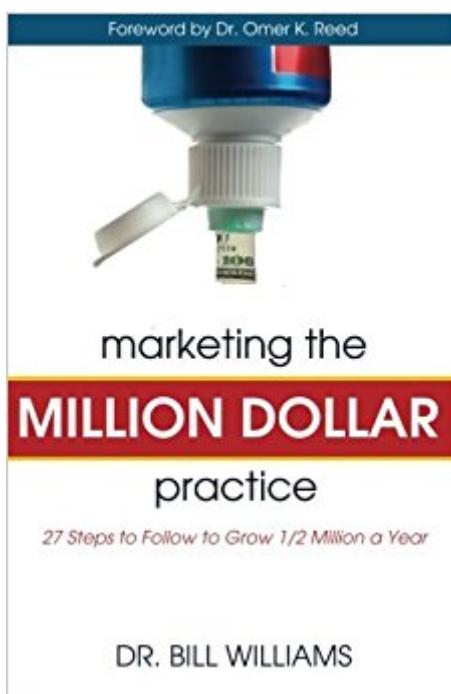


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Marketing The Million Dollar Practice: 27 Steps To Follow To Grow 1/2 Million A Year



Synopsis

Marketing The Million Dollar Practice defines the new paradigm of creating rapid growth and higher profits by generating loyal new patients for any professional practice. Dr Bill Williams, a dentist in Suwanee, GA, reveals 27 steps to follow to grow a practice 1/2 million dollars a year. Starting over with no patients, he grew from zero to \$5.8 million in 10 years. Every step can be duplicated, no matter what type of professional practice employs them; they are universal truths, not just unique-to-dentistry concepts. Endorsements by dental luminaries such as Dr Mike Abernathy of Summit Practice Solutions, Dr Bruce Baird of The Productive Dentist Academy, Dr Chris Kammer of the American Academy of Cosmetic Dentistry, Dr Bill Blatchford of Blatchford Solutions, and Gary Takacs, founder of Takacs Learning Center all point to one common recommendation: "This book is a must get, must read and must apply book if you want a thriving professional practice in today's economic climate." Marketing The Million Dollar Practice is not just book of how to's on marketing. Dr Williams takes you through his personal journey that led him to make the Big Decision to start over. He gives the reader the tools to do a mental makeover that allows a complete re-framing of what is important in life and how to negotiate that often frightening tightrope stretched between those canyon walls called failure and success. Do you need to rearrange your approach to marketing , tweak an already successful practice, or make a brand new start and create the practice of your dreams? This book is full of ideas; it can help any service business. Physicians, chiropractors, veterinarians, audiologists, spas and salons could all benefit from applying these new marketing methods. If you've ever heard of Guerrilla Marketing and want to see how it's implemented, you will want to read this book. Dr Williams is the only dentist who is a Certified Trainer in Guerrilla Marketing by Guerrilla Marketing's founder, Jay Conrad Levinson. This book includes 10 Guerrilla Marketing tactics for startup practices and his Seven Mountain Marketing Strategy. The centerpiece of Dr Williams' success is the New Patient Experience (93% case acceptance success). To understand how it is possible to average over \$10,000 per day in production, day in and day out, as an individual practitioner, it is essential to understand the psychology of sales and marketing and why people make the decisions they do. If you are a person who wants to find answers through prayer, you will want to see how Dr. Williams and his wife, Sheila, received The Answer. Follow their spiritual journey into Africa and back. Climb the Seven Mountains of Marketing, Dr Williams own prescription for practice growth. See the view of how to run a successful business from 10,000 feet. Running a \$5 million practice is not about doing all the work yourself. Dr Williams identifies the steps he took so that he could travel, take continuing education courses, do dental missions and family vacations. Learn the value of mentors and how to

position yourself as a mentor to others. Finally, Dr Williams describes the Perfect Dental Storm; when it all came together and how you can also achieve a similar result. Years of being an understudy paid handsome dividends. The road to success is paved with stones collected over a lifetime of experiences. Dr Williams offers readers to take and use stones he has collected over four decades of practice. All of this would never have been possible without the inspiration and guidance of Dr Williamsâ™ main mentor, Dr Omer Reed of Phoenix, AZ. Dr Reed opens this book with his Forward that provides contextual congruity, defines how it all came to be and why this book is important. Reed says that âœWhen the paradigm shifts, everyone starts at the beginningâ• and in the case of this generation, âœMarketing has come a long way. The paradigm has shifted!â•

Book Information

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Customer Reviews

Dr. Bill Williams is the master at common sense marketing for a dental / medical practice - or any business! In this book, he masterfully translates from his real-life stories, how to apply business and marketing principles into winning solutions for business growth, and improved relationships with customers and patients alike. This book presents a candid and open look at strategies and thinking and philosophies and practices that work - and some that don't work! Even if only a few of his hundreds of examples and stories works for any given reader, or if by learning what not to do, it would be well worth the read. Dr. Williams shows exactly why it's better to copy genius than to invent mediocrity. - Lee Ostler DDS --Lee Ostler, D.D.S.Dr. Williams journey, well described as the backdrop to his success, brings into focus the need for a plan as well as your soul (your passion). His time tested techniques will assure success no matter where you are in your career. Your own

unique specialness and desire to succeed will be the wind that fills the sails that are made of the tips found within the pages of this book. How high you want to go is limited only by your imagination and determination to succeed. Bill can show you a way. --Dr. Nicholas Meyerl met Bill 15 months ago at his TOp Gun seminar. I have been a client of his consulting group since that time using coaching primarily. This book is a must read for any dentist. I have been practicing 25 years with considerable success. Regardless of past accomplishments, the information in this book leads to even greater success and understanding of what we are really trying to do. Thanks Bill for contributing so much!

--Dr. Jeffery Cummings --This text refers to an out of print or unavailable edition of this title.

Dr. Bill Williams is a highly acclaimed practicing dentist and an expert in dental marketing and management. During his 25+ years of practice, he has built several multi-million dollar practices, most recently taking a start-up practice from zero to over five million in just ten years. His consultancy, Solstice Dental Advisors, equips dentists by implementing strategies to grow and improve their bottom line. Dr. Williams is a Master of both the Academy of General Dentistry and the International College of Craniomandibular Orthopedics. He completed the American Academy of Implant Dentistry Maxi-Course and the Misch Implant Institute and is board eligible for Diplomat status in the American Board of Implant Dentistry. Over his career, he has been featured at Dr. Omer Reedâ™s Napili VIII: The Million Dollar Roundtable, lectured for Quest Seminars, Myotronics, the AAID, Bioresearch, the annual meeting of the Academy of General Dentistry, international conferences of the International College of Craniomandibular Orthopedics in Japan, Canada and Italy, was Senior TMJ Instructor for the United States Dental Institute and was the founder of TMJ Framework, a mini-residency for head, neck and facial pain. Dr. Williams was named the Small Business Person of Year in Gwinnett, was the recipient of the Ron Lamb Award from the Christian Dental Society and is the co-founder and director of Kenya Medical Outreach, Inc. Dr. Williams is an author, clinician, teacher and mentor in addition to founding and operating his Suwanee Dental Care private practice. His wife and he live in Suwanee, GA where they are senior associate pastors of Glory City Church. They have two adult sons, William and Tyler.

What I LikedJust like the other book I have purchased together with this one this book will be a great help to your dental business or any other typical business. The content of this book tackles about falling and striving to get back from where you have started. The author also states on putting up a business at an age that for others seem to be difficult and impossible. The book teaches to use your experiences to apply on the path you are taking. I think this book is based with the author's personal

experience.What I Didn't LikeThis is a little expensive than the other book upon comparing them, I think this is in paper back unlike the other one that is in hard cover but other than that I like this book same goes with the other book.User ExperienceI bought this book together with the other one that deals also with dental business, but in this book you will be able to read not just for dental profession but also to other profession you are into. This book tell everything on a business side, good ones, difficult ones even ugly ones. Very impressive since you will be able to know that you don't need to spend over on a marketing or ads. A must read for all into business whether be it a dental or not.Repurchase And RecommendYes, I as well recommend this to people looking for a way how their businesses can grow and for those still looking on what business they should go to. All dental business owners should own a copy of this book. Businessman will be amazed since they will be able to know other methods or techniques on how to grow a business, it can be starting from scratch and even after a fall.

Dr. Bill Williams is a master marketer and in this book he doesn't pull any punches. He tells you the good, the bad and the ugly, so to speak. That means he share his missteps as well as his successes. He tells you what to do and gives you the knowledge to be able to do what he has done. Doctors pay thousands of dollars to consultants who don't have a fraction of the knowledge that this book teaches. Whether you work with a marketing consultant or not, this book can give you a competitive advantage and using it's principles can virtually assure your success. Every progressive dental business person should read and study this book, then read and study it again. S. Kent Lauson, DDS, MS, Orthodontist, Author Straight Talk about Crooked Teeth.

Still reading and taking a step at a time. Can give you great ideas to create the image you want to project to the public. This in turn naturally leads to an increase in new patients and patient referrals. Have seen results and I'm only about half way through the book.

Some really high level marketing for dentists

I am looking forward to implementing the new ideas in the office! If you work in a dental office, you need to read this book!

Good read, with good ideas especially if you're just starting out

Really great book. Full of content. I've read quite a few practice management books that ultimately were just fluff and a sales pitch for the consultant. This is useful. Not just concepts, but actual rubber meets the road advice. I would prefer digital or Kindle and almost didn't purchase simply because of that, but I'm glad I did. I don't want a physical book, but I wont discount the author for my preferences. 5 of 5.

Dr. Bill Williams is not just an author; he's a real dentist with real experience; tried and true to his real life as a "wet-fingered" dentist. He's an authentic and original thinker when it comes to marketing and management. WINNER!

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