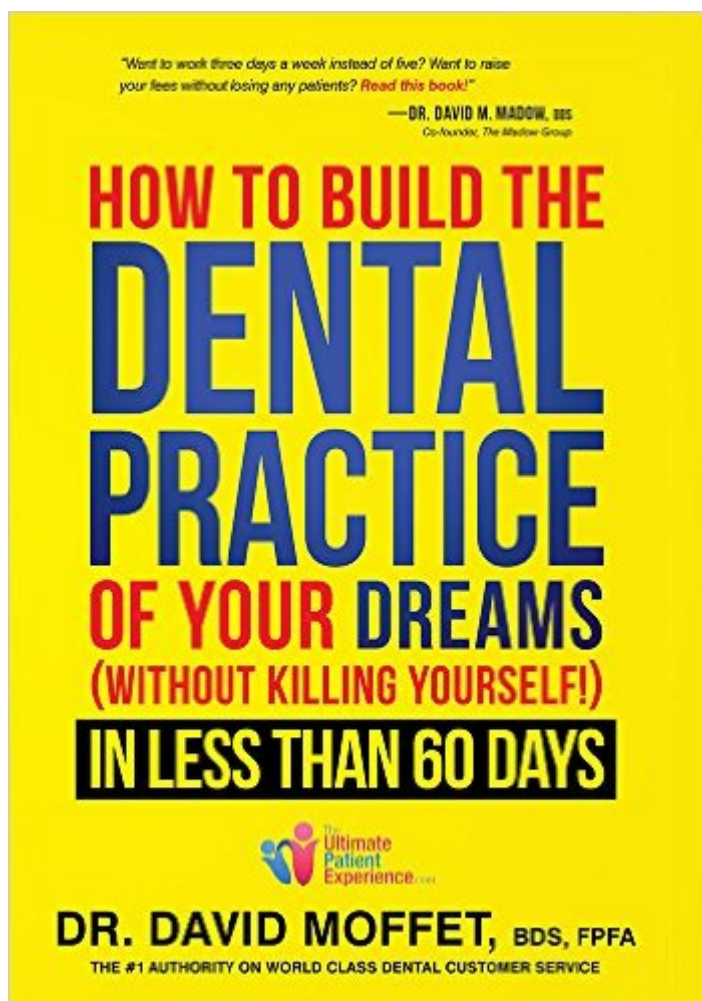


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# How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days



## Synopsis

Dr. David Moffet is an international expert in dental practice management. With over 32 years of dental experience, he has developed a simple, practical, and incredibly effective way of increasing the number of patients you see... the amount of money you charge... and the percentage of large case revenues your patients will happily accept. In some cases, Moffet's strategy has resulted in over \$100,000 in additional cash flow in just weeks. All you need is a decent team and his secret weapon, "The Ultimate Patient Experience™." The UPE is a unique, low-cost system of unique patient engagement that is incredibly easy to put in place. In fact, one of Moffet's strategies costs less than \$40 to implement, and you can have it up and running by the end of business, today. The Ultimate Patient Experience has allowed Dr. Moffet to:

- Sell his dental practice for a cool \$2.75 million - for which he collected 80% in cash, 20% in stock...
- Consistently increase his prices (10.55% per year, on average) while retaining over 90% of his patients...
- And DOUBLE his cold phone conversion rates, using a strategy that will take you less than 10 minutes to set up...

Inside these pages, you will discover exactly how Dr. Moffet accomplished each of these things, and how you can, too. For decades now, I have recommended Michael Gerber's E-Myth Revisited as the go-to entrepreneurial guide. After reading David Moffet's How To Build The Dental Practice of Your Dreams (Without Killing Yourself!) in Less Than 60 Days, I now say that same thing to any and all dentists. David Moffet walks his talk and has not only built a thriving and successful dental practice but a life of wonder and enrichment as well. Anyone aspiring to build both a thriving dental practice and life, READ this book. It has all the secrets to such success!

- Jack Daly CEO, JackDaly.net "Don't just read this book. Use this book. Dr. Moffet provides you the playbook, revealing how to build a successful seven-figure practice while working four days a week for 37 weeks."
- Shep Hyken Customer Service Expert and New York Times bestselling Author of The Amazement Revolution "David has a natural passion for patient awareness and service. This book outlines the understanding of why you need to focus on world-class service to fast track the success of your profession. The book will inspire you, motivate you, and keep you loving the world of dentistry, not dreading it."
- Kathy Metaxas Director, Consultant, International Speaker, and Professional Motivator "This book not only teaches how to create the ultimate patient experience, it is a game plan on how to become a business customers cannot live without. Moffet did exactly that and now shares how you can too. Everyone in your organization needs to read this book."
- John R. DiJulius III Author of The Customer Service Revolution "David Moffet encourages his readers to let no one ever come to you without leaving better and happier. His premise is simple: the secret to success is not a secret - work hard, shift your thinking, and add real

value to people's lives. • Dr. Ronald F. Arndt, DDS, MBA, MAGDMaster & Board Certified Coach  
THE DENTAL COACH • The best dentists and practices always want to be better. David Moffet can give you the tools to continue building your dream practice year after year while enjoying more freedom to enjoy your other life. • Linda Miles Founder, Linda Miles & Associates; Founder, Speaking Consulting Network; Cofounder, Oral Cancer Cause (a 5013c) • A practical guide based on decades of experience. Dr. Moffet's advice is clear, accessible, and applicable, and the book is fun to read. Whether you're just starting your practice or you're looking for that next stage of growth, this book will help. • Dr. Howard Farran, DDS, MBA International Lecturer and Publisher/Founder of Dentaltown Magazine

## Book Information

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## Customer Reviews

I'm not a dentist, I'm a marketing consultant. But over the last 16 years I've worked with enough dentists and dental specialists that I have an interest in keeping somewhat current within this marketplace. I ordered this book because I'd heard a buzz about it from a number of different clients, and I wanted to see what the fuss was all about. To be honest, with a title like this, I was expecting a hyped up version of "Get a website, get people to go to your website, talk about how you're different, and make sure you answer your phones!" conventional wisdom you see in most dental consultants books. Boy, was I pleasantly surprised - the book is quite different from what I was expecting. For starters, Moffet is a consultant who was actually a former dentist himself. He spent 30 years in the trenches running his own practice. And because of a few very clever customer service

systems he developed, his practice was incredibly successful. Having these systems made him a perfect acquisition target, and he wisely sold out for a small fortune - something few dentists get to do. This book is a detailed look at the customer service strategies that were responsible for Moffet's success. Few things I liked about the book: 1. First of all, it's very well-written, and it's written in a warm and conversational tone. You feel like Moffet is actually "speaking" directly with you, not preaching or lecturing like some holier than thou dental guru. Moffet comes across as pleasant, kind, and extremely considerate. And most of the strategies he reveals, are all based on this same "service" mentality. It's easy to see why Moffet's practice was so successful.

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