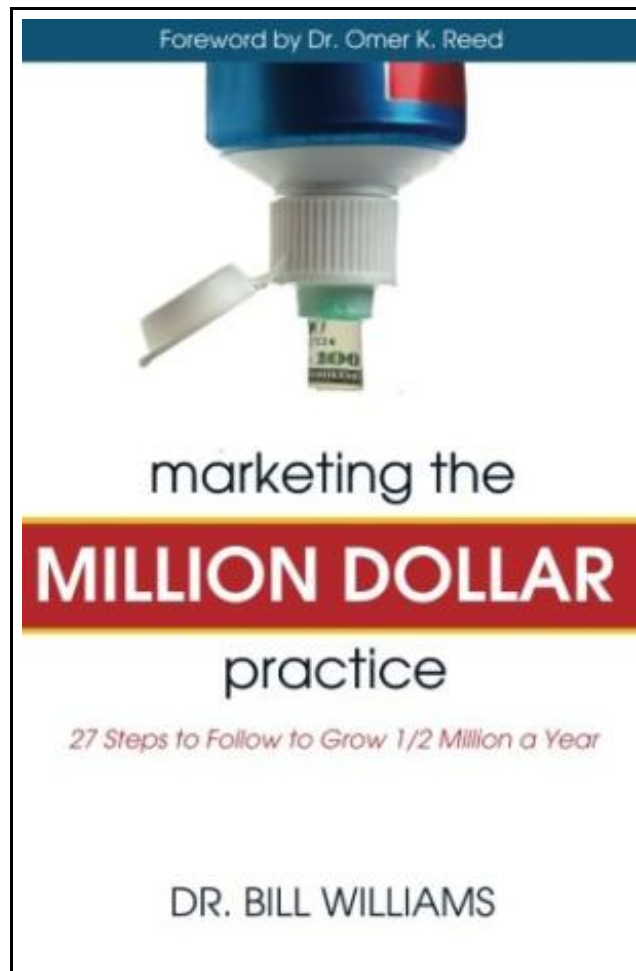


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(Prof. Maxwell Stracke)

MARKETING THE MILLION DOLLAR PRACTICE: 27 STEPS TO FOLLOW TO GROW 12 MILLION A YEAR



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Segr Publishing LLC. Paperback. Book Condition: New. Paperback. 312 pages. Dimensions: 8.5in. x 5.5in. x 0.7in. 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 12 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 a book of how-tos 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...



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