



FIVE SHIFTS TO INCREASE REVENUE AND PROFIT BY 10 TO 20%

WITHOUT SPENDING MORE TIME AT THE CHAIR



BARB STACKHOUSE, RDH, M.ED.



PROFIT FIRST FOR DENTISTS

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Welcome

Hey. Hello everybody. Thanks for taking time to read my e-book today. This is Barb Stackhouse and I am here to share some information with you in this e-book titled, the Five Shifts to Increase Revenue and Profit by 10 to 20%, without spending more time at the chair. Now, I appreciate you taking time out of your busy schedule to be here and I don't take that lightly. So, rest assured, I promise to get to all the good stuff that you signed up for.

Who This is For

Now, who this is for.

Maybe you've been in practice for a while and now you're realizing the ups and downs associated with a dental practice and you just need some help to overcome these challenges.

Maybe your debt is stressing you out and you need a concrete plan to get out from under it.

Maybe your revenue isn't consistent and you're not sure what is happening or where to even look.

Or maybe you are a new practice owner and want to make sure you get started on the right foot and you want to make sure your practice is profitable right from the start.

Here's the thing. If you're a dentist and you're looking for a simple system to increase profitability starting with the very next deposit, then read on. This is going to be very valuable information for you.

What to Expect

Now, in the next few pages here is what we're going to cover. I will help you discover the truth about dental practice profitability and growth without the worry of increased overhead or economic changes. I want to share with you why traditional accounting is killing your business and I want you to know how you can bonus yourself with a 5,000, 10,000 or maybe more profit check every quarter even if you've been stuck at the same revenue level for years.

I'm going to share with you how to streamline your business, stop chasing your tail and no longer put out fires. You're going to realize your true potential as a dentist and a business owner and how to do all of this without working longer hours at the chair or in the office.

In fact, my clients actually work less and enjoy more life balance. And here is my promise to you. On this masterclass, I'm going to give you a step-by-step blueprint to increase revenue by 10 to 20%, supercharge your profits and keep more money in your own pocket. Now, I know this sounds too good to be true, but it is what my clients are doing and I'm going to show you the process that they're using to make this happen.



Now, to be transparent and upfront with you, there is no magical formula. Everyone who gets results has to be willing to take action. So this does require you to take action, and they must be committed to the process. And you have to remember that all practices are unique and all goals are different. So that means all results will vary. This is for dentists who are serious about the next level of profitability and they're ready to do what it takes to get there. So remember, your success is entirely up to you.

Okay, let's see if this sounds like you.

I want to take just a minute here so I can check in with you. Does this sound like you?

Do you get stressed on Sunday night thinking about going into the practice Monday morning?

Do you feel like the work never ends and you're not realizing the reward for being a dentist?

Do you see patients with dental needs just kind of hanging out there and they never move forward?

Has your revenue plateaued yet your expenses have increased?

Do you occasionally take home less so you can pay the bills or reinvest in your practice?

Is tax time a surprise every year?

Do you see other highly profitable dentists and wonder how they're doing it?

And finally, do you feel you've hit a ceiling in your practice growth?

If any of that sounds like you, then I have good news. None of those things are the real problem. They are just the symptoms.

The real problem is you haven't made what I call the shifts, and we're going to talk about what those are in just a second. But for right now, just know this, that once you make them, you will feel a renewed energy for running your practice.

You will consistently increase revenue and profit. Just think how even a 5 to 10% increase will add up over the lifetime of your practice.

You will serve your patients without the financial stress looming in the back of your mind.

You'll be on purpose and able to spend more time with those who matter in your life.

No more struggling to take time off, the vacation you deserve will be a reality.

And you'll do all of this with a simple system that's easy to follow with powerful results.

”

**Each step you take
gets you closer to
your profit!**

BARB STACKHOUSE, RDH, M.ED.



About Barb Stackhouse

Now, let me take just a few seconds here and introduce myself to you so you know who I am and why you should listen to me. My name is Barb Stackhouse. I'm the first Certified Master Level Profit First Professional Coach strictly for dentists. I am a trusted Profit First Advisor, and I have a deep knowledge base of the real problems dentists face from my years working in the field and as a coach.

I'm a licensed dental hygienist. I have a master's degree in educational leadership. I'm a practice management expert and I'm a business owner. I've helped hundreds of dental practices over the years get control of their finances and time and I truly am committed to the success of dentists.

Discovery

Here's how I discovered the five shifts. See, I've been coaching and teaching dentists for a long time and I have worked with many, many dentist clients over the years. What I find is that they all want simple systems to grow their practice, and they want to know that their practice value is increasing and at the same time their debt load is decreasing.

They want to have a great team to help them. What I've discovered is there are many moving parts to a dental practice and you can focus on a lot of different things and honestly, any one area that you focus on in your practice can add value and it can help the practice to grow.

But what I also discovered is this. If the money issues are not addressed early on, all those other things that we work on, all those other areas of the practice that you work on will eventually level out.

Focus can be lost. And what happens is the business stagnates or plateaus. Now, sales is a foundation for any business including a dental practice. But more important than sales I believe is profitability. The really cool thing that I've discovered over the years is profit happens because of correct planning. In the past, I have worked with some different systems that sometimes worked, but more often didn't.

I now feel totally confident that I have the secrets to the best system ever and it produces consistent results. I know because I use it in my own business. It works! My husband uses it in his business, and it works for him. I can confidently say for 100% of the dental practices I work with it works as long as they implement the plan.

The bottom line is this; there are five key shifts that you must make if you want sustainable practice growth with consistent profit distributions to allow you to have the lifestyle and the freedom you deserve. I'm going to walk you through all five of them now.

SHIFT #1

ESCAPE THE PRISON OF TIME



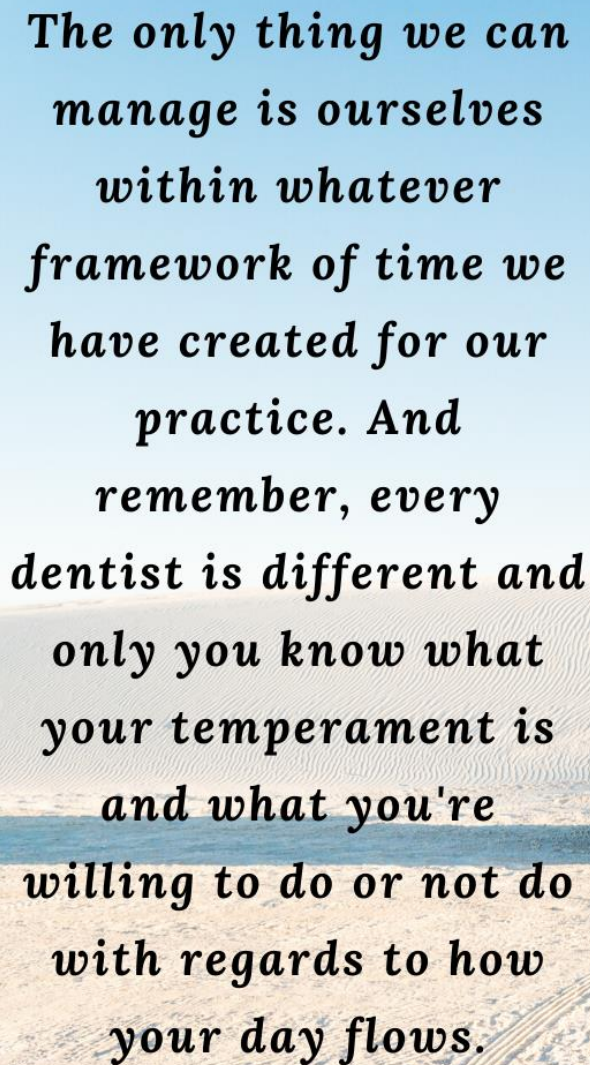
Shift Number 1: Escape the prison of time.

Now, most dentists and team members as well tell me that they are always racing the clock or they feel like they're racing the clock and they're always worried about being on time for their patients. Now, dental practices as we know operate on a schedule, a pretty tight schedule, and that schedule is the lifeblood of the practice and that schedule can make or break you. You've been taught to manage your time and your schedule if you want to make more money. But the truth is, no one manages time. Are you held hostage by time? These are some things I hear from clients. I hear things like, "The schedule fell apart today." Or, "That was a crazy day. We must schedule better." Or, "There is no way we can cram anything more into the schedule."

Well, all of those things represent a dental practice being held hostage by time because you're blaming the schedule. Maybe now you're blaming COVID because everything takes a bit longer to accomplish. Make no mistake, it still all boils down to the schedule because in a dental practice, time is money.

It's the schedule's fault. And the solution is always that we need to learn how to schedule more effectively. And I would say, yes, there is some truth in being more efficient, but there are some other truths to consider like this. There are 168 hours in a week and 8,760 hours in a year. Everyone gets the same amount. It's impossible to change that. So the question is, what are you choosing to do with those hours? Do you have a concrete plan and a system for every single day? And does your team know the plan? Are you following it? And more importantly, are you honoring it? Or is your schedule falling apart on a regular basis?

Here is what I know, the only thing we can manage is ourselves within whatever framework of time we have created for our practice. And remember, every dentist is different and only you know what your temperament is and what you're willing to do or not do with regards to how your day flows. So, I don't think a one-size-fits-all approach works. Begin now to honor the time you are given.



The only thing we can manage is ourselves within whatever framework of time we have created for our practice. And remember, every dentist is different and only you know what your temperament is and what you're willing to do or not do with regards to how your day flows.

Secondly, you need to know truthfully how you are doing. You have to take a good hard look at yourself and your time utilization, especially your time with patients. Do you know what your ideal schedule looks like and have you tried it, and does it meet your needs or the needs of the practice? Remember, you manage you and you get the result based on that alone.

So the stakes are really high. As we've discussed, time is very critical in a dental practice because time equals money. Anytime you look at implementing a system or a structure around money, and you change something there, you must also review your time systems because one affects the other directly. I would say this is more important than ever right now because of a pandemic changing the way we practice.

Always the goal is to have the best outcome for patients, but we also need to consider the best utilization of time for the practice. So, it's all about data and not drama. If you're not looking at your

data, if you're not tracking it and doing what the data tells you, then you're just operating off of what you think is happening and that's drama and that never works. So, escape the prison of time by managing yourself within whatever your ideal framework of time is. And by doing that, you will be able to manage you in that framework and you will be able to escape the prison of time. This is true for you and it's true for all of your team members.

SHIFT #2

ECONOMY PROOF YOUR BUSINESS NOW



Shift Number 2: Economy Proof Your Business Now

The world economy has taken a big hit recently. A crazy pandemic caused by a virus upset everything we know about life. Yes, dentistry is one of the professions hit hard. Think about it though, there are other professions who were hit just as hard and are struggling to survive, yet dentistry by and large has one of the greatest abilities to earn a substantial income...much more than some of the other professions directly affected by the pandemic. For example, hair stylists and barbers were shut down just like dentists and I would venture to guess their sales are probably less than what is possible in a dental practice. I could give other examples, but you get the idea.

Why is this important? Because as a dentist, I want you to realize the great opportunity you have right in front of you. Think about your practice, pre-COVID 19. The issues you are experiencing today were there before this pandemic. Now, they are magnified...especially money issues. So if this is how you're feeling or if you relate to this, listen up. This section is for you.

Small businesses are notorious for ups and downs that coincide with whatever the current economy is. So, when the economy is doing well, business seems to be good. But when we see the economy shift and it's suffering some, so does our business. Well, I'm here to tell you it doesn't have to be that way in your practice. And the reason we know this is because of information gathered in the last two recessions. Have you ever wondered why it feels like corporate dentistry is taking over?

It's because during those last two recessions, business leaders, these are just business leaders, not necessarily dentists although some of them could have been, but business leaders took notice of corporate dental practices. And during those recessions, corporate dentistry did not experience the same downturn as other businesses during that same time period. If we look at dentistry as a whole during that time, it flatlined. So, what happened was these smart business leaders started investing more into corporate dentistry because they were pretty much guaranteed that there would be a return on their investment.

If business leaders are taking notice, then maybe you as an owner dentist should take notice too. By following business principles, by putting controls in place, we know it works because we've seen it work in corporate dentistry. I know, you're probably sitting there thinking that corporate dentistry has more power to drive their overhead down, and I can appreciate that. But the truth is this kind of thinking is going to keep you stuck. It's time to switch your thinking from being a dentist, which occupies most of your time, to now being a business owner and having the time set aside to do those things required as a business owner.

Here's the difference when we think about switching your thinking. You decided to become a dentist, you went to dental school, you passed your exam, and then you opened a practice and all your training and thinking is pretty much about the technical side of dentistry. And really, honestly, you're lucky because dentistry typically is a profitable business.

But what happens when the economy shifts? That's when we find the little guy takes the brunt or gets hurt. If you look at corporate dentistry... let's go back there for a minute... we don't like looking at them because they're our competition and they're all about the numbers. We see where patients don't receive the kind of care we would give them.

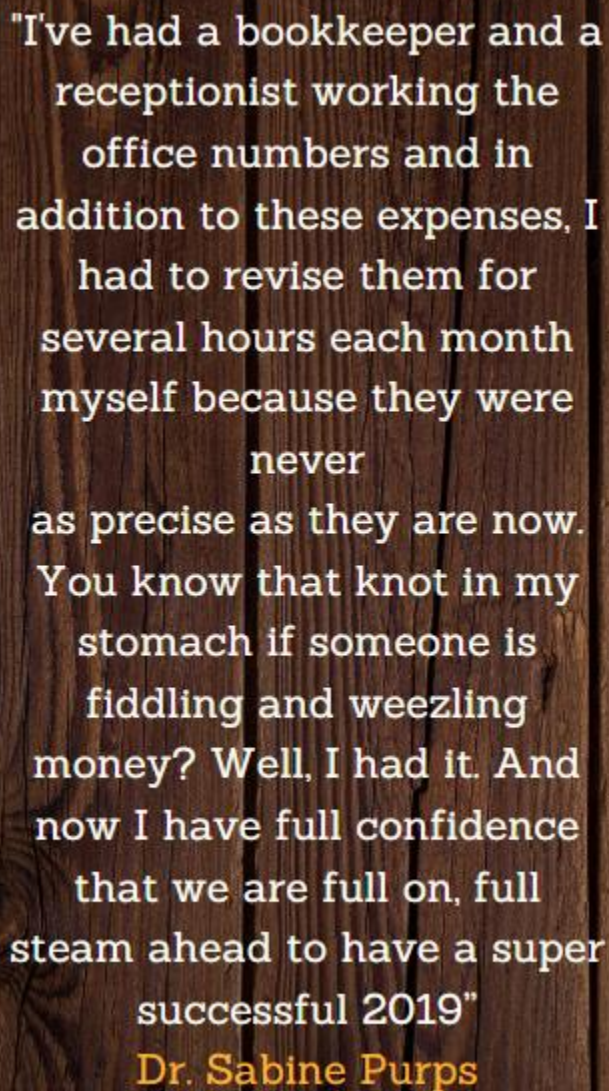
But here's the truth. These are all just stories you tell yourself. It's time to listen up. These are business leaders who recognize that corporate dentistry is a good business to be in. And in fact, dentistry as a whole is a good business to be in. So, these business leaders invested in corporate dentistry and they treated the practice as a business. I'm not saying you have to act exactly like a corporate dental owner, but you do need to act and think, more importantly think, like a business owner. The shift needs to happen with you, the owner and the leader. And if you are that owner, then that leader is you.

So remember, business ownership is your responsibility. It's your responsibility to economy proof your business and you can do that by taking action now. Things can get out of hand very quickly in a dental practice with all the transactions that happen and trying to go back and sort all of that out after the fact is very frustrating and can be very

confusing. It's also really important to have a bookkeeper but if you're abdicating the financial decisions to your bookkeeper, then that's going to lead to really big headaches.

Having a PPP loan with the understanding it will be forgiven, or perhaps receiving an EIDL loan can lead to the illusion things are okay. It's an illusion because you're stuck in survival and don't know because you have money in the bank making your payroll for you. Don't get me wrong here. I'm all for these loans to assist small businesses. I'm also a big proponent of business owners making great decisions with their money and this includes facing the truth about the practice finances.

You can prevent all these headaches from ever happening again by learning the shortcuts to business management. And I don't mean that you have to enroll in business school. You don't need to get a master's degree in business, but what you do need to do is to take the fastest route to success. If you want to get to the next level, you have to learn these business skills. I think we'd all agree that having a financially healthy business frees you from the stress of all this and allows you to be more relaxed and at ease when delivering dental care.



"I've had a bookkeeper and a receptionist working the office numbers and in addition to these expenses, I had to revise them for several hours each month myself because they were never as precise as they are now. You know that knot in my stomach if someone is fiddling and weezling money? Well, I had it. And now I have full confidence that we are full on, full steam ahead to have a super successful 2019"

Dr. Sabine Purps

I want to share with you a case study from a prior client. This is Sabine. She's a dentist in California and she had reached out to me for help with her numbers. When I say numbers, understanding her profitability, understanding her expenses. I'm going to call that numbers, all of the financial piece. She was working really hard and she didn't know if her numbers looked okay or not. All she knew was that some months were better than others, but she didn't really know why.

Sabine is a very highly skilled dentist. She has invested a lot of money into furthering her education. But all of that technical knowledge did not equal financial success for her. And the truth was she wasn't really sure how she was doing. She didn't know what to look at or how to determine if she was truly profitable or not. She knew that some months it was a struggle to pay

the bills and she struggled to have anything left for herself. She was open to coaching and she was open to learning these business principles and the correct systems, and she was committed to the process.

Here's a quote from her. *"I've had a bookkeeper and a receptionist working the office numbers and in addition to these expenses, I had to revise them for several hours each month myself because they were never as precise as they are now. You know that knot in my stomach if someone is fiddling and weezling money? Well, I had it. And now I have full confidence that we are full on, full steam ahead to have a super successful 2019".* Barb has kindly noddled and prodded to elevate my awareness and financial responsibility to the next level."

SHIFT #3

TAKE YOUR PROFIT FIRST



Shift Number 3: Take Your Profit First.

Here we are at shift number three: Take Your Profit First. It's important to understand, the traditional accounting formulas we use today were formalized in the early 1900s and the truth is, the core of that still remains the same. Traditional accounting uses a formula of $\text{Sales} - \text{Expenses} = \text{Profit}$. And while logically this makes sense, just sell more and spend less, please understand that humans are not logical. Yes, I said it. Logic flies out the window more than we would like to admit. GAAP stands for generally accepted accounting principles. GAAP makes us believe that bigger is always better. And the truth is, unless you know what you're doing, just getting bigger can make the expenses go wild and get out of hand leaving you with the same amount or even less at the end of the day.

The truth is, we get too busy worrying about the next sale, worrying about more new patients, worrying about selling that one big case every month. It's all about bringing in more money. But we forget we don't have time to then manage all of the expenses when we're focused on all that other stuff. The money just keeps flying out faster than it's coming in. So, no matter how much income we make, we will always find a way to spend it. Isn't that true? And that my friends is called human nature. It's just what we do.

Well, GAAP, generally accepted accounting principles, teaches us to focus on sales and expenses and... it's putting profit at the end as a leftover. Well, who wants their profit to be a leftover? By flipping the equation, profit now becomes the primary concern and it is no longer a leftover. So now we have $\text{Sales} - \text{Profit} = \text{Expenses}$. And this then begins the clarity and freedom.

To continue on with this idea of putting Profit First, let's take a look at the law of primacy. It's been proven that what we put first gets done. If you've ever made a list of things to do, you know this, that the things on the top of the list get done first. Even if it's a mental list, the stuff that you put first gets done. So, if you take your profit before expenses, it takes priority. It gets done. We've now placed more importance on it. It's a priority. And the best part is we actually do it, because it's a rock-solid system.

Parkinson's law tells us the demand for something expands to match its supply. This is why your business is like a tube of toothpaste. When you have a full tube of toothpaste and you go to brush your teeth; you squeeze out a lot of toothpaste onto the toothbrush because there's a lot there. But when you go to the cabinet and you find that you forgot

to purchase a new tube of toothpaste, and the tube you have is almost gone, you begin to figure out a way to get some toothpaste out of the tube. You want to get that last little bit out. Surprisingly, a little bit is all you need.

It's been proven that what we put first gets done. If you've ever made a list of things to do, you know this, that the things on the top of the list get done first. Even if it's a mental list, the stuff that you put first gets done. So, if you take your profit before expenses, it takes priority. It gets done.

Well, the same thing is happening with your bank account. When there are a lot of deposits and it looks like the flow of money in your account is good, you spend, spend, spend or pay the bills, bills, bills, and then all of a sudden there's no money and you panic and you start to reserve everything you can to build that account up again. Well, by taking your profit first, the money remaining for expenses is reduced and then you will start to get resourceful and you will spend less.

Now, let's pause for a moment here and reflect on the old traditional way we were taught to increase profit in a dental practice. Truly it was more about increasing the top line, the sales. Here's the old way of increasing profit. And again, it goes back to just increase your practice production. Well, we've already talked about this. We know the expenses increase right along with that increased production, unless you have a solid plan for it not to and you know what you're doing. So what happens is you end up working harder and harder and not really realizing the benefit.

You could just learn a new skill or add in a new service that you're going to sell and now you're always trying to sell something. That makes us feel what I call salesy. It doesn't really feel good. Or you could have your hygienist sell more dentistry or you could even add another hygienist in that department and start ramping up the practice. The thinking here is to fill up the dentist's schedule and close the gap. If you have enough patients to fill another schedule, that's great. But this is also a recipe for disaster if you're not ready.

You could just add more services to the hygiene appointment. By adding some additional things in to that appointment, those additional charges would then increase profit. But my problem with this idea is if those services are needed and appropriate, then we should already be doing them. And if we're not, of course we should add those in because we should be doing the best for our patients.

Another idea is to start selling more products or just start a side hustle like an MLM if we want to increase profit. Or you could just get faster, start moving faster and do more dentistry by scheduling three rooms at a time for the doctor. Have the doctor run from room to room.

And lastly, I've seen this happen far too many times, we get overwhelmed with the whole collecting money, filing insurance thing so, we end up hiring a full-time person just to file and collect insurance. That person then is making sure that you're billing out for every little thing. But now you've added to your expenses by hiring another admin person. The problem with all of this is it's still not addressing the core issue and these are all just band-aids. It's faster paced, it's more hurried and it feels like you're always pushing something, just do more.

But does any of that make sense? These strategies have been taught for years by many consultants and dental product companies, but who wants to be on roller skates every day, all day long. Who wants to just crank out more dentistry on more and more patients?

Are you feeling the pressure from not having enough money at home? Do your vacations put you in debt? Are you tired of trying to figure it out on your own? Are you realizing you can't keep going like this?

Has the stress started keeping you up at night yet? Is your health suffering from the pressures that you feel? Are you experiencing no time for yourself? Are you on the fast track to burnout?

I'm telling you, if you stay on those roller skates, that is where you are headed.

But I am happy to tell you there is a new and better way. I will not argue with you that sales in a dental practice is important. All businesses need sales and a flow of money. But the truth is sales does not equal profit.

Many dentists who decide to work with me have in the past increased their sales and have not seen the proportion of increased profits and they are tired of working harder and not feeling like they have a benefit for that work. So you don't need to start ramping up everything. You don't need to start making big changes. No longer do you need to feel like you're on roller skates every day.

In fact, all of those changes will not last until you finally address the core problem. And here's how we do that. You start by fully assessing the financial side of the practice. Then you look at the history of sales, expenses and profit. And I'm talking additional profit here. Not your pay, not what you take home. If you haven't been getting a quarterly profit distribution from the business for being the owner, then you have just created for yourself

a job, not a business. That's right, it's a job and you are tied to it. So just to be clear, your compensation is to pay you for the job you do in the practice and as a dentist. You should be getting additional profit pay for the risk that you take being the business owner.

The next step is a rollout plan. You must have a detailed quarter by quarter plan for your money. The plan must be realistic. It has to take into consideration all your expenses, your debt, and what your plans are for the future. It must be very clear so you know what is expected of you as the business owner. You must know how you will achieve the desired outcome. And it's a step by step by step process. You've need to have confidence in the plan or you're not going to do it. Without a plan, you are leaving your greatest asset up to chance.

The next step is to implement bank balance accounting. This allows you to know your current financial picture just by opening up your online banking and reviewing your accounts. This process uses multiple accounts that are each created for a very specific purpose.

At the end of every quarter, it will be time to take your owner profit distribution. This is your reward for taking the risk and doing all the work that is required of the owner. This is celebration time. Think of how it would feel to know every quarter you get a profit check. Think of what you would do with it. Have a weekend away with your spouse or significant other. Make a purchase of something you've been wanting. Maybe you could take your kids on a fun adventure day.

Whatever it is, dream a little bit about what it would feel like to have an owner profit distribution. Once you implement this simple strategic plan, you will realize consistent profit distributions for years to come.

Think of the remaining lifetime of your practice. What do you want it to look like and how can those years be your best ever? Are you going to leave that to chance?

Your practice is worth way more than a gamble every month. This system works with, not against, your natural human behavior. And when you do something that feels natural and makes perfect sense, you're going to find it's much easier to follow through.

I want to share with you case study number two. Cristin is a dentist in Tennessee. She wanted to be a better leader and she wanted to be better with her money, She knew her leadership affected her team and she knew her management or lack of management with money was also affecting her profitability.

She has faced many challenges in her practice, including having high practice debt. But she didn't let that hold her back. She opened up her additional bank accounts and she got started.

Here's a quote from Cristin. *"Since starting Profit First, my income is increasing. I have never viewed money as fun and Profit First is changing the way I view money. I get excited each week to make my transfers. I know exactly what is there to pay myself, taxes and my bills. It makes finances so easy. They should teach this in dental schools and we would have way more dentists enjoying dentistry and being profitable."*

Now at this point let's just do a quick recap.

- We know that you need to escape the prison of time.
- You must economy proof your practice now, and
- You need to take your profit first.

SHIFT #4

**BREAK THE CYCLE OF THINKING
MORE SALES MEANS MORE PROFIT**



Shift Number 4:

Break the Cycle of Thinking More Sales Means More Profit

One of the biggest frustrations I hear from dentists is they have increased their revenues substantially yet the bottom line hasn't changed much, and I alluded to this earlier.

Most dentists that I speak with tell me they just want more new patients, and it makes perfect sense to them because more new patients means more dentistry to do and logically should translate into more profit.

But it doesn't always happen this way.

Obviously, it depends on how you acquire new patients, and what the cost is. By ramping up a marketing campaign, it requires more money. And the truth is more patients coming in means more staff to take care of them. More staff means higher overhead. Suddenly you realize you're busier than ever. There's so much to do and there's no time for running the business because you're always working in it. So being busy doesn't necessarily mean you are successful.

When the overhead is out of hand and there's no clear system for managing the money, it's impossible to keep up with all the demands on your time. This is when you start dropping the ball. This is when the stress of it all becomes real. And then you think if you just had one more staff member to help you, it will all work out. So, you hire someone. And yes, your overhead goes up again. It's the hamster wheel of craziness and you're ashamed because you have no idea how to get off.

Take a step back and spend some time aligning your practice with you and your needs. Simplify the steps to profit by making sure that you have everything set up correctly to be profitable.

The only way I know to fix this is to take a step back and spend some time aligning your practice with you and your needs. Simplify the steps to profit by making sure you have everything set up correctly to be profitable. (Yes, even post-pandemic, it is possible.) Profit can happen with every single sale coming in. You don't have to always be chasing the next one.

You have to slow down long enough to get off of the wheel. You have to go slow to go fast.

I want to share with you one more case study of a prior client. Meet Dr. Robin from Michigan. He has continually worked on his practice over the years. He's had systems in place, but after some changes in his practice, some changes in team members, he knew things needed to be updated. His goal was to have each day flow smoothly while also meeting the financial goals and increasing profitability. As I said, he'd been working with systems for quite some time, yet he knew as a business owner and a team, they could be better. Part of having a system is to honor it by following it. So, by truly honoring his schedule, his time systems, he is now able to spend more time with patients and still be paid well for his services. By understanding Profit First and committing to implement the core principles, the other systems began to fall into place.

He and his team are committed to gathering the data. Remember, it's data, not drama. Making the assessment from that data and then being willing to take action where needed. Here's a quote from Dr. Robin. *"I see ways that we can have a great practice, slow down, engage clients and still be paid well for what we do. Barb has been my sounding board. She's helped me sort out ideas and thoughts and look at things creatively. She has asked questions at the right time to kick things into a new direction that maybe I had not thought of. She brings many years of coaching to the table and because of her background in dentistry, she understands the private health care model. If you are tired of not having money in the bank and under control, Profit First is the best way that I know of to move things in a different direction."*

SHIFT #5

REFUSE TO GO IT ALONE



Shift Number 5: Refuse to Go It Alone.

Having a guide or mentor is a must. Everyone thinks they can do it on their own, but the reality is six months or a year down the road, they find themselves stuck in the same place. So here is my best advice for you. Don't try this on your own. Make the decision now and invest in coaching. There are many pieces to this puzzle. So, when I say you can't do this on your own, I mean it. Everyone should have a coach. Even I have a coach. It brings clarity, fresh ideas and accountability. In fact, you've learned new ideas right now for making time for this e-book.

Here's how a coach can help and why you can't do this on your own. You need accountability. This has been proven over and over.

Just look at the fitness world. Hiring a trainer is the number one way to achieve success. And it's because you become accountable to someone else.

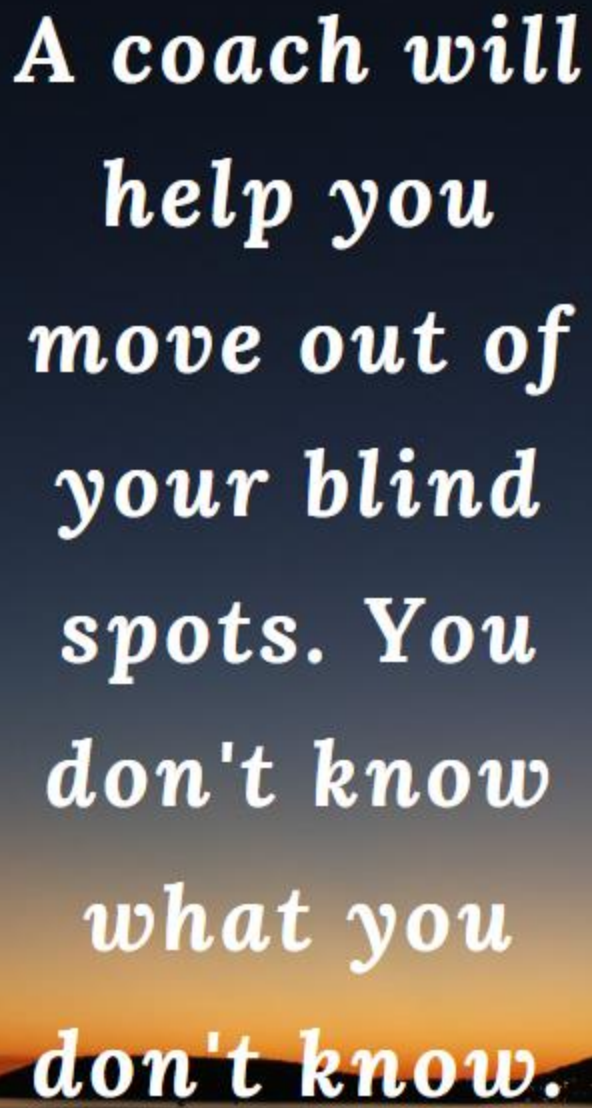
A coach can help you identify and begin to focus on what's important and that's going to save you time and money in the long run. If you just keep trying different things, it's going to take you longer and you never really know if it's working as well as it should.

You need a proven plan of action that works for dentists. There's a lot of business advice out there, but you have to ask yourself, does it work for dentistry? Even in the Profit First model, dentistry is what I call a different animal. It's not exactly the way it's written in the Profit First book because dentistry is different. And here's the truth. If you knew the plan, you'd be doing it now. Instead, you're reading this e-book. A coach will help you move out of your blind spots. You don't know what you don't know.

If you know you're ready to reach that higher level, you need a coach.

Think about your practice. How much profit did you have last month or the month before or last year? And remember, I'm asking about profit not production and not your owner's pay. Were you happy with that number?

Think about all you have invested in your practice so far. Think about the results that you currently have. What you have today is the result of the decisions you made six months ago or maybe more. And now you are willing to gamble you can do it right this time? You need a coach.



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Coaching is an investment. You've already spent a big sum of money on your education as a dentist and dental school did not teach you how to run a profitable business. The investment in coaching will pay for itself over and over again during the time you own your practice. Please, don't try all of this alone. Find the best coach out there and invest what it takes to work with them.

In this eBook, I promised:

- to help you discover the truth about dental practice profitability and growth without the worry of increased overhead or economic changes
- to show you why traditional accounting is killing your business; and how you can bonus yourself with a 5,000 or 10,000 or even more profit check every quarter, even if you've been stuck at the same revenue level for years
- how to streamline your business and stop chasing your tail and no longer put out fires
- how to realize your true potential as a dentist and a business owner
- and how to do all of this without working longer hours at the chair or in the office.

In fact, my clients actually work less and enjoy more life balance.

To sum this up real quick, here's what you need to win. These five shifts alone are enough to transform your practice into one of consistent growth and profitability.

1. Escape the Prison of Time
2. Economy Proof Your Business Now
3. Take Your Profit First
4. Break the Cycle of Thinking More Sales Means More Profit
5. Refuse to Go It Alone

Thank you for reading all the way to here. You now have a choice.

Yes, you have a choice. You can either take the information I've given you and you can forget all about it. You can keep on struggling to increase your profitability. You can keep on working harder and harder and take home the same or less pay. You can keep grinding it out at the office, working more hours to increase your production. Or if you want to start realizing the kind of profit you know you deserve and you want to take time off without the fear of lost income and you want to once again enjoy going to your office every day, then here's what I have for you.



We've set aside some time for you in the next several days to speak to you personally about how you can apply these ideas to your own practice. Whatever your biggest challenge may be, we've seen it and we know how to overcome it. So, we'll get on the phone for about 45 minutes. And on this session we will work with you to craft a step-by-step game plan to increase your profitability and steadily grow your practice so you can get back to enjoying the dentistry you love and get out of that prison of time and be highly rewarded as the owner of the business. And the cost for this is absolutely free.

But here's the catch. This is not for every dentist. So, who is this for?

You must be an entrepreneur, solo or partner dentist who is serious about practice growth and profitability. You must be willing to take action. You must be committed to following a process. If that's you, book a session with us now.

Here's why I'm doing this. I do this because I love giving back and I love helping dentists realize and achieve their own goals. I know that you might want some help in your own practice and if you do, I'm willing to discuss it with you and we'll see if we're a good fit to work together. And if not, that's okay too.

So, if you'd like to book a call, go here <http://profitfirstdentist.com/apply> to my booking page. The call is absolutely free.

Once you click on the link to the calendar page, you will see all of the available times. Pick one that works for you. And after that you'll be taken to a short application page with about five or six questions. Fill it in quickly and then we will get on the phone with you at the appointment time you picked. It's going to be one of the best hours you've spent working on your practice.

So go to <http://profitfirstdentist.com/apply> and we will speak to you very soon.

And before I finish I want to share one more story with you about a client. Dr. Mike is a dentist in Georgia and he contacted me because he knew he needed some accountability. He knew he could do better financially, and he wanted it bad enough that he was willing to be coached and make some changes.

We had been working together about three months when he sent me this email. Here's what the email said. *I have to admit, my wife said, "Ugh, we have to pay quarterly taxes again and it's \$XX amount." And I chuckled and said, "No problem. I've got it sitting in my taxes account ready to go. I had double in the account and so now I'm even more excited about the possibility of an end of year tax bonus."*

Here's the link again. <http://profitfirstdentist.com/apply>

If you want to talk, go to our calendar page and choose a time. We will talk to you soon.

