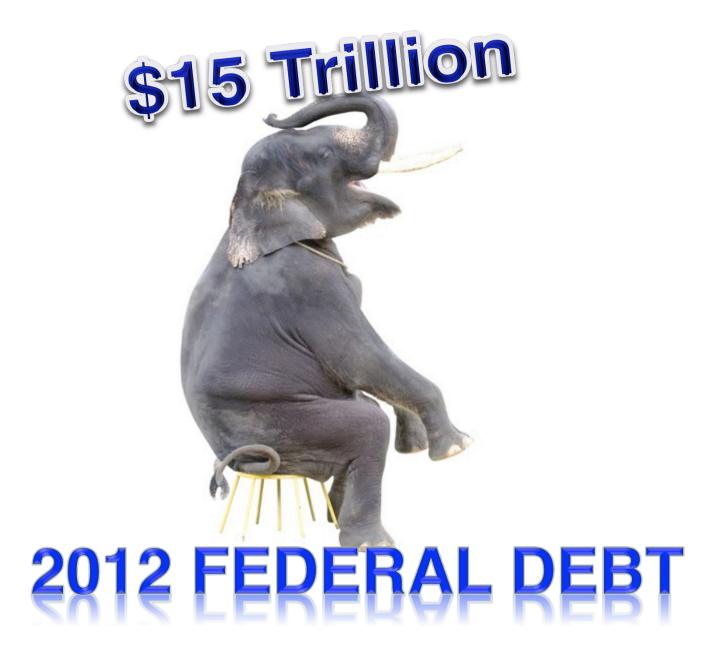






ELEPHANT IN THE ROOM



CHAINED FOR GENERATIONS



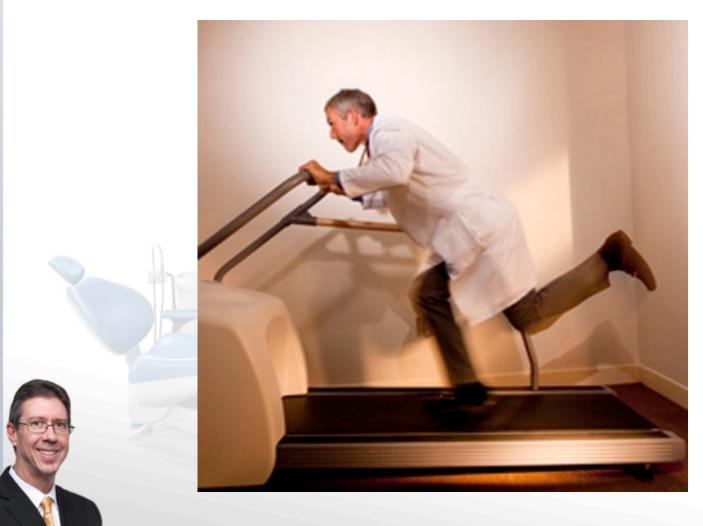


MORE REGULATION





WHAT DOES ALL THIS MEAN FOR YOU?

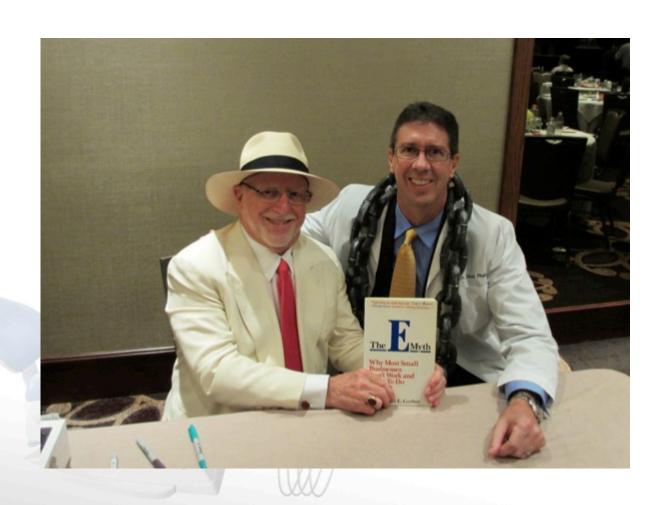


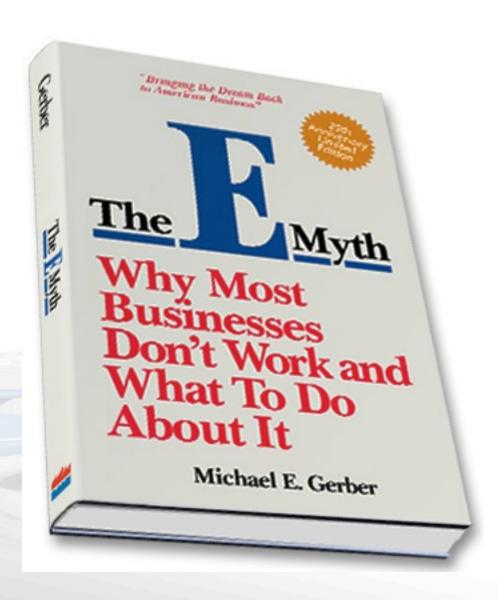
Technician or Owner?











David Phelps, D.D.S.



- ✓ Private Practice Dentist 20 Years
- ✓ Author of "Breaking the Chains," Creating Your Freedom Blueprint
- ✓ Publisher of the Path to Wealth Newsletter
- √ National Speaker
- ✓ 30-Year Investor Since 1980
- ✓ Participated in 1,000+ Real Estate Transactions
- ✓ Full Time Investor Today

WHERE'S THE OWNER?



WHICH ONE ARE YOU?



Business Owner = Job

Business Entrepreneur

The Keys to Your Freedom

- √ A real entrepreneurial business
- ✓ Passive cash flow
- ✓ Leverage

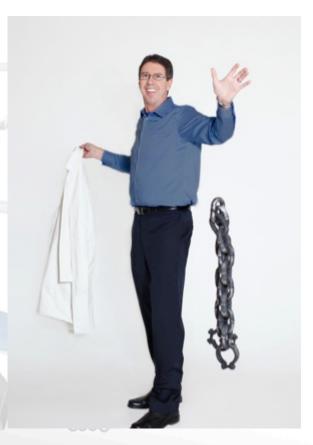


= Prosperity, Security, and Peace of Mind

A real owner?











CRISIS #2 – 1ST SALE FAILS



THE HERD SCATTERS



Adversity to Opportunity



BUSINESS SUCCESS 101



- Systems
- Marketing
- Math





MARKETING

Business Marketing Plan



Lead Generation Marketing

Marketing to Get a Customer or a Sale?





Controlling Your Customers



LITTLE HINGES SWING BIG DOORS THE FIVE "R"S



Reactivation Campaign

Retention of Existing Patients

Referral Culture

Direct Response Marketing

Renown Personality Marketing

THE 5 POINTS OF THE STAR OF HOPE

Reactivation campaign

Retention of existing patients

Referral Culture

Direct Response Marketing

Personality Marketing

REACTIVATION 3-STEP LETTER



Gental Dental Care • 5402 Wesley, Suite C • Greenville, TX 75402 www.GreenvilleDental.com • 903.455.8812

Love your Smile, Change Your Life!

Dear Valued Friend.

We have missed you! Time flies and we have noticed that it has been a while since we have seen you in our office for your preventive examination and cleaning. We would like to extend an invitation for you to come in and visit us.

In fact, we would like to provide a little extra motivation. When you come to our office for your exam and cleaning, you may choose from any of the following special offers:

- · \$100 Off on any needed crowns, bridges, fillings or dental implants
- · Complimentary Whitening For Life custom whitening trays and gel
 - · Complimentary Sonicare electric toothbrush

These special offers will only be available if you call and make your appointment before June 15, 2009.

Plus, to make it even easier for you to receive the care and maintenance you need, we've

EXPANDED OUR HOURS:

Monday 8-5 Tuesday, Wednesday, Thursday 7-7 Friday and Saturday 8-1

IT'S SAD BUT TRUE!

Small dental problems only get bigger. We want to help you save money on your teeth and do it with added convenience. Our practice has grown and we are pleased to announce that we are better able to accommodate you and your family.

In January, we welcomed Dr. Chris Hawkins, D.D.S. to our practice. He is a skilled dentist, Baylor-trained with advanced certification. He is already receiving rave reviews from patients and staff. Dr. Brent Wehner is certified in providing Invisalign "invisible braces." Patients now have an affordable and easy way to have straight teeth.

Mini implants - the fast and affordable way to lock-in loose and ill-fitting dentures. We offer free no obligation consults for Invisalign and Mini Implants.

As always, our work is warrantied for all of our patients who maintain regular cleanings and check-ups.

So......DON'T DELAY.....CALL NOW WHILE YOU ARE THINKING ABOUT IT. 903,455,8812

We want to help you save money and protect your investment in your dental health!



CUSTOMER APPRECIATION PREMIUM GIFT CHOICES

Gentle Dental Wellness Center Premium Gifts



Pliers Plus 14 Function You can have every type tool in one imple ment to date on most jobs. Made from 400 surgical stambes steel. Measures 5-78"



The sim styling, double wall construction and the push button pour value makes this one a must push button prior value makes this one a must have With a 1.5 quart opposity this vacuum bottle leeps your disks sold or its? Cleans and



Feeting antipropriese handes and home blades Dishwaster sale. Limbel lifetime warranty-on-the knives, \$159.95 Open Stock Value



Golf Umbrella Features metal shaft and wooden hand Large enough for 2 people to share during rain showers. Measures 41" from tip to end of handle and 60" across the bo Suggested Retail Price: \$19.95 Suggested Retail Price: \$28.95



Set includes 8 sheek Anses. 3 paring Anses, regulate limbs, alloy kinds, broning Ande, Stet Ande, cleaver, chef's Ande, bambread kinds and butcher limbs. Suggested Retail Price: \$27.95



Magnacraft 5x30 Sport hiresculars/ Alto include lans cloth, neck strap and carrying pace with bell itog Suggested Retail Price: \$12.95



Dirt Magic** Wet/Dry Auto Vac with Light Compact and fightweight, it can be kept in the trunk to handle this type of emergency as well as regular cleanup jobs. Colled conti pluga into cigarette lighter Suggested Retail Price: \$29.95





Maxam® 8pc Drop Forge Style Cutlery in Wood Block. Features surgical stainless steel blades that receit staining and pitting triple med handles. Suggested Retail Price: \$89.95



Measures 13-34" x 10-34" x 6".



Royal Crest Camper 16-Function Knife Functions include can opener, cork screw Suggested Retail Price: \$31.95 maner moreum block standymanus Philips sometime hash disproper fail scale, world race saw sciency, culting blade, our iffer old Suggested Retail Price: \$13.95



E has a stylish buckle-style appearance on the fall over flap to disquire the anap obsure it also has 2 appeared pockets on the outside great for source change, spotical and carely handstrap and adjustable trackpack straps ggested Retail Price: \$19.95



REACTIVATION 3-STEP LETTER 3 YEARS

Investment: 720 Patients = \$1,960

Returned: 227 patients

1-year avg Value of 1,208

Total 1-Year Return = **\$274,296**

ROI = 140:1

NEWSLETTER

Tooth Expose

is a free monthly newsletter from your friends at Gentle Dental Care 5402 Wesley Street, Suite C Greenville, Texas 75402



What's Inside?

- Learn Small Talk - Pets and Second-Hand Smoke - Robin Hood Comes Back Again - Steps That Lead to
Financial Freedom & Much More!



What's The Answer?

- Should You Insure a Rental Car?
- · What Are Some Spices that Offer Big Health Benefits?
 - · Why Are Kids Begging for Vidalia Onions?

The Answers to These and Other Questions Are Inside. Volume 6 Issue 9



September 2011



Learn Small Talk to Make Business or Personal Connections

Given the ingrained reluctance of humans to talk to strangers, it seems that having the will to do so is the first step in starting a conversation.

Having accomplished that, making eye contact before speaking is next. If one person avoids you, it could be best to move onto someone clse. At a meeting, industry show or seminar, there are plenty of people who will talk to you.

Start with something you obviously have in common, like commenting on the Danish or doughnuts offered before a meeting. Don't say anything negative. After that, you could move on to ask whether the subject is from the area or drove in. Smile even if the subject doesn't smile back. Make the person feel comfortable.

In his book Turn Small Talk two Big Deals, Don Gabor recommends targeting the person's interests. Listen for a keyword that will tip you off and guide the conversation in that direction.

Try to discover what the subject needs that could be related to what you want to discuss. Ask open-ended questions and listen carefully to discover a way that you or your company could be of help. Don't suggest anything yet, just consider how you could help.

At the end of your conversation, shift back to something you have in common. This should be entirely unrelated to any possible business or personal connection you would like to make.

Do You Have A Question About Dental Health Care That You Want Answered?

We love to hear from all of our good friends and cliquestion about anything related to your teeth, gums

September Dates

- 3, Uncle Sam's Birthday
- 6, Labor Duy
- 11, Patriot Day
- 12, National Grandparents Day
- 22, First Day of Autumn
- 25, Native American Day
- 26, Good Neighbor Day

Pets and Second-Hand Smoke

Many people think of their dog or cat as a member of the family. The pet is cuddled, cared for and given birthday and Christmas presents.

Some pets, however, live with a danger the family doesn't realize. Second-hand smoke can cause emphysema or lung cancer in dogs. According to the ASPCA, breathing smoke can also cause malignant lymphoma in cats.

A Web-based study showed that 48 percent of pet owners were smokers or lived with smokers.

Veterinarians want people to know the facts about pets' exposure to toxins in eigarette smoke.



NEWSLETTER

Investment: Distribute 1,500 per month X 12 months = \$9,776

Returned: 72 New Patients with avg 1-year value of \$1,832

2

Total 1-Year Return = \$131,404

ROI = 13:1

REFERRAL CULTURE





Referral Marketing



Strategic Alliances

Cross-Marketing



REFERRAL CULTURE

\$50 per 1,000 cards X 8 employees = \$1,200

Investment 1 year

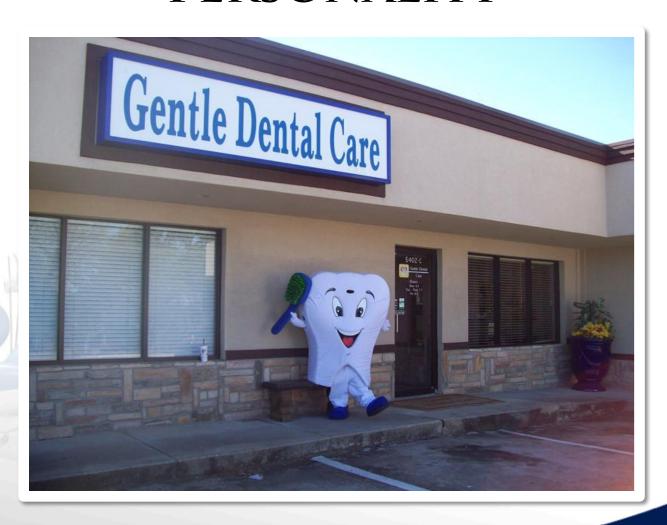
= \$4,560

3

Premium Gifts and Incentives = \$35 Per New Patient X 104 New Patients = \$3,360

Total 1-Year Return = **\$190,528**













JOIN US AT THE WALWORTH HARRISON LIBRARY

11:00am . STORY TIME

GET A FREE GIFT AND LEARN ABOUT DENTAL CARE!

INFANTS TO ALL AGES WELCOME

903-457-2992

LAJEANNA FOR INFORMATION

Complete X-Rays

(age 12 & under)

Sealant

expires 2/28/10

YELLOW PAGE AD

THE GENTLE DENTAL

You Deserve Thorough, Personalized Attention... Every Time



David Phelps, DDS

- . American Dental Association
- Texas Dental Association
- Member, Greenville Chamber of
- Commerce Since 1983 • Dental Org. for Conscious Sedation
- Academy of General Dentistry
- Internet Dental Alliance
- Grad., Baylor College of Dentistry, 1983
 Serving Hunt County Families for Over 22 Years



Jackson Bean, DDS

- . American Dental Association
- Texas Dental Association
 American Acad. of Oral Implantology
- Academy of General Dentistry
- Productive Dentist Academy
- . Infl. Congress of Oral Implantology
- Grad., Baylor College of Dentistry, 2002

TOTAL FAMILY CARE

- ➤ Your comfort is our first concern
- ► T.V. & headphones for your comfort
- Quality, individualized care
- Youthful looking dentures
- ➤ Oral surgery & wisdom footh extraction
- Special children's program to prevent decay
- Variety of payment options credit cards & convenient payment plans for qualified applicants

SEDATION DENTISTRY

- Have your dental care done like never before, comfortably while you snooze
- before, comfortably while you snooze
 Is fear standing in your way? Ask about relaxation with pills
- Have all your treatment done in just 1 or 2 visits while completely relaxed

IMPLANTS & COSMETICS

- Implants to permanently replace single or multiple missing teeth
- Implants a permanent alternative to dentures.
- ► Bleaching for whiter, natural looking teeth
- Beautiful cosmetic techniques to fix chips, cracks, spaces & stains



Call Now To Discover Our Advanced Dentistry With A Soft Touch!

5402 Wesley St., Suite C . Greenville

www.greenvilledental.com









(903) 455-8812



YELLOW PAGE AD (AFTER)

Guilt Free Zone - No Dental Lectures

"How YOU Can Face The Dentist Without Fear!"

(or Hyperventilating)

"The doctors and the amazing staff at Gentle Dental Care have changed my life. Because of their willingness to go the extra mile (or two), I now leave the dental office feeling proud of myself and with self-confidence." - Stephanie Sutherland, Greenville

"How Sedation Has Helped Thousands Have the Smile They Always Wanted But Thought Was Impossible"

> 24 Hour FREE Recorded Message

888.377.1833

Gentle Dental Care

A Trusted Name in Dental Care for Over 25 Years



Dr. David Phelps Dr. Brent Wehner

5402 Wesley, Ste C Greenville, TX 75402

903.455.8812

www.GreenvilleDental.com

You Have Nothing To Lose But The Opportunity To Change Your Life!

YELLOW PAGE AD

Investment: 3 books/yr = \$11,256

Returned: avg 15 new patients per month

4

Avg NP value 1 yr = \$1,832 = **\$324,760**

ROI = 29:1

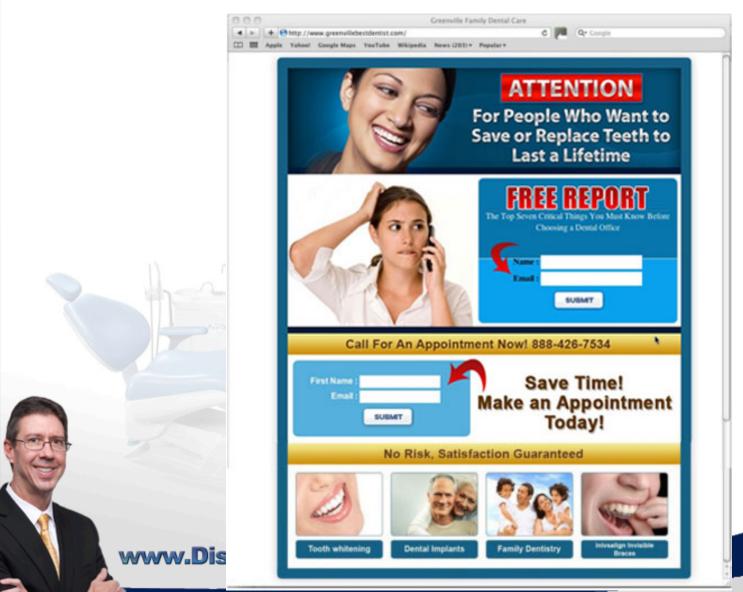
WEBSITE



WEBSITE - (AFTER)



WEBSITE – (AFTER)



REVELATION!



Rinse & Repeat!

Add more <u>keyword</u> website lead generation portals!

WEBSITES (5)

Investment: 5 mini websites = \$2,100

Returned: Avg 32 new leads per month 22% conversion to new patients

5

8 NP' s/m X 12 months X \$1,832 avg value \$175,872

ROI = 84:1

ROI SUMMARY



1. Reactivation = \$162,282



2. Newsletter = \$131,404



3. Referral Culture = \$190,528

4. Yellow Page = \$324,760



5. Website = \$175,872



TIME SPENT

IN THE BUSINESS:



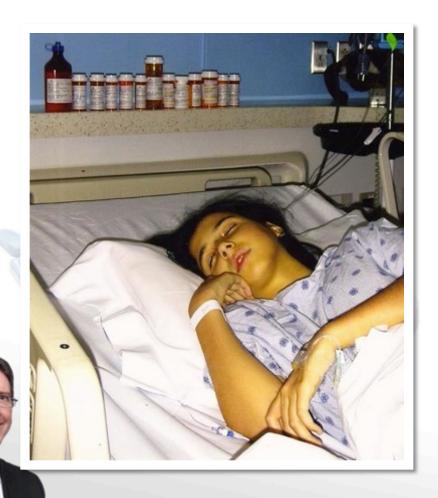
BOTTOM LINE ROI



Glazer-Kennedy Professional Practice Marketer of the Year



No Longer Absent from Family!







Giving Back Habitat for Humanity



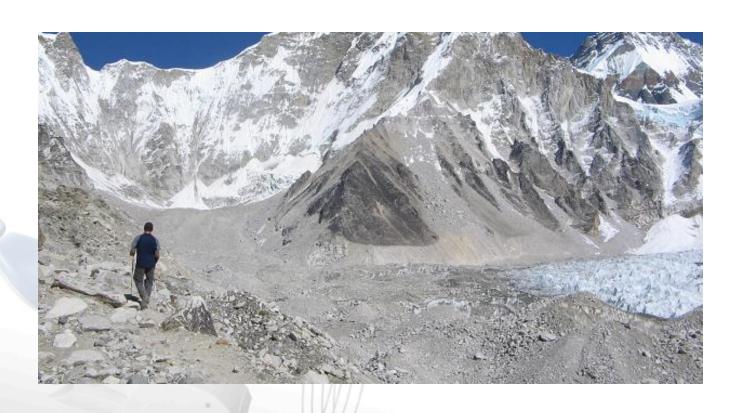
Would you?

✓ Would you still do what you do today if all of your lifetime financial obligations and lifestyle needs were fully met?

✓ Why or why not?



A Clear Vision?







WHY DO WE WORK?

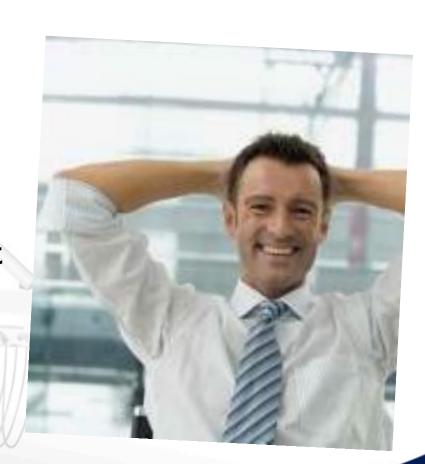
- I. To survive
- 2. To be secure
- 3. To be comfortable
- 4. To be wealthy = "Freedom"



What is Wealth?

The ability to do:

- what you want
- with whom you want
- when you want



TRADING TIME FOR DOLLARS (EARNING YOUR WAY TO RETIREMENT) VS.

WEALTH CREATION THROUGH EQUITY

(CREATING SUSTAINABLE CASH-FLOW PRODUCING ASSETS)



TRADING TIME FOR DOLLARS

- √ Highly inefficient
- √ Highly taxed Ordinary Income
- ✓ No Freedom
- ✓ No leverage



CAPITALISM

Replace Your Labor with Capital as the Producer



- √ Higher efficiency Leverage
- ✓ Lower taxes offsets, LTCG, no S.E. tax



Chained to the Business



How Much Net Worth Per Year?

✓ Pay the bills

✓ Taxes

✓ Lifestyle

√ What's left?



What's the Problem?

Lack of Focus?



Your Freedom Blueprint



What's Your Plan B?

- √ Freedom faster
- √ Security
- ✓ Peace of Mind
- ✓ "Ready When You Are"





CREATING YOUR BACK DOOR EXIT STRATEGY (YOUR FREEDOM)

- 1. Security and peace of mind
- 2. Time freedom and lower stress
- 3. Better health
- 4. Improved family relationships
- 5. Increased practice value
- 6. Back door plan in place
- 7. Reach "Freedom" more quickly

Myths We Believe

"Earning your way to retirement"

"Money is not your prime currency...
...it is 'TIME'

"You can't buy your life back"



Personal Inventory – Who Are You?

- I. Who are you?
- 2. What is your risk tolerance?
- 3. Age?
- 4. Income from labor?
- 5. How much longer can/will you work?
- 6. Do you enjoy your labor?
- 7. Debts? Future obligations?
- 8. Lifestyle burn rate modify?
- 9. Current assets available?
- 10. Current discretionary cash flow available?



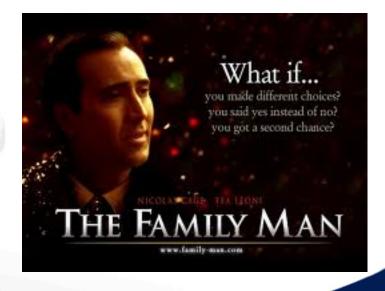
Lifestyle Design

"Begin with the end in mind" - Steven Covey



Lifestyle





Lifestyle Burn Rate



Choices





What is Your Time Worth?



Leverage The Key to Wealth

- √ Financial resources
- ✓ Time
- ✓ People/Network
- √ Your Other Assets/

Resources



Leverage – Doing More with Less

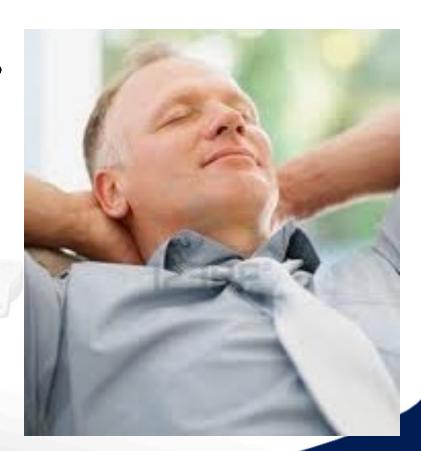
- ✓ Leverage time and assets
- ✓ 'Thinking' instead of running
- ✓ Getting thins done through other people

Leverage.



Cash Flow first

- ✓ To replace yourself, (your labor) you need cash flow...
- ✓ A defined lifestyle.....
- ✓ Leverage



Action Plan Summary

- I. Mop up the existing business
- Systems
- Operations
- Marketing



Goal

Take yourself "out" of the day-to-day operations I day per week in 3-6 months





Result

- ✓ More flexible time
- ✓ Less stress
- ✓ Better health
- ✓ Increased business value



Next.....

Rinse and Repeat!



A Real Entrepreneurial Business

Remove yourself from the daily business activities until you are doing 80% what you like to do.



Multiple Streams of Income

- ✓ Open more businesses
- √ Franchise
- ✓ Area exclusive
- ✓ Joint venture

 Be the owner...not the technician





Multiple Streams of Income

Real Estate

- ✓ Passive
- ✓ Active
- ✓ Joint venture





Monday Morning Syndrome

No Systems = No Leverage



"I've Been There.... I Know the Way Out"







Step#5: Celebrate Freedom Lifestyle

- ✓ Spend Time With Family and Friends
- ✓ Reduce Stress
- ✓ Improve Health
- √ Give Back







