

BEHIND THE SCENES EXPOSÉ

WIPED OUT

**BY FRAUD,
EMBEZZLEMENT
AND THE I.R.S.**

**How Dr. Darold Opp's Patient Attraction
System Took Him From Miserable to
Multi-Millionaire in Just 5 Years**

Wiped Out by Fraud, Embezzlement and the IRS

By Dr. Darold Opp

Wiped Out by Fraud, Embezzlement and the IRS

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Foreword

By Colin Receveur, CEO, SmartBox Web Marketing

When I first began working with Dr. Darold Opp, it became very clear, very quickly, that his approach to building a dental practice was **very** different.

His mindset was different. The actions he took were different. His entire approach to dentistry was different. And as you might imagine, his results are also quite different. In fact, using the word **spectacular** to describe them would not be an exaggeration.

As you read the case study that Dr. Opp has prepared, one of two things is probably going to go through your mind:

You might start thinking, “This is what I want to do. This is the level of success I want to achieve. I am capable of doing this!”

Some of you, however, will read his story and say, “I could never do this ... I’m not going to be able to make it happen ... I’m stuck behind the chair forever.”

In either case, you will be right. That is how powerful your mind is in directing your future. Use it carefully.

One of the big secrets you will discover from Dr. Opp is that something unique is going on in between his ears. Yes, he is smart. Yes, he is savvy. Yes, he is an action taker.

But it is more than that. It is a unique mindset that is tuned for true success. Not everyone has it, but it is within reach of anyone.

Anyone who is willing to do the work. Is that you? I have no idea.

I can promise you this:

By the end of this short case study, you will know Dr. Opp's secret and you will have enough of the roadmap you need to take the next step toward your goal.

Dr. Opp has graciously agreed to share some of his biggest secrets with you. I have to say, I can count on my own fingers the number of men who exude such a level of generosity as Dr. Opp. I am extremely grateful for his help in bringing this message to you and want to thank him publicly for his involvement.

What you're about to discover can truly change the course of your future in dentistry...

Introduction

A Private Letter From the Dental Student Most Likely to Fail in Dentistry

I wasn't voted as "most likely to succeed" when I got out of dental school. In fact, if you had asked any of my classmates who was least likely to make a successful go of it, I would have won that award hands down.

And to be frank, I wasn't exactly primed for success. Oh I did OK, but I was miserable. I had a bad attitude, I was negative and I just wasn't enjoying my life.

And then it got worse...

Because right as I had made the decision, at age 55, to sell my practice and do something I actually enjoyed, I got wiped out. You'll discover the gory details in just a moment. It's quite a story.

This case study is about how I turned everything around. And the real focus is to show you a world that is different than the world of the average dentist. It's a world that can be unlocked for you, if you are willing to do what's necessary to get it unlocked.

I'm going to start by making you a very large promise. Now, I only make promises on which I can deliver, so know that I will follow through. By the end of this short case study, you will know the secret behind my success in dentistry.

You will know the secret I used to go from **zero** six years ago to generating 250 patients worth immediate collections of \$400K

to my practice. And you'll know the secret I used to go from wiped out (thank you IRS) to a practice with collections of \$3.5 million **annually**.

I'm going to drop clues as to what this secret is throughout this entire case study. It's not because I'm trying to be tricky. I have a very important reason for doing this. The reason is that if I just told you my secret straight out, you wouldn't even believe me.

So instead of telling you, I have to show you first. That way, you'll believe it.

Not one in **10,000** dentists knows this. But I am going to offer it to you without any catch, or fine print, or obligation.

Actually, I am going to ask for **one thing**. But this has nothing to do with me and everything to do with you. All I ask is that you suspend that little voice in your mind that's going to start telling you what is and what is not possible. Just ignore that voice until we are done. That voice is not there to help you.

As it turns out, that little voice that we dentists have isn't even our own. It was actually planted there by the very folks we trusted. I'll explain who did it during the first part of our journey. So let's get started...

Chapter 1

Why Dental School Gave You a License to Fail!

This chapter is going to generate some heat. I've never been accused of being normal, or boring or bland, so it's OK. I can take it. Plus, I'm happy to take the heat for a worthwhile cause. The worthwhile cause is your future in dentistry.

I'm going to reveal a truth that every dentist should be told before leaving dental school. It's the truth about what business dentists are actually in. Very few dentists know this. And even fewer dentists do anything about it.

Dental school gets you the license, but it offers you nothing for creating success.

You invest all that money for one thing: to be qualified to work in the trenches as a "technician." Basically, you develop the skills to work hard forever.

I want to introduce you to a man named **Dr. Omer Reed**. For what it's worth, Dr. Reed is one of the first "clues" about my secret. I'm not sure one clue is enough for you to guess, but it's a start.

Dr. Reed is 80+ years old. He is brimming with experience and a unique perspective about the state of dentistry.

I recently watched a simple three-minute video with Dr. Reed talking about our industry.

As Dr. Reed explained in the video, over the past few years, almost

300 dentists in the Phoenix area alone have closed their doors. Things are not looking good. Why is that? It's because dentists don't understand what business they are in.

Here's Dr. Reed explaining it in his own words:

“Because the average dentist ... can't even read a balance sheet ... he comes out of the dental school with a lot of technical material ... he is the CEO of a small company and yet he just doesn't have it with administrative process.”

That is the understatement of the century. Let me explain what I mean by that.

I ask a unique question of my senior dental students at the University of Nebraska College of Dentistry. The question I ask is this:

“What business are you in?”

I wish I had a picture to document the perplexed looks I receive in return. The students look at me like I am crazy — like I'm the biggest idiot in the whole college. And that's the problem.

Here's the correct answer to my question. I'm going to make it big because I never want you to forget it.

Dentists are not in the business of dentistry. Dentists are in the business of selling dentistry.

Every business is in the business of sales, but very few realize it. (*I'm going to lose a lot of you right there. I imagine some of you may even get a little angry at the thought of a **dentist** uttering such words.*)

When I ask my students that question, they can't figure out what marketing or sales has to do with dentistry.

This is not a new problem.

I remember one of my own classmates asking a professor when we were going to learn about the business of dentistry. The professor responded as though someone had just asked him to dance the jig in front of the class.

“We are here to train dental professionals, not business people!”

That’s actually what he said. And we wonder why so many dentists aren’t sure how to deal with doubling or tripling collections, attracting a steady stream of new patients on demand, handling downward pressure on fees and all of the other things they forgot to mention in dental school.

When I got out of dental school, I was eager to succeed. My wife and I spent time handing out our business cards and offers for a 50% off exam, X-rays and cleaning. Pretty standard stuff I thought. Back then, I happened to share a wall with a dentist who had served as the past president of the South Dakota Dental Association and Board of Dentistry.

When he saw my wife handing out our offers, he pulled me into his office and told me...

“Unprofessional people like you will be responsible for destroying the great profession of dentistry!”

I hope he can rest easy knowing that didn’t happen. That gentleman did provide me with a gift, however. It’s a gift for which I will forever be grateful:

He made it clear to me that if I was going to become a successful dentist, I’d have to figure it out on my own. I’d have to go in search of the people who could help me succeed.

I didn’t need help learning how to do dentistry. I needed help to learn how to get the dentistry to do! And so that’s what I did. I embarked on a never-ending journey to find the people who know what I do not know. And that has changed my life.

Instead of setting my sights only on becoming a great dentist, I set my sights on becoming a great CEO of my dental practice. That requires a very different set of skills. It doesn't mean I can't spend my day behind a chair. What it **does** mean is that I get to choose whether or not I want to do that.

Now, before we move on, I'd like to address any of you who think I'm suggesting the only way to succeed in dentistry is by becoming some money-grubbing, slimy salesmen. Let me put your mind at ease.

But first, I'd like to confuse you!

My practice is extremely successful. But at the same time, it was also the biggest Medicaid provider in Aberdeen, South Dakota. That's almost a contradiction, isn't it? If there's a child in need who can't afford our services, we will not turn them away. How do you become successful when you're losing money like that? How is that possible?

It's possible, not because I became a slimy salesman, but because I figured out a way to make sales happen without even needing to sell!

I'm going to show you how I achieved that in a moment. First, I'd like to take you back a few years and explain how my whole world came crashing down and set the stage for a **radical** change in my approach to dentistry.

Chapter 2

How to Lose \$1.8 Million in 15 Minutes and Live to Tell the Tale!

This is going to be an extremely short chapter. The first reason is there's not much to tell. It happened, I survived, I moved on. But from the event I'm about to describe, I built something that turned out to be quite remarkable.

It was so remarkable that I ended up with a practice with \$3,335,000 in production at 41% overhead. This is with one doctor. My hygiene production in 2014 was \$1,483,333 – it covered my entire overhead! In the 12-and-under group, we produced more than \$786,000 in preventive services.

Before I tell you how I did that, let's turn back the clock to a much darker time in my career.

The year was 2009 and I had just decided to get out of dentistry. I was miserable, I was 55 years old and I was ready for a change. My practice was for sale and I was excited to get out alive!

Little did I know that the IRS had very different plans for me.

As it turns out, I had spent the previous eight years following the financial and tax advice of someone I thought I could trust. Needless to say, the advice was wrong. And boy, was it expensive! After the dust finally settled from the audit and the bill came due, I sat down at my kitchen table and wrote 13 checks for a total of \$1.8 million. I went from millionaire to nothing in about 15 minutes.

But it was even worse! I had to borrow an extra \$500K just to keep my practice afloat and pay for my accountants and attorneys.

During this whole mess, I was privileged to be working with a great practice consultant (another **clue** ... are you paying attention?) who helped me through that turbulent time. When I say turbulent, I mean it! Eight out of my 10 employees left. I had to fire three of them because they were purposely trying to sabotage my practice.

There's not much else that could have gone wrong. Or at least that's what I thought ... until the day my business manager at the time leaked my entire story to the community. What a firestorm **that** created.

I think it's safe to say that, at that point, I was starting from the bottom.

As I said, my mindset coming into the 2009 debacle was not tuned for success. The entire IRS mess woke me up. It's like someone reached out from the sky, grabbed me by the shoulders and started shouting, "*Time to wake up, Darold!*"

Good thing I listened!

There's nothing like upsetting the apple cart to get you focused. When you have everything "manly" stripped away from you, you get focused. So in one way, I guess I owe the IRS a thank you note of sorts. OK, maybe not.

But to be fair, **nothing** that I'm about to reveal to you would have happened had the whole thing not come crashing down back in 2009.

So please turn the page and let's leave all of this mess in the past. It's time to show you what your dental future could look like.

Chapter 3

How to Replace 24 Years of Savings in Less Than 5 Years

From that point on, I realized I had to do things differently. If I was going to rebuild everything, it had to be on my terms, in my own way, on my own timetable.

First of all, I decided to **stop** doing anything I didn't want to do.

That means I refer out all oral surgery, implants, dentures, ortho, sedation, comprehensive C&B, sleep apnea, TMJ and most molar endo.

I always get a chuckle out of this because my dental consultant, Dr. Mike Abernathy, just looks at my numbers and shrugs his shoulders. To be doing the numbers we're doing without any of those high-end services kind of boggles his mind!

If you missed it, I just gave you another clue. A clue that's going to lead to my biggest "success secret" just a short time from now.

Next, I also decided to work bankers' hours. I am in the office Monday through Thursday from 8-5.

I only do what I want to do. I didn't do that once I had "made it." Making that decision is actually one of the most important reasons I **did** make it.

I practice in Aberdeen South Dakota. It's rural and much of the time, it's freezing. There are about 26,000 people here with a surrounding draw of about another 15,000.

There are 18 dentists practicing in the area, so the dentist-patient ratio is fairly average. What isn't average is my share of those patients. With a base of around 5,500 patients, I have around 2.5 times the average.

How do I get so many patients? How are my collections so high without me offering high-level services?

The reason is that I was able to answer a very important question. It's a question that very few dentists have invested the time, focus and effort to answer. But if you want a bright future in the dental world, you'd better come up with an answer — and it had better be a good one!

What's the question? It's this:

**Why should we choose YOU
and not any other dentist in town?**

Oh boy, that's a tough one right there. I bet not .1% of dentists could answer that question even if their lives depended on it. They'd probably say something, but it wouldn't be compelling.

You need an answer. Maybe no prospective patient ever asked you that question to your face, but I guarantee they're asking themselves that question in their minds. And if you don't provide an answer, they'll go to the dentist who does provide one.

The answer to that question, of course, is called your U.S.P. Your "unique selling proposition." It sounds simple enough ... until you sit down to think about it.

What makes you unique? You need an answer.

I have an answer. And it's made all the difference.

I provide an experience to moms and kids that they can't get at any dental office in town. When you work to earn the attention and the

trust of mothers, wonderful things happen — provided you actually deliver on your promises.

In just a minute, I'm going to show you how I earn that trust. But don't think that you have to do what I do to make it. There are plenty of ways to reach success. These are **principles** I'm talking about here, not just tactics. If you don't like kids, then don't go the direction I did!

The important thing is that you have a direction and that you are clear about how that makes you a more valuable choice for your patients.

Once you get clarity, then you can start changing your behavior so that you focus on nothing but making that unique strength you have even stronger. That builds momentum and that's when you win. Because no one else in your area is going to be able to compete with you in your chosen area of differentiation.

So what do you do once you figure out **your** U.S.P.?

Well, you might think I'm going to go out and recommend you "sell it" to your prospective patients. In one way, that's right; in another, it's not. We already discussed my belief that every dentist out there is actually in the sales business. So hopefully you're 100% clear on that.

What I haven't mentioned yet is that the best way to win in the sales business is to engineer a way that completely **removes** the need for selling! Read that last sentence again because I don't want you to get tripped up.

What I've discovered over the years is a way to "sell" without selling. That's what marketing is for. Marketing, if done well, removes the need for you to sell anything to anyone. Marketing done well results in your prospective patients selling themselves!

So how do you do this?

Well, you do it very strategically. Strategy is a byproduct of good thinking. That's something most dentists don't allow themselves time to do. So it might surprise you, even with the numbers that my practice is doing, I actually spend far more time working **on** my business than working **in** it.

I think a lot. I think a lot about how to create more results with less effort.

I think a lot about how to take my U.S.P. and demonstrate it in more ways to more people more often.

All of this thinking has led to some miraculous results. And I'm going to tell you about some of them now...

Chapter 4

How to Make **\$133,333.00** Per Hour!

Ask the average dentist if it's possible to generate more than \$100,000 per hour in new patients and they'd call you nuts. I've been called worse! But I've done it. In fact, I've come close to doing that almost three years in a row now.

I took my U.S.P., paired it with some strategic thinking, and created a patient generator unlike anything good old Aberdeen (or the rest of the country!) has ever seen.

In fact, here's what happened when I ran this patient generator back in 2013. I "turned it on" for three hours and here's what it generated: **240 new patients, \$400K+ of immediate income and immeasurable goodwill in the community.**

My "patient generator" builds goodwill with my current patients **and** it builds it with those who will soon be my patients. If you've never heard of it before, my "patient generator" is an annual three-hour event called SmilePalooza!

My annual SmilePalooza! event has been described by the press as "South Dakota's version of Disney World." It brought ABC out to feature the event on the 6 o'clock and 10 o'clock news.

I became a celebrity in the community without even trying. It just happened as a result of the event. This has been so successful, I've even started licensing the rights to dentists all across the country. You can read all about it here:

This is all about building real relationships with the people I'd love to have as patients. The other dentists in my community definitely think I'm crazy and just a few french fries short of a Happy Meal. But really, you can't argue with results.

I wasn't put on this earth to ride off quietly into the night. I was put here to make a difference — a big difference. And that's what I'm doing with SmilePalooza! Just to see all those kids getting to know their dentist, to realize he's a real person, it really puts them at ease when they come into the office.

And that's great. If I can actually turn what is stereotypically a "terrible" day (Eek! A visit to the dentist!) into a bright spot, then that's what I'm going to do. If I can grow my practice at the same time, then that's even better!

There's a lot more that goes into it, including what happens when the kids come into the office, what happens when they're waiting, and everything from that point forward. I even send them something special on their birthday!

I've taken my U.S.P. and done everything I can think of to communicate and demonstrate that's what I'm about. It really takes patient attraction to an entirely new level.

Do you know of another way to attract 200+ patients all at once? I don't. And I certainly can't think of another way that is so much fun for everyone involved. But it takes more than just making all this up in your head. Yes, the thinking is important. The strategy is important. But after that's done, then you need action.

So I want to take a moment to highlight how I'm getting the word out about my practice and the focus I have on kids and family-friendly dentistry. Without people being able to **find** you, there's no way they can become your patients. So it's an enormous piece of the puzzle.

Chapter 5

How My Online Patient Attraction System Has Made Me “Dangerous!”

My early experiences attracting patients online weren't pleasant. I'm not sure what it is about technology, but it seems to attract people who are big on making promises and a little short on *delivering* on those promises.

I had a website, but no one in the outside world knew it! It was a little bit like posting a big billboard out in the middle of the desert 100 miles from the nearest road!

And then a piece of mail showed up in my mailbox that completely changed everything. That piece of mail was from Mr. Colin Receveur, the gentleman who is publishing this case study.

Eighteen months later, my website is positioned in the #1 spot in all of the categories of significance within my practice.

All of this together makes for **extremely** effective online patient attraction.

I'm no marketing slouch. I've invested countless dollars and many years developing this skill. I've even been a finalist for Marketer of the Year, an international competition held in Dallas, Texas, where I got to share the stage with Dan Kennedy, recognized as the “World's Greatest Marketer and Millionaire Maker.”

Even so, the online patient attraction “nut” is not something that I cracked on my own. Really, if you look back through my entire

patient attraction system, there's not much I did completely on my own. Instead, I found someone who had already solved that puzzle.

There's another clue right there. You should be close to guessing my "secret" by now. If not, I'll spell it out for you very plainly in just a few minutes.

So let's get back to the online stuff because it's important. It's especially important these days.

Now I could tell right away that what Colin was offering was different. First of all, the focus on video is just genius. I can write all day long about how I love kids and families, but one single video can say more than I ever could.

Most dentists are clueless about what a powerful part video plays in a patient attraction system. Just think about this. Google® bought YouTube® for about \$1.6 billion. Billion!

I'm going to be blunt about this, because it's **that** important:

If you're not harnessing the power of video in your online patient attraction system, you are losing out to someone who is!

And one more word of advice: if you're going to use video online, make the production high-quality like the level Colin is producing. These are your patients we're talking about. And "video" is really just a way to clone you, your message and your practice. So you want that "package" to be as impressive as you can make it.

For some reason, Colin's entire operation has been spared the typical "over promise, under deliver" syndrome that I experienced with other technology services.

In fact, he's pretty much at the other end of the spectrum. When things get promised, they get done. And there's personal interaction all over the place.

OK, so now it's time for me to reveal my secret...

Chapter 6

The Big Secret!

I told you at the beginning of this case study that I would reveal my big secret that's helped me go from broke to multi-millionaire in about five years. Well, I actually have two secrets. So I'm going to share both of them with you.

The first secret is:

SYSTEMS

I remember I invited a new general dentist into my office to see how we did things. He asked if he could come back and study some more. He described my practice as a “well-oiled machine” where every process is known backwards and forwards and there's no wasted effort. It's flattering that he would come and visit and leave complimenting our operation with a desire to return in the future. What makes it so flattering is that his mom and dad are both practicing dentists!

That's exactly right.

That's a system, folks. You have systems to attract patients. SmilePalooza! is one of my systems I use for that. It's a process I can repeat each and every year. I improve it, I tweak it, I study it. That's what you can do with a system.

Colin Receveur's online patient attraction approach is a system too. It has four parts. When you are his client like I am, he measures that system. You know what's happening, you can look at the results. You can make smarter decisions because you have the data you need to make those decisions.

But don't forget all the systems you have inside the office. Those are key parts of the whole picture too.

Remember, you're not just a dentist. You are the CEO of a dental business. CEOs are focused on making the systems of the business more successful, more productive and more profitable.

They don't teach you this in dental school; you have to figure it out on your own.

Systems are the key. If you don't have any, get some! That's the ticket to freedom in an age where the number of tickets for people in our profession is dwindling.

I remember a dental consultant say that the average dentist these days will have to practice 8-10 MORE years to reach his goals. No thank you!

And that brings me to my second secret...

MENTORSHIP AND ACCOUNTABILITY

Stop yourself for a moment. What was your reaction when you read that last line? Were you like, "*Oh ... that's it?*"

If that was your reaction, let me stop you right there and give you the best advice I could possibly give you. Now I have no motivation for giving you this advice except to **save** you from the struggle I see so many dentists endure these days.

Your life and practice will improve in direct correlation to the investments you make finding qualified mentors for your journey.

Remember how I explained why I didn't want to tell you this secret right away at the beginning? It's because you wouldn't believe me. It's because you wouldn't believe that THIS very thing is my **real** secret to replacing an entire lifetime of savings in just five years.

I knew where I wanted to go, but I didn't know how to get there on my own. The great John Maxwell said it best:

“One is too small a number to achieve greatness.”

For me, it started with the \$5,000 package I purchased from a dental consultant decades ago. That was a lot of money back then! Then it was Dr. Mike Abernathy. And finally, Colin Receveur for online patient attraction.

And that's just the short list! In fact, I've been under the watchful eye of mentors of all shapes and sizes ever since about 1986 ... about two years after I got out of dental school.

So the real question is this: **Are you trying to achieve greatness?** Are you trying to realize your full potential? If your answer is yes, then get the help you need.

It's not a sign of weakness; it's a sign of superior intelligence.

It probably comes as no surprise that a fair amount of us dentists come with a very healthy ego. That's a double-edged sword right there. While that confidence is extremely valuable, it can also close off our minds to enormous possibilities.

The first step is to keep your ego in check and realize that you don't have to be a superhero. There are people who know what you don't know. There are people who can help you achieve what you can't achieve alone. There are people who can speed up the process for you and “fast forward” you to results.

I can tell you this:

With the help of the right mentors guiding your practice, you will stick out like a diamond at a coal convention. And that's something that can lead to all the new patients you can handle. It really is that simple.

Chapter 7

Funding Your “Why”

Dentistry is a marvelous opportunity to help people and provide a wonderful life for yourself, your family and your loved ones. It's not easy, and if practiced in the traditional ways, it's getting even harder.

But there is freedom to be found.

To find it, you have to do things differently than the average dentist. You have to “undo” the brainwashing you received in dental school about what business you're actually in and start thinking and functioning like a Dental CEO.

Why go to all this trouble? Well, that's something I can't answer for you. But I suggest you find an answer. You need **your** answer to supply your energy to make this journey.

For me, I want to help kids. And my success is allowing that to happen. Before I close this short case study, I'd like to tell you about just one of those projects I'm working on.

My wife and I give to AFE Honduras. The Honduras project rescues at-risk kids from a garbage dump (literally! It's called Trash Mountain!) where they live and places them in a school environment where they get food, clothing, an education and hope for a future **out** of the cycle of poverty.

Not long ago, I got to attend my first high school graduation there. There wasn't a dry eye in the room! These kids were living in a garbage dump. And now I was standing there watching three of them graduate. Instead of looking at three kids destined for poverty,

I was watching an international business major, an agri-engineering major, and an international language major standing right in front of me.

It was an awe-inspiring and life-changing event. And as much as we've given to that project, we have received far more in return.

I tell you all of this just to give you a glimpse into **why** I do what I do. For me, that's the payoff. I'm able to contribute to the future of lives all over the world. To me, that's worth everything.

You will have a different "why" and that's the point. All of this is about you. We dentists are not "stuck" on the track we were told to go on.

We are not stuck living behind the chair treating patients all day long.

We are not stuck with high stress and constant fires to put out at the office.

We can create the life and practice we choose.

It takes thinking, it takes systems and it takes help from the people who've already walked on the same path.

Hopefully, my story has given you just a glimpse of what is possible for you if you put the very same tools to work in your practice and life.

I wish you the best!

Afterword

By Colin Receveur, CEO, SmartBox Web Marketing

I want to say a big thank you to Dr. Opp for allowing us to help tell his story.

I can only imagine what would happen if a case study like this were put in the hands of every new dental school graduate. I imagine the entire industry would change pretty quickly!

I'm not a dentist, but I grew up with one as a father. And I've been working with dental clients all over the country for some time helping them build online patient attraction systems.

So now what? Where do you go from here? Well, I'd recommend you deeply consider Dr. Opp's advice. He's given you names and resources. If you're serious, you'll know what to do with those. The bottom line is this:

It's about mentors and systems. Systems are where I spend most of my time. So I want to highlight what Dr. Opp was speaking about in terms of the **power** of systems. Most dentists are not trained to think in those terms. They are trained as highly skilled technicians. When a technician sees work to be completed, he does it.

The ratio of effort to result there is 1 to 1. That's fine, but that's not the thought process of a Dental CEO. A Dental CEO is working with a much different ratio. A Dental CEO invests 1 unit of effort and can get 1,000 or 10,000 units of result.

That's because CEOs focus on systems, not technical work. Think

of any well-known CEO from the corporate world. I'm thinking of someone who sits in an ivory tower somewhere, who flies around the world on a private jet, who meets with dignitaries from all walks of life. What are the chances you would ever find this person trying to fix a leaky coffee pot in the break room? It's not going to happen. Why?

Because that CEO understands that the best and most profitable use of his time requires him to stay far away from any activity that does not leverage his unique gifts.

The Dental CEO understands that, while he is responsible for all the parts of his practice, he must be responsible for those things without losing focus on his #1 most profitable activity.

Becoming a "social media expert" is not that activity. Learning about search engine optimization is not that activity. Figuring out how to get your paid advertising on Google® is not that activity.

Treating patients is the activity.

That's the goal. Never forget that. It'll keep you from getting caught up in all of the shiny objects and silver bullets we see flying around in the dental industry.

Before I close this, I'd like to offer you the very same opportunity I offered Dr. Opp more than 18 months ago. It's the very same step that eventually led us to work together ... and the very same step that eventually led to his #1 rankings online. There's no cost, no catch and absolutely no obligation.

No dentist wants to be hunched over a chair forever. But it takes a plan to make sure that *doesn't* happen. To that end, I have a special video message that I've prepared for you. You can find it here:

www.PatientAttractionBlueprint.com

