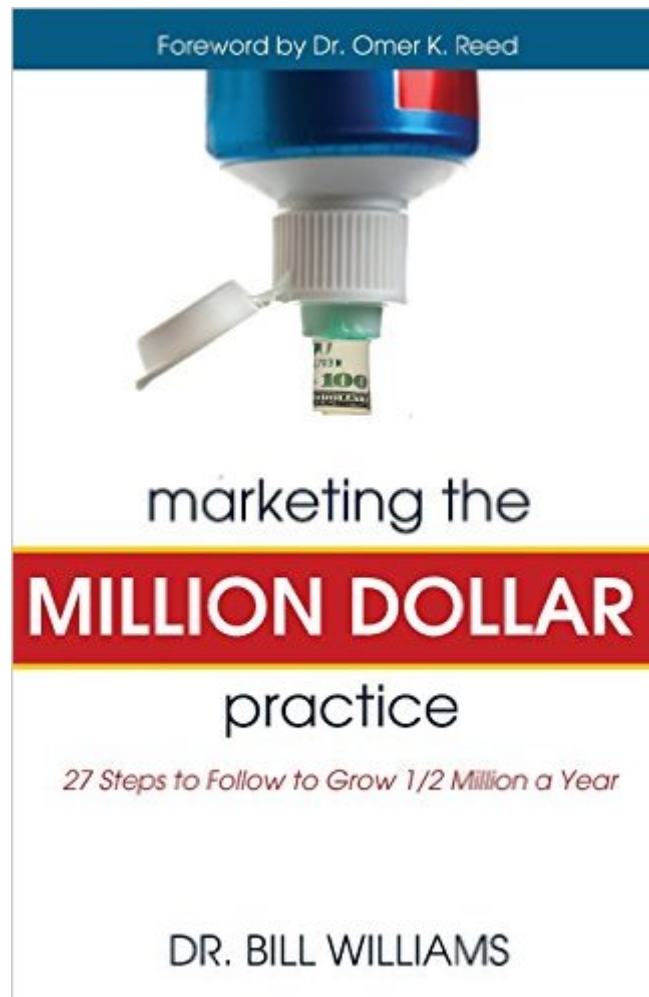


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# Marketing The Million Dollar Practice: 27 Steps To Follow To Grow 1/2 Million A Year



## 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's 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 Williams's 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 "When the paradigm shifts, everyone starts at the beginning" and in the case of this generation, "Marketing has come a long way. The paradigm has shifted!"

## Book Information

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## Customer Reviews

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.

I 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!

**What I Liked**Just 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 Liked**This 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 Experience**I 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 Recommend**Yes, 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.

Rarely have I read a book so generous, so practical and yet so rich. Dr. Williams shares freely a virtual compendium of information that has broad application to anyone whose success depends on branding. Non-dentists, including medical professionals of every stripe, attorneys, C.P.A.s and businesses of various kinds could benefit from it.**Having read the book in it's entirety, I have recommended this book to every suitable client with a sense of urgency. The reading public owes a heart felt thanks to the author who leads by serving, by example and by incarnating the principles he teaches.**An avid reader, I rarely keep a book on my shelf, preferring to share good material with others. Today, I'm making an exception, choosing to keep Bill's book on my shelf while sharing a link for others to secure their own!

Wow, what a magnificent book of pearls. It is his exact blueprint for marketing success. He writes it very humbly but has the years of experience and success to back up what he says all while sharing his failures as well. I wish I would have had this book when I opened my first practice 14 years ago. I made loads of mistakes learning how to market my practice through the years and spent lots of money with no return. If you are looking for a book that is just as important to practice success as your operative skills you should make this rather small investment in this book. Bill shows how to market very professionally and exudes excellence! I've spent thousands learning just a few great pearls at courses. This has tons of proven and effective marketing strategies that will show solid returns. Thanks Bill for sharing your knowledge!

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 won't discount the author for my preferences. 5 of 5.

Dr. Bill Williams' story is an inspiring example of success in today's interesting environment. In this book Dr. Williams is open, clear and candid with his journey from "Death Valley" to "Mount Everest". A MUST READ for every successful Dentist.

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