, while enjoying every minute of providing their treatment and being compensated very well for it. My hat goes of to you James, you delivered on your promise and then some. I’m just happy that I decided to join your group. Looking forward to seeing you again and learning from the “Big Case Marketing Master.”

*Following Dr. Argero’s first session from March 2007:
“I did my first case presentation following your precepts and directions yesterday, suit, tie, pocket square and all. Nice clerk from a local nursery agreed to a \$65,000.00 full upper and lower rehab. Now today, the case is signed sealed and delivered with financing is approved. The point is that with the case presented your way, Smile-Vision, written report etc, she and her sister really were excited about getting the treatment done and “Making it Happen” Thanks again James!”*

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



“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! I’ve gotten my guaranteed increase in my practice from the Marketing System and Program even BEFORE I’ve attended the first Big Case Session. The “case acceptance” packet alone has pre-sold several \$10K cases for me. Here’s one of the most recent checks from a



Jim, This is a longtime pt who now needs a max denture - rec'd the red packet and was "pre-sold" on implants. She had a friend whose teeth fell out while blowing out birthday candles. She didn't want that to happen to her! She's 87. Wla



“Big” Case!” Dr. Wes Moore, Ft. Smith, Arkansas

“We have had over 100 phone calls and have landed about 40 consults. I’m surprised the phone calls are still trickling in since the ad was a 1 day ad over 2 weeks ago. The best one happened on Thursday, she was brought to tears when she elaborated on her troubles with her dentures. We soon put a smile on her face by discussing the possibilities. So, I walk in and she says, “I want this one or this one (pointing to the 2 and 4 implant overdenture- \$12,000-\$25,000). She was ready to start at the consult appointment- WOW!!! The second patient came in as an emergency b/c her upper anterior 6 unit bridge had just broke. I patched her up and discussed her options (\$25,000-\$35,000) and she signed up right there and then for the \$900 CDP- WOW!!! This stuff seems to be working James and at this point I gotta say, “Thank you!!!”.

So, today we had our first “Dental Survivor” and let me tell you it was the best hiring process I’ve ever experienced. Not only did it reveal the best candidates, but it allowed for a VERY efficient process. Interviewed 5 great candidates in 1 hour and we are offering 2 of them working interviews. Again, “Thank you!!!”. Keep coming up with those AWESOME ideas and feed them to us. Take care amigo.”

Jose Arthur Mirelez, Jr., DDS, FICOI, Fresno, CA

“I have just completed Dr. James McAnally’s Implant & Reconstructive Profits Marketing System seminar. For the first time, I am going home with tangible, organized steps and systems to immediately implement increasing case acceptance on large profitable treatment plans. I would high recommend his system to any dentist who would like to raise their practice to the next level. He truly is the ‘Warren Buffet of dental marketing.’

Dr. Lanny L. Lesser, Huntington Woods, Michigan

Note from Mamimum Case Acceptance Coaching participant:

Comment [JM2]:

“You (Dr. Larry Brooks) and James are doing a great job. Thanks!!

Numbers that I did NOT want to share openly include 2 cases last month \$29K and another for \$32K. 1 Dr. 5 teammates(2hyg) produce/collect 195K/month on 29hrs of patient care/week.

Your stuff supplements what I currently do. Keep it up!!”

DDS, Dallas, TX

*“Thank you, Dr. McAnally, for a very well put together presentation. The material is very detailed and systematical and literally covers everything from ‘A to Z,’ which makes it very easy to implement when you go back to the office. I definitely look forward to working with you long term. You gave us a lot of information to take home and implement right away. Thank you very much and I can’t wait to see you at the next session to give you our success stories. (and 10 weeks later.....**We did exactly what you laid out in the Program and System and brought in another \$104,000 JUST in collections from implant dentistry. That’s not even including the regular dentistry!**”*



Drs. Nader and Rima Bazzi, Canton, Michigan

“I have worked with several dental consultants and gurus over the years, and I can say without any hesitations that Dr. James McAnally is the master of dental marketing and patient psychology. I thought I had heard it all until I met him. He is world class. Every dentist needs to hear & learn from him.”

Dr. Joseph Simaie, Beverly Hills, CA

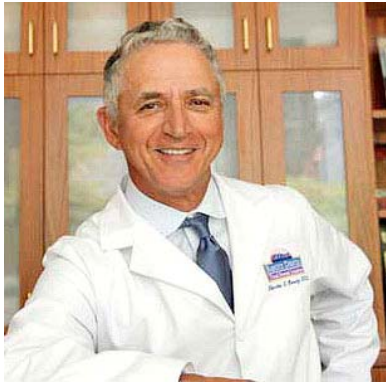
“Not only is Dr. James McAnally a highly skilled and experienced practicing implant and sedation dentist, his breadth and depth of knowledge of the psychology of marketing is the best I’ve seen in 22 years of practice! He teaches you the techniques and his numbers do not lie.



Let me tell you about my last three days. I had one patient that came in last week for a consult/hygiene evaluation who said he needed a "Full Mouth Reconstruction" on his phone slip, and he had been a referred directly from the new ad in the system. I previewed fee ranges, structured the consults, etc. In other words, 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 K!

Along those lines, I got another complimentary consult who came across as a "typical phone shopper. The team handled it just like you discussed, got the patient in and closed a full mouth extraction/alveoplasty/ immediate dentures for \$13 K. I started his case today because he couldn't wait. Ditto for the FMR who I impress for 30 units of provisionals on Monday. It has been an interesting experience on many levels, and the paradigm shift in marketing copy required a leap of faith compared to the "Ego" stuff we have all seen for years, but it is working! My team is now getting pumped. Time moves fast even while implementing change. Thank you so much!"

**Dr. Nicholas Shubin, FAGD, DICOI Private Practice, Founder-Educator:
Cal. Acad. of Implant Dentistry (www.CalAID.com) San Juan Capistrano,
California**



Dr. James McAnally is one of the not so well kept secrets in the profession when it comes to tying marketing and ethically selling professional services together.

He does it in ways that predictably allow those of us with advanced clinical training to find patients who need our skills and who are likely to go forward with treatment.

Anyone in the top 20% of the profession in clinical training should run as fast as possible to his next presentation or join whatever program is currently open to the profession at large. That way, your skills will be much better utilized. Also, you'll have more of the practice and lifestyle you dream about.

With his help, the patients you see who really need you beyond “regular” dentistry will be happy they found you.

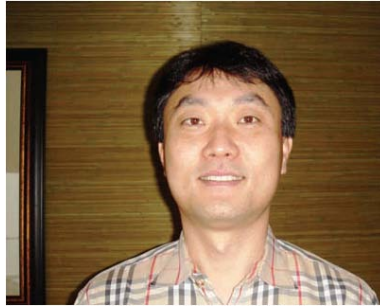
Dr. Charles Barotz,

Clinician, Author, and Developer of Drop Dead Gorgeous Denture

“This past weekend I had the pleasure of interacting with and learning from Dr. James McAnally and the outstanding group of doctors he attracted to his seminar. Through his compulsive attention to detail he has positioned himself as the master of dental marketing and his passion for teaching has made him one of dentistry’s greatest assets.”

Dr. H. Wayne Brueggen – Houston, TX

“Dr. James McAnally helped me to understand many dental practice problems. Cases presented during presentations are concise and easy to understand. I really thank him for helping me to analyze my office problems and the directions offered on how to correct them throughout the seminar. I enjoyed the constructive criticism and advice from other members. This weekend has been one of my most productive seminars in my dental career.”



Dr. Yoon Kang , Irving, TX



"I found the information to be excellent. He is extremely well organized and the handouts and materials from the first session were WORTH the price of admission. There is minimal risk. I have sold two \$30K+ cases this week! I've had my first 200,000 month this year thanks to these cases. I am in various stages of seven full arch implant supported bridges right now at about \$30k + each as a result of what I have learned from James. It takes the right practice, but the marketing theory and help have been as promised."

Dr. Greg Sawyer, Los Gatos, CA



“James - Just wanted to again thank you for your expertise. You are doing and putting into play a great program for those who embrace it. So anyway, it was great to meet you and share your correct vision. Anyone willing to embrace it is truly lucky.”

Lo and behold I went to work this week, called a pt who needed a bc met with him (with a suit on) and got a commitment for a \$32,000 a draft from his checking acct This guy and his wife are Physicians... He e-mailed his schedule for my office to just put him in for the implant appt.”

Dr. Glenn Spencer, Traverse City, MI

“When I first encountered James’ website, I was looking for help in attracting patient that were ready for full mouth reconstructions. I had received a large number of advertisements in the past that promised new patients. However, I never felt like they were answering the desire I had to see patients needing extensive treatment where the return on personal satisfaction and investment was greater than just ‘filling teeth.’ I attended James’ Discovery Session and Implementation sessions and found the systems, organizational tools and marketing guidance that I was searching for to improve my practice. Therefore, allowing me to improve my family life. I highly recommend investigating this program.”

Dr. Nathan Call, Denver, Colorado



I recently attend a Big Case Marketing Seminar. I found the program worthwhile, enjoyable and beneficial for my practice. Dr. James McAnally has a well researched and comprehensive product and is an enjoyable presenter. I would recommend the program to my colleagues. Just 3 months later, I have multiple full mouth cases in the pipeline and have already closed my largest case ever for \$60,000.00! I’ve already had two more cases for \$34K in the first four months of the program.”

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

"We have a lot of clients attempting to do implant and reconstructive cases but none even come close to the number and size of cases that Dr. McAnally does month after month after month from his Implant & Reconstructive Profits Marketing System. It's simply astounding. We see this system bringing in big cases routinely 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 to obtain this System and be a part of his consulting-coaching program and be well worth it. Any doctor trying to get large sized restorative cases that doesn't adopt the secret methods Dr. McAnally has bundled into a step by step system to put the same kind of cases into their own practice is an absolute fool."

Tim Holbrook, Owner, SeaBrook Dental Laboratory

Big Case Marketing works because James McAnally thinks big. He's a master of large implant case presentation and case acceptance. Now he's making his secrets known to smart dentists who want to attract and sell 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, New Jersey

"When you put all the biases aside and follow the system as Dr. McAnally presents it, it really works and if more dentists would do this, we would elevate our profession to another level. I highly recommend it to other people that want to become members and, the sooner they do it, the sooner their thinking will change and it will benefit their practice."

Dr. Irfan Atcha, Dyer, Indiana

Dr. James R. McAnally really knows how to bring in the big needy cases!!! At Smile-Vision we've processed images of more than 75 of his patients and prospects just over the past 18 months and boy do they need treatment! His promotion and advertising is right on the money for getting the big cases into the office.

Larry Brooks DDS, CEO, Smile-Vision



Dr. McAnally has hit the dental marketing gold mine. His passion and love for dentistry and marketing shows. He walks his talk. Elevate yourself, your office, your life with his information today. I can't wait to begin living my dream. Thank you!!!

Dr. Dan Rasmussen, Anacortes, Washington

"The dental implant market is expanding rapidly and the opportunities are greater than ever for those with the prerequisite clinical and marketing skills. While public awareness of the advantages of dental implants has reached an unprecedented level, so has the competition for implant patients. Building a successful implant practice requires a highly effective external marketing strategy to deliver implant patients to your front door.



Equally important is to have the critical internal systems in place to get a "yes" to your comprehensive treatment plans. For those with the clinical skills to incorporate implants into full mouth rehabilitation cases, Dr. James McAnally

at Big Case Marketing, can teach you his proven patient management and case presentation techniques, systematized for you to attract and sell more and larger cases. With the very specialized knowledge that Dr. McAnally so effectively shares with dentists attending his courses, implant dentistry will become the most professionally and financially rewarding part of your dental practice."

Gerald Niznick DMD MSD Prosthodontist

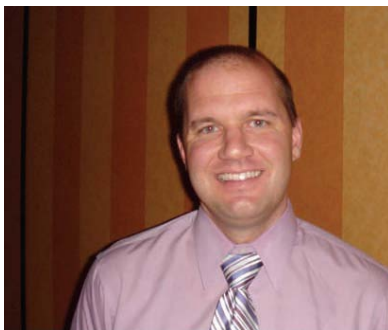
"Banking regulations prevent me from endorsing this or any business BUT I have never seen checks from patients in a dental office as big as those that Dr. McAnally brings in from the cases his System is attracting."

Winslow Hayes, Charter Bank, Business Banking, Seattle, WA

"Dr. James McAnally's Marketing System and Program is 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

“My first big Full Mouth Rehab/ Cosmetic case just accepted treatment today with a payment of \$27000.00 including a 10% Health Care personnel discount. Patient came in from existing patient referral, and we brought her down the Pathway to Yes just like you taught. Pt just paid and left 5 minutes ago. We are starting her next week with necessary extractions. Exciting stuff James. I'm ready for this style of practice versus keep going down the pathway path of the unending dental treadmill that Marketing and Management “GURUS’ claim is the only way to grow a business. Now I believe it. That's hog wash.



Thanks James for all your great advice. I feel inspired to have you as a guide and mentor in marketing and management. I knew there had to be a better way to attract these types of cases than what was out there. I have definitely found the system, and now I can trust that it works. Seeing is believing.”

Looking up in Louisiana!
Dr.Robert Camenzuli, Rayville, LA

“Enova thanks you for your help in understanding the dental market. You’ve provided remarkable insight into dentistry and it’s clear to us that your understanding, from both the corporate and patient side makes you an outstanding practitioner and uniquely qualified to help other practitioners build their local practice using your Implant and Restorative Marketing Systems. Mentoring your fellow doctors in implant and restorative dentistry will enable them to not only effectively market and obtain their most desired types of patients, but also help them keep their patient’s satisfaction in mind. Let me know if there is anything Enova can do to let your doctor clients know about your expertise and Marketing Systems that put patients into their practices.”

Randall K. Seeliger, President, Enova Medical Technologies Maker of the Halo™ Cordless Surgical Headlight

“I have now been with Big Case Marketing since March of '08, and I can honestly say it's one of the most exciting seminars that I've been involved with. There's a tremendous amount of materials regarding marketing and working with Implant Dentistry, being able to do the treatment planning and just really a step-by-step approach that has been a big part of our practice now.

With the marketing, we've been able to get over, I'd say, 30-40 patients a month and doing larger case presentations than I ever would have thought of in the past and it's been, really, one of the most exciting, exceptional programs that I've ever been involved with and I'm really looking forward to the next year.”

Dr. Arnold Keiles, Palo Alto, CA (Oct. 2008)

Maximum Case Acceptance Coaching Program Member:

(February 25th, 2009 – 2 1/2 weeks in his new practice)

“James: I closed a \$20,000 and a \$10,000 case! I don't even have all my systems in place! I closed on my new office on Feb 6!!”

Dr. Ivan E. Terrero, Bonita Springs, FL



“I've been associated with Big Case Marketing for approximately 16 months. And we love it. We've treated track cases from our implant ads from Dr. McAnally's Big Case Marketing and well in excess of a quarter-million dollars worth of treatment over the last 16 months. So, he hasn't needed the guarantee because we blew that out of the water. And it's just a very, very ingenious and well thought out system and the fact that none of your competitors in your local area will ever get this system, you own it for your area, is another advantage of the program.

Dr. McAnally adds a lot of value-added things like phone training for your staff, masterminding with top practices throughout the country, financial programs. So he's always cutting edge, finding how he can benefit his members.

I can't recommend highly enough Big Case Marketing and Dr. James McAnally and his staff. They're exceptionally professional and if you want to raise your implant practice to the next – I'm a general dentist and we have an implant practice within our general practice, but it's heading to the heights and if you love doing implants, which is a great service for patients who wear dentures, I would highly recommend Big Case Marketing.” **Dr. Philip Klump, Anchorage, Alaska (Oct. 2008)**

“I whole heartedly recommend Dr. McAnally’s program. Just reading the introduction to the system made a difference on how I look at my practice. He offers a well rounded, profound and long term solution to problems we have all experienced in the ‘business’ of dentistry. It has been the best investment I’ve ever made!”

Dr. Diana Moriatis – Tenafly, NJ

“Dr. McAnally really knows his stuff! Just one of the strategies he taught me immediately brought in a \$19,000.00 case to my practice the next week! He doesn’t just give theoretical information, but tried and tested strategies that have worked in his practice. The best thing about his program is that you just go back to our own practice and implement what already works. He has made it an easy to follow step by step process that



gives you results. 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

One Day Practice Maximizer^(TM) doctor located in Norway (February 09, 2009)

“Hi James !

I entered the ad Saturday. I had no massive hopes, but chaos would describe today’s situation!

This was my first ad in 23 years! 15 + questions on my web page and the phone did not stop ringing. Vivian logged 20 phone calls from all over north Norway.

Naturally, Monika was not at work, so next time no patients.

I also had a visit from the Norwegian Broadcasting Corporation today. The main state/national Radio channel.

He wanted a short interview, but decided he had to make two programs.

Help !!!

I fear the patients will come crawling out of the woodwork....I need to improve BIG on prices.

Best regards ,

Dr. Tor Tegnander

PS. Was there one dentist in UK with a 2000 pound fee for 1 consult ?”



**Nader Bazzi, D.D.S., F.I.C.O.I., Rima Bazzi, D.D.S., Ronny Hourani, D.D.S.
Contemporary Dentistry & Implantology, P.C.**

September 2, 2008

5645 North Sheldon Road • Canton, Michigan 48187
734.455.0095 • Fax 734.455.0099

Dear Dr. McAnally,

As you are aware, I have been a member of your Big Case Marketing program for the past 22 months. All I can say is "WHAT A RIDE it has been"! You are totally correct in saying our colleagues will seek courses to learn the best techniques and advanced procedures, and may be clinically excellent in everything they do, BUT very few of us will go out and educate ourselves in the marketing aspect of attracting those patients who require our specialized services. What a waste of talent, time, and money!

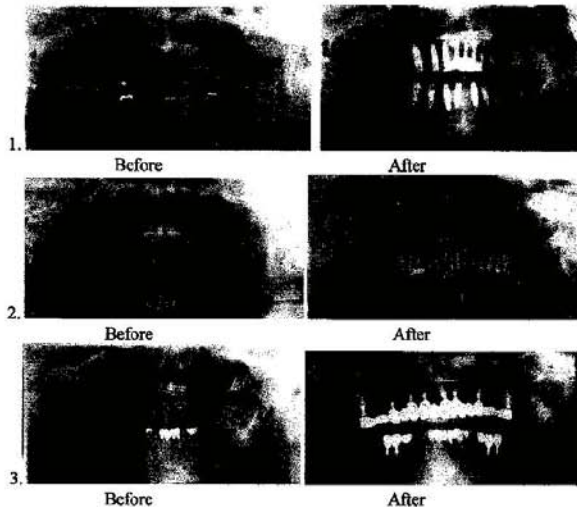
Since you like statistics, let me share my success. I started your program in late 2006. At that time I had a somewhat small implant practice within my general practice. The following figures apply only to the implant practice portion:

2006	\$197,930	
2007	\$447,321	An INCREASE of 126%
Jan. thru Aug. only 2008	\$523,325	Already a 17% INCREASE over 2007 in 8 months

The numbers speak for themselves. I am ecstatic at the results so far. Not only was I able to increase profitability for my practice, I was able to deliver superior treatment and services where ultimately my patients benefited immensely. I tried to market my ads to zero in on the demographics of those most likely to benefit from dental implants, but really they came from all over the map, often patients driving as long as four hours to reach my office. There is no way I would have been able to provide these services without marketing.

Also, the figures listed above do not reflect the general dentistry revenue that was gained through the marketing and referrals generated by those patients. I consider them a bonus! In the beginning, my staff and I had to work very hard to implement your program, but once it was accomplished, what a pay off! I firmly believe in the Big Case Marketing Program and my office is proof that it works!

Here are some panoramic x-rays of the cases I have done very recently for your review.



I have recently completed my requirements at the prestigious I.C.O.I. for the Diplomat status and I honestly believe I would not have gotten all the cases needed without the surge of BIG cases that Big Case Marketing has generated to my office.

I wish you all the best and I am forever grateful to you for your marketing skills and my continued success.

Amicably yours,

Nader Bazzi, DDS, DICOI

January 12, 2009 Letter to Dr. James McAnally, CEO, Big Case Marketing



It will be one year for me since I became an Elite member of [Big Case Marketing](#) and what a year!!!

Prior to becoming a member I thought I had a productive, successful, and a profitable practice. I thought I was doing the right kind of marketing and had the “right” patients in my practice. However, you don’t know what you don’t know. I was in a state of unconscious incompetence.

What I have learned from you in this past year will never be taught in any ADA, AAID, ICOI, or AGD meetings!

Everything you teach Big Case Marketing, if followed to the letter works! From external marketing (making noise in the market), to bringing in the patients (dental disasters and fearful).

The sales funnel you had us construct really worked to bring in mostly interested prospects who went on to a free or low-cost consult and then paid diagnostics. Many moved forward with their care.

It ALL works. The SALES systems that are utilized by the team to capture the leads from [Chris Mullins](#) phone scripts really work too.

They are right! **You are the Warren Buffet of marketing.** Problem/solution marketing really works! The patients are coming into our practice from everywhere!!

I was amazed to see that **my implant & sedation cases were up 400% since I joined your Big Case Marketing program** while my overall practice maintained itself in general routine cases. Now mind you, this was an election year, recession, depression, Wall Street melt down, housing market crashing etc, etc. My team members and I just remained focused and didn’t let the external economy effect the economy in our practice.

Also, a big credit goes to Dr. Larry Brooks and the [Smile-Vision](#) team. Their cosmetic simulations along with your style of case presentation led these patients to write checks from \$10,000 - \$35,000 and more.

Thanks again for the great service you and your great team (Amber and Nevert) provide to your members and I look forward to another successful year and learning more!!

Sincerely,

Irfan Atcha, Dyere, IN Dear James McAnally,

My introduction to business of dentistry has been through my husband who is a dentist but thanks to you is now in the BUSINESS of dentistry.

Irfan has a passion and hunger for constantly educating



himself and striving for excellence. I have been to many many seminars and dental conventions and conferences with him over the years, but I always came away very unimpressed and unmotivated. I never felt like they imparted any kind of true knowledge or wisdom or skills whatsoever!

Most of them especially a couple SUPER conferences that we had been to were just simply a waste of time as they didn't talk about any concrete ways in which they would help the doctors better their lives as well as the lives of their patients but rather were simply just a stage for various types of businesses and vendors to sell their services to the poor dentists who are such easy prey and fall for anything.

It was only when my husband signed up for Big Case Marketing systems that we realized how much Dr. James McAnally has done and is doing for the dentists as well as the patients in need of dental care. After becoming big case members, it is like a whole new world has opened up to us, due to all the information and knowledge and verbal skills that Dr. McAnally offers to us constantly. Becoming Big Case members has turned our practice around, it has turned our thought process around and how we view dentistry and patients in need of dental care. Most importantly his sales system has taught us that having all the clinical skills and education is useless if you cant make a patient buy those skills i.e "level of care" from you. His sales system teaches dentists and dental care providers to sell the most optimum care and have the patients buy the best care instead of being slaves to insurance companies and watchful neglect mindset. It has also taught us that sales is not a bad word as it is considered to be in the dental community rather sales is the way to go because you are benefiting the patient by providing the best possible care. We are so thankful we became Big Case members when we did because it has increased our revenues multi fold even in these so called lean times. Dr. McAnally has done all the hard work for you and all that needs to be done is to follow and implement his system step by step to get the best results!

I would recommend his marketing system to everyone! It WORKS and brings RESULTS!

Thanks so much!

Haya Atcha (Dr. Irfan Atcha, Dyer, Indiana)

“The Maximum Case Acceptance System excels at focusing in a very systematic approach to selling complex dentistry.

The course materials are arranged in a logical manner and offer the repetition of principles necessary to build upon themselves. It helped me to present treatment plans involving complex options and in making them easily understood by the patient.

By following the outline of steps offered in Maximum Case Acceptance, I have also eliminated most of the time I previously wasted with people who came in for consultation with no ability or desire to proceed with treatment.

On a personal level, several patients that I figured would “not follow through” wrote a large check (5 figures) up-front before any treatment began.”



Dr. Mark Cohen, Los Angeles, CA, March 2009

Dear James - I am one of those who receives your free email and would like to Thank You!. I have cleaned a lot of information from it, but more importantly motivation. I have been thru Dawson, Spears, Kois and numerous other courses and do a number of large cases, but it has motivated me to define my niche and market to those areas where I have a need.

I'm from Indiana and attended a course in LA on mini implants last week and we had the expert in the crowd that wanted to tell us a question the whole weekend. During a discussion at the end of the seminar the speaker ask the crowd about their marketing. We had the experts' advice, that was out of line with reality with getting big case pts. After he was done, I almost read verbatim from your newsletter on screening pts and the types of pt that were screened. It was a big hit and then I showed them it was from your newsletter.

They all wanted a copy. The expert told me that was all bullshit- I asked him what his largest case was to date- 3000K, I told him that said it all. Don't give up - we're out here!

Dr. Scot C Mardis DDS, Terre Haute, Indiana

Dear James and Larry,

Thank you all so much for a wonderful meeting (June 2009). We can't tell you how this one has helped us. Cannot wait to get back to it in our office. Best, Arthur and all the girls.



Dr. Arthur Molzan, Florida



"As we go deeper into the body of the work being shared, the A-ha's are mostly confirmations about the importance of setting up protocols and systems for the case presentations. A big to-do is setting up the "always" materials before the presentation and doing it in a way that it can be on auto pilot. Having the team prepare photos, illustrations and treatment options after I have given it to them will make it go much better and more consistent. I will continue to constantly work on decreasing the complexity of the discussion".

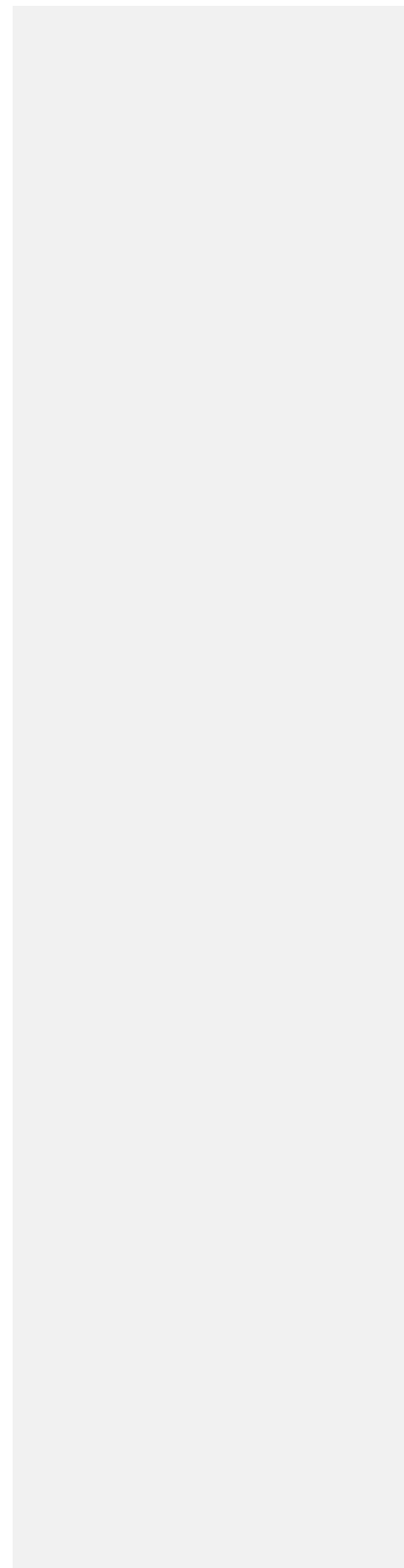
Dr. Scott Rice, Irvine, CA

"I am working on listening and applying some (a lot) of ideas from Jim's DVD package. We already see the DIFFERENCE !!. I am budgeting myself for next year to join the Elite program. Keep in touch. Trisha"

Dr. Trisha Le, Plano, TX

"The Blue Ocean Strategy is working. The first quarter of this year was my best quarter ever. Right in the middle of the worst recession in my career."

Dr. Greg Sawyer, Los Gatos, CA



Subject: This is fun!

“James, I haven't corresponded with you for a while. Wow, this stuff really works! Booked over \$200,000 since May (2009). Our largest case I am starting Friday and it is for \$76,000 (less 10% for cash). We'll just keep on keep'n on. I'll probably have to think about some young dentist to do the drill, fill, and hygiene checks. Some of it was a little scary but now it's challenging, rewarding and fun.” **Dr. Don Radomski, Gulf Breeze, FL**

“James, the BC info on the Max Case stuff is Great! I really enjoy it! Steve”
Dr. Steven Todd, Henderson, KT

Subject: Phone Calls !!!!
Dear Doc,

We ran our first BCM ad in yesterday's paper. Should we always expect the 26 phone calls we received so far today, and it is only 2:30 ? What a learning curve this has been for Marilyn and I today. Guess all that work upfront is now going to pay off. Thanks for everything,

Pam at Dr. Molzan's