

# **“The Astonishing Secrets of the Most Happy, Most Wealthy, and Most Well-Regarded Dentists in the World ... Delivered. Installed. Trained.”**

*Office Magic **Practice Prosperity Program** Puts Your Practice on the  
**Fast-Track** to Breakthrough Success, and More Cost-Effectively Than Ever ...  
*How to Get Your Practice Where it Belongs? Read on ...**

Dear Friend,

If you've ever wished you could have a practice that hit all its goals with masterful precision, then this will be the most important message you ever read.

The most important message you ever read? Now, I know that statement sounds bold but it could well be an understatement. We've put together something so comprehensive, something so results-focused, that if you'll indulge me for a few pages, I've got a hunch you'll agree.

Only 12 practices will be able to join us for this most remarkable journey, a journey that merely begins for you at our **Practice Prosperity Retreat**. Your journey continues with our comprehensive **Practice Prosperity Program**. With this comprehensive consulting program, you don't THINK you'll get the job done, you KNOW your ambitious plans will get IMPLEMENTED once and for all.

We're not just giving you information. wishing you luck, and sending you on your way. We go to work for you to get the job done. This is just the thing that will move you forward, even if you feel like you've been going in reverse. You will fix the systems, and not just the symptoms. Now is the time.

I'm not exaggerating when I promise that this program “cracks the code” and nurtures and develops a practice that hums, even when you're not there. Don't risk “burn out” before you discover how quickly these secrets can change your life.

If you want to be in the top one-half of one percent of dental practices today, you know you need systems. But we won't tell you, “You need systems.” We give them to you, help you customize them and make them yours – *and work directly with your staff to train them and put the systems in place.*

That is the only way for you to prosper year after year. Sustainable systems. Sustainable practice. Sustainable success.

## Your Perfect Day ... Every Day!

Imagine, waking up each morning, eager to throw the sheets off and get to the office. You arrive each day feeling confident, knowing you are on your “assignment.” You love being there because everyone else does. There is no more harmonious office on the planet.

Now, imagine this not just once in a while, but day after day. Having patients line up for one of the coveted slots on your schedule. Having staff who wouldn’t dream of working anywhere else.

You spend more time relaxing and spending quality time with your family. More vacation time. You’re more available to the people you care about. You’re just happier, and more enjoyable to be around.

More productive in the practice, and yet with more time to yourself and your family? Yes, it’s possible. Read on ...

### Announcing the Long-Term Solution You’ve Been Looking For

The intense “total immersion” Retreat experience which kicks off your Program is designed for maximum results in minimum time. We go through each practice system in intensive and fascinating detail. Together, we figure out where things are falling through the cracks in your practice. We bring to light the actions you can take and we give you step-by-step plans to fix it forever!

At the 2 ½ day Retreat, you are away from your practice ... You’re engaged ... You’re finally working “on” your practice instead of “in” your practice. Right then and there. You achieve new levels of commitment, and you take on some new partners. That’s right. We become your “Accountability Partners” because your experience does not end at the Retreat. The Retreat is only the beginning of your 6-Month Practice Prosperity Program.

### What is the Practice Prosperity Program?

The Practice Prosperity Program is not about hit-or-miss ... maybe we’ll do it ... maybe I understand it ... maybe we have the skill ... maybe we don’t. **The Program is about MASTERY. Not just kinda-sorta thinking you have it, know it or understand it. Actually getting it done.**

The Retreat is where you will be handed systems and begin personalizing, customizing them, and integrating them with your own. The Retreat is your chance to re-examine your practice from top to bottom with a fresh eye and with our help. And then ... for the next six months ... we work directly with your key people to implement every

simple thing that can double or even triple your results. These are not theories. You'll be benchmarking what top practices are actually doing.

Why wouldn't you want to have the most profitable and enjoyable practice you can ... right now? Most importantly, you'll decide what you want to do, and you'll leave with the staff you decide to bring committed, energized, and on board.

We hold nothing back when you become our consulting clients. Every ounce of our experience and all the knowledge we've acquired in our collective years in the dental industry will be laid out for you. A sampling of information we have for you is detailed in this letter.

Sometimes you might feel like you're on overload and you can't absorb all the instructions we're giving. But, rest assured, **we'll be there with you. Every step of the way, and all the way through.**

### **And We Promise ...**

You and your team will get the 'how-to' knowledge, the inside information, and the hands-on experience to make your practice soar. And for six months, we roll up our sleeves with you, concentrating on one of the areas of your practice at a time. We monitor your staff and your progress – *you do the dentistry*.

You'll learn exactly how to get "Unstuck" — to dynamite your status-quo, to break through and move your practice from plateau to new heights. In fact, we'll reveal our "Baker's Dozen" list of the top 13 ways a flat practice can do exactly that.

### **This Sounds Good, But How Do I Know It's Not Just Hype?**

There are a lot of people who claim they can show you how to run your practice better — and who have never actually run a practice or even worked in a dental office! Some of these yahoos even offer free seminars so they can up-sell you a big consulting deal. You can guess the value of the seminar.

What value do we provide? Here are some comments we just received from one client of ours. We're also enclosing a sampling of actual letters in their entirety – letters we get from our clients all the time.

**"Our collections are up; receivables and stress are down. Our new skills are resulting in a higher acceptance rate of more major treatment plans. My patients LOVE everything we've done because we now know how to how to explain things in terms of the benefits to them. My staff has truly embraced all the systems, and I never thought that would happen. It really makes everyone's life easier and gets**

rid of so many headaches that have become a thing of the past.”

-- Robert Radin, DDS, MAGD, Palatine, Illinois

Many consultants provide real value. Then there are those who are merely overpriced; offering mostly sound, if predictable, advice. Then there are the con artists who don't provide any real value.

### **Well, I'm Sick of It — and I Don't Want Anyone Painting Me With the Same Brush!**

Look. Right now, I don't even know your practice, where you're going, or even what your goals are. How could I ever make a looney-toons claim like “Your collections will increase by \$231,435.34 in 137 days??” Some of the people making these claims have good stuff; some of them are even friends of mine. Others are predators — many of them nationally-known, seemingly respected — who use scare tactics and even lies in their sick hope to take advantage of you.

I realize you may have already lost money to some of these vermin that prey on dentists. Or maybe you're considering one of these other consultants right now, trying to decide where to best invest your money. Whatever you decide, I wish you the best. I have the confidence that comes with knowing that no one does what we do. And frankly, I know that whatever you decide will make little difference in my own financial life, but will make a tremendous difference in yours.

My dad was a dentist. My brother is a dentist. My wife is a dentist. I do what I do because I love our profession and I've found my calling gathering, creating, and packaging success systems within it.

You know what Lorraine, Ginny, and I do is firmly grounded in the real world of real, top-producing practices or I wouldn't have the business I do. Go to my web site — [officemagic.com](http://officemagic.com) — and you'll see dozens of raving testimonials for all of the different offerings. I speak at the major meetings – the Yankee, the Chicago Mid-Winter, and dozens of others each year. I'm published in most every journal and newsletter, and I've been the Director of Practice Management at Temple University School of Dentistry since 1999.

Millions Made  
**“Pat, Your ideas  
 have made me millions!!!”**  
 —W. Lee Beasley, DDS  
 Oklahoma City, Oklahoma

I've been named a Leader in Continuing Education by *Dentistry Today* for five years running. Lorraine Hollett, Ginny Hegarty and I have been making practices better by turning talent into performance since 1996. We've helped other dentists achieve their dreams. And we know we can help you achieve the same heights.

I followed the footsteps of my father and brother into dentistry but the passion in my life has always been business. When we hired Lorraine, I found her job of running the practice more interesting than mine of doing the dentistry! She had no dental experience but the insight she brought from other industries was fascinating and her way with patients was simply magical. It is thrilling to see so many other practices today touched, and even transformed, by the methods she brought to our practice.

Some time ago Lorraine experienced some health concerns. She's already back full-time but her newly prescribed lifestyle precludes travel. You won't see Lorraine at a seminar. Because Lorraine no longer travels, the Retreat is the only opportunity for you and your staff to work with Lorraine live, in-person, and one-on-one. And you'll be one of only 12 practices allowed full access to her afterwards, too.

Ginny Hegarty has had us reexamining and improving everything we've been teaching since we brought her on as our Director of Consulting. And she has been wowing our clients from Day One. She had experience in a much wider array of practice styles than Lorraine and I did. And her expertise has been the perfect complement to that of me and Lorraine.

Does Ginny get results? You decide:

*"Comparing 'pre-Ginny Hegarty' to 'post-Ginny Hegarty,' we are up [more than 35%](#) in both hourly and monthly production and collection."*

*-- Dr. Simon Rosenberg, Prosthodontist, New York, New York*

If you haven't met Ginny, you'll recognize her from the picture you see every month in *Dental Practice Report*. Her column, "Practically Speaking," outlines the success stories that she's creating all around the country.

Lorraine, Ginny, and I working together represents over 50 years of practice management experience. The room positively percolates when we are all together brainstorming new ways to get better results. **This 6-month program combines the inspiration of intensive training with the power of customized performance consulting.** It adds together for an unparalleled experience for you and your team. And the six months of continuous consulting is your assurance of measurable and lasting results.

### **It's More Than Your Practice. It's Your Identity**

Now, I don't know if you qualify for the intense training I'm about to tell you about. I have a hunch that you do or you wouldn't be receiving this letter. A lot of it depends on your belief in yourself, your vision, and what you want to accomplish as a dentist.

Are you willing to do what it takes to have the practice you really want? Or, are you willing to make excuses and let laziness or self-sabotage hold you back? Whatever practice you have is the one you've earned and created.

If you are looking for a seminar that will give you a few ideas — you're reading the wrong letter! The Program I'm telling you about is for dentists who wish to align their practice with their personal values. It is for dentists who deserve a smoothly running, organized, and systematized operation. Not only deserve it — but absolutely have to have it!

And, that is quite a different mindset from scrapping around trying to save a few bucks on masks and bibs.

One thing top producers in any industry have is a very clear vision of what they're capable of and where they want to go. This Program is also about that other thing these top people do: They execute.

Paradise Found  
**"Your insights have pushed me over the edge into dental paradise. "**

—Dr. Martin Wucher  
 Okahandja, Namibia

There are no "instant millions" to be made in dentistry. It's about running the system, day-in, day-out. That's why we're not offering just a seminar, expecting all of your problems to be solved in a day. You don't microwave success. You crock-pot it. And that's exactly what our six-month Prosperity Program does.

I want you to have a practice worth drooling over that gets patients and staff members begging to be a part of it. I want you to experience the sheer joy of knowing you're making a difference. Maybe you'll even make another dentist or two in your area jealous.

### **Is this Program Right For Me?**

Now, that's a very good question. If you're a seasoned dentist — and you've been a CE junkie for years — you may be wondering how much you will benefit.

What I can tell you is that if you already have a great practice, and you are open to learning, this experience can be worth millions to you! But the key here is being open to learn and look for things to tweak. Small hinges open wide doors.

It's not just new ideas. We're going to uncover what's actually happening in your practice. The pitfalls. Where things are falling through the cracks, we'll find it. And we'll fix it. With you.

Some dentists just don't get it. They're forever in search of the magic dust that makes money when you just add water. We don't have any magic dust, but we do know

what works. In the Practice Prosperity Program, we're going to give you complete systems on a golden platter with pretty red ribbons wrapped around them. What's more, we're going to make sure they're working for you. Magic dust? No. Sustainable success? You bet.

At Office Magic, we don't deal in magic dust. But our clients have done exceedingly well with deceptively simple yet powerful techniques -- uncommon common sense. Uncommon because in my judgment, most practices don't pay attention to all the elements.

It's not just the techniques. It's the order you use them. It's doing every step. It's eliminating wasteful steps.

You won't just hear ideas; you'll be handed detailed practice-perfecting systems — and you'll actually start implementing them while you're at the Retreat. Sound too good to be true? Here's just a slice of what we have in store ...

### **Come to the Retreat and You Will Learn ...**

☞ How to change your perspective – and your team's -- from “working” to “playing.” *You'll never earn what you should until you make this change.*

☞ The only patient survey question correlated with practice growth. It's an Office Magic Trade Secret. And the best part is ... it will focus your staff like a laser beam. It is the single-most important thing to monitor if your goal is sustainable practice growth.

☞ 3 simple “Reactivators” that plug any holes in your schedule. For example, we'll hand you “The Best Patient Reactivation Letter Ever.”

☞ How to lead your team to challenge their current barriers as they brainstorm real-world situations with other teams from around the country.

☞ You'll learn how to be the “Hands-On Manager” your staff wants you to be ... and you'll learn how not to be the Micro-Manager they dread. We even make it fun when you play our game, “You Might Be a Micro-Manager If ...”

You'll develop the communication power and finesse you need to become a motivating leader who gets phenomenal results working with others. And when your team has the tools ... when they are inspired and held accountable the way they want to be ... the results are literally jaw-dropping.

**You Think This is Powerful Stuff?  
It's Barely the Beginning!**

Join us and you and your team will master:

☞ Systems that turn the most timid staff members into patient-recruiting machines — no assertiveness necessary. If you don't have this system in place now, you're already losing patients every week to other dentists. Patients you've earned and deserve.

You know, most every dentist and staff member I meet tells me, "We pride ourselves in building our practice on word-of-mouth." Oh, really? If you get a patient by word-of-mouth, you got lucky. You came up in conversation. And you're missing out on enormous numbers of patients you should be getting.

I prefer systems. Systems that get predictable and repeatable results automatically. We'll hand you your Complete Patient Referral System and it is but one example of the comprehensive systems you'll get.

### **You'll Master Not Just Ideas, but Systems ...**

☞ The Exceptional Patient Experience from A to Z – Installed!

Rock-solid systems that deliver your patients an experience as consistent as the coffee at Dunkin' Donuts. What's more, we'll show you how to make your patients remember just how much you pamper them! **Our "Up Your Service" Commitment Exercises gives your team Ritz-Carlton service skills.**

☞ An instantly more productive schedule. Get more done. Make more money.

☞ Magic words that will have patients slobbering all over themselves to have you fix their teeth and transform their smiles.

☞ Office Magic's Ten-Step Bill Prevention System. Most every bill you send can be traced back to skipping one of these critical steps.

**We'll help you get your team's agreement to your very own, "New, Consistent System for Producing What We Can Collect." All of your future appointments will be scheduled with solid payment arrangements made and documented! This process alone will return your total investment many times over, and month after month.**

And to get rid of your existing accounts receivable, we'll even throw in ...

☞ The Best Collection Letter Ever. Don't let collection mistakes keep sucking profits out of your practice. No need to hire Dog the Bounty Hunter!

**You'll learn how to "Drop the PPO – Without Dropping the Patient." You even get the Office Magic "Dropping the PPO Explanation Generator – 3 Steps to Success." You'll get all of our most jealously guarded secret tips to shed as much insurance as you want to.**

You'll learn to eliminate objections like, "I only want what my insurance will pay for," before they rear their ugly head. And you'll pick up 17 Ways to Instill Value in Your Fees.

### **Our Crack Detectors Are Your Secret Practice Defense Weapons**

You get all of our complete "Crack Detectors" – the very checklists we've used for years to figure out what's *really* happening in our client offices. We don't just fix the problem; we give you the tools you'll use throughout your career.

You'll learn how to spot and fix all the "cracks" we find in even the best-run and most successful practices. Our Crack Detectors allow you to instantly diagnose – and fix – the most elusive of practice problems.

- ☞ **Office Magic Marketing Crack Detector** – all the mistakes we see in dental promotional materials, and how to fix them.
- ☞ **Office Magic Management Crack Detector** – the common mistakes dentists and office managers make in people management, and what you should do instead.
- ☞ **Office Magic Service Crack Detector** – common problems that send patients packing.
- ☞ **Office Magic Payment Crack Detector** – the most common holes we find in the payment arrangement system. Plug all these leaks and fund a college education.
- ☞ **Office Magic Past-Due Accounts Collection System Crack Detector** – don't let another day go by without this system in place.
- ☞ **Office Magic Fee Crack Detector** – the most common problems we find with your fees. Our Comprehensive Fee Analysis alone is nearly doubling the revenue of one practice in Pennsylvania.
- ☞ **Office Magic Hygiene Check Crack Detector** – we'll show you how to get the doctor in – and out – of the hygiene exam. Don't laugh. This simple system is behind productivity gains of 10% and more in some practices – not to mention the reduced stress and improved case acceptance.
- ☞ **Office Magic Continuing Care Crack Detector** – these problems, if left unchecked, are an invisible drain which can stunt your practice growth permanently.
- ☞ **Office Magic Scheduling System Crack Detector.**

Your team will commit to a productive and harmonious schedule without cancellations – something you may have never thought possible ...

### Office Magic's Scheduling Path to Success

- ☞ A scheduling system for maximum efficiency and productivity, and minimum stress. If your team is just filling in holes, you're not producing as much as you can be. And besides, you're working too hard.
- ☞ Office Magic Continuing Care Program. Building and keeping a full hygiene schedule isn't as hard as you might think.
- ☞ Increase your hygiene service mix . Helping you have consistent diagnostics and systems in place for every hygiene patient – and a hygiene team ready and eager to get the job done!
- ☞ Converting Callers to Appointments Step-by-Step: 15 Scripts Which Get Callers Scheduled. Not just scripts, but training. And our Mystery Shopper phone calls will be your assurance it's working.
- ☞ Should patients be seen first by the doctor or by the hygienist? Clarify your own philosophy of flexibility in new patient entry, and keep those patients otherwise lost.
- ☞ Office Magic's Cancellation-Resistance Meter.
 

There is no such thing as a "Cancel-Proof" practice. But there are things you can do to make your practice more "Cancellation-Resistant." And we'll make sure you have **Maximum Protection.**
- ☞ The "Pop Psychology" of Cancellations: Understanding Why They Cancel.
- ☞ Developing Your "Inner Game" – becoming Nostradamus and predicting cancellations before they happen.
- ☞ Action Steps when your instincts tell you, "This patient ain't coming."

### You're About to Learn Secrets that Most Dentists Will Never Know

☞ Office Magic's 12 Steps to Case Acceptance – never before has the process been broken down so thoroughly. Skip one of these steps and kiss the case goodbye ... and you'll never know why. These steps have been developed from ten years of observing doctors and are not revealed even in our "Colossal Case Acceptance" resource!

- ☞ A Case Presentation Report Card which reveals how good you really are -- not how good you *think* you are.
- ☞ No-cost and low-cost ways to boost case acceptance *without saying a word*.
- ☞ Explaining periodontal disease – simply, memorably, and dramatically.
- ☞ How to engage patients who don't want to be engaged. How to bring around patients who look away and don't listen to you.
- ☞ How to get patients to replace work you did yourself – and pay you cheerfully for it.
- ☞ 3 Magic Words to answer every question beginning, “Why didn't you tell me before?” This slam-dunk gets your team behind every treatment advance, and even more important, gets your patients on board.
- ☞ How to answer tough questions like, “Can the veneers break?” Get patients committed without over-promising.
- ☞ How to get patients with uncompleted treatment back in.
- ☞ “Clinical Calibration” – eliminating the mixed messages which kill your efforts silently. You have no idea how much money you lose this way!
- ☞ How to get your hygienist and every team member singing the same treatment planning tune.
- ☞ The latest patient comfort tips.

### **Make Your Practice Irresistible to Patients**

- ☞ Tripling the results of your internal marketing efforts -- making the referrals happen and getting all the patients you deserve ... without asking anybody for a referral.
- ☞ No- and low-cost advertising that gets big-time results.
- ☞ Office Magic Ad Template – follow the dots to avoid the mistakes.
- ☞ The latest, greatest headlines.
- ☞ How to get patient testimonials.
- ☞ The specific offers that are bringing in the most patients.

- ☞ Presenting yourself as the Golden Boy or Golden Girl Raised on Wheat so patients insist on seeing you.
- ☞ Get selected for a marketing “Hot Seat,” and your most difficult marketing challenge will be solved.

### **You'll Surprise Yourself After Our Leadership Training**

This is the leadership training you never had. And we'll show you every step of the way – scripted conversations to confront poor performance and hold people accountable.

- ☞ The one mistake even the smartest dentists make that causes secret and permanent resentment among the staff – and how to use a simple, easy “adjustment” that will instantly and permanently increase your power. It has nothing to do with smiling, or saying thank you, or recognizing anybody.
- ☞ CARMA® Assessment Tool allows you to pinpoint the strengths and weaknesses of every team member.
- ☞ Doctor's Leadership Report Card – find out where you stand with your staff and exactly what you need to do to get better.
- ☞ How to hire tough so you can manage easily.
- ☞ Office Magic Cross-Training Standard and Downtime Priorities. Your production will never be what it should be until you define and reward a standard for every team member to reach.

Good Advice  
**“The best time  
to fix the roof is  
when the sun is shining.”**  
— President John F. Kennedy

You'll develop office protocols to wipe out all your headaches. You're going to make your office a “Gossip-Free Zone.” Really. It's hard to describe how many of your procedures we're going to streamline. You're even going to get a patient Cell Phone Protocol – just one more little way to increase production and decrease stress.

If you don't pay for the Practice Prosperity Program in the first month back in the office — you just aren't trying!

### **Work On Your Practice, Not In Your Practice.**

At the Retreat and throughout the program, you will work on your practice instead of in your practice. You'll finally engage in long-term Strategic Planning, instead of the band-aid approach most dentists use in dealing with their issues. You'll agree upon systems, get commitment, and create accountability in an unprecedented and proprietary process. We know all the demands on your time. That's why after the Retreat, most all of

our work will be conducted directly with your team. We'll already know what it is you want accomplished.

You'll get our Strategic Planning guide, the "**Practice Renewal System,**" even before the Retreat. It will bring your team together onto the same page, and already moving from talk to action. In our "Hot Seats," you'll get your most difficult questions — the pressing issues in your practice — answered live, on the spot. Just these segments alone will justify your investment about ten times over.

### The Retreat Is Only the Beginning

There's more.

☞ You get our **Revenue Ignition Program**. We analyze your fees, using specialized software and a database of the fees in your area. We let you know where you're positioned with each fee, and formulate a plan to get them where you want them to be. We also make sure you're using the current and appropriate CDT codes for maximum reimbursement.

☞ You get a full month of "**Successful Connections,**" unbeatable training in service and effectiveness for the business staff. This is one-on-one coaching based on actual phone calls between your team and your own patients. Each team member will get a report letting them know all the things they're doing right, along with techniques showing them how to be more effective. Doctors receive an Executive Summary.

☞ You get our exclusive **Training Guides on CD** for your current staff – and which you'll always have available for your future new employees!! It's on CD so it's always completely customizable.

Team members tell us they love having personal trainers they can work with to make the phones less stressful. Doctors enjoy the improved efficiency, more productive schedules, and increased new patient numbers. This coaching infuses your staff with confidence and skills – make your team the best of the best.

### 3 Reasons You May Not Be Qualified to Enroll

Here are 3 reasons that this program may not be right for you:

- 1) You're afraid of being rich.  
Don't laugh. Fear of success keeps a lot of people where they are comfortable and feel they "belong."
- 2) You're lazy.  
No matter how easy we can make things for you, it's even easier to do nothing.
- 3) You're delusional.  
You refuse to accept that there is any way or any process to improve your practice.

If you already have a thriving, profitable practice ... it's easy (and dangerous) to start thinking you already know all there is to know. Maybe you're thinking you're already too busy to implement all the things you already know you should be doing. Actually, the ultra-smart and super successful dentists are constantly re-arranging and re-ordering their goals and lists, re-ranking their priorities. What you thought was most important might get shoved back when a far more important, far better idea presents itself at the Retreat. What's more ... ***we're going to help you get your priorities done.***

If you're at a plateau and you want an excuse — the economy, managed care, can't find good people — you can throw this letter away now and go eat a donut. And before you tell me about your wonderful cosmetic artistry, can I remind you how the term “starving artist” came about?

If, deep down, you know your systems could use a check-up, if you know there's a better way, if you know you can be a better leader if you have the tools ... if you know that our exhaustive study of practices around the country will improve yours, and you're willing to follow the steps, join us.

Motivation Miracle  
**“My staff is so motivated ...  
 You got them excited  
 about change. During the  
 breakout time, they began  
 making suggestions that I  
 was shocked by. Not one  
 staff member had any  
 negative comments. That's  
 a miracle.”**

— Dana A. Brockington, DMD,  
 Marietta, Georgia

### **Is the Practice Prosperity Program Right for My Practice?**

If you are serious about creating the life and practice you envision, the Practice Prosperity Program will be the definitive turning point for you. What gives me the nerve to say that? Just that we've already helped so many dentists achieve their dreams ... and that ***this is much more comprehensive training than anything we've ever offered in the past.***

- ☞ Join us if you've ever attended a seminar, but never really put into place what you learned.
- ☞ Join us if you've purchased some of our books and tapes, but never implemented the ideas to the extent you should have.
- ☞ Join us if you've thought about hiring a consultant but thought it was too expensive.
- ☞ **Join us if you've heard it all, implemented everything ... and want to do better still.**

### **Let Us Hand You the “Keys to the Kingdom”**

Look. You can show anyone how to hit a golf ball — you just take a club and whack the dimpled little thing. But to play the game of golf well ... to make the ball go where you want it to ... you need the inside secrets that you will not discover casually, on your own.

It's the same in creating a great practice. The right guide and the right materials will take ten years off your learning curve — and even allow you to retire, if you want to, years sooner.

The Practice Prosperity Program is anything but a seminar. Seminars, by their nature, are simply introductions to concepts ... and though you'll get some very good ideas, it's up to you to fill in all the blanks afterwards. **Our comprehensive consulting program is about filling in all of those blanks.**

Imagine how much more efficient your practice will be once we can spend some real time together. More time to explain the hows, not just the whys.

If you have any of the inexpensive learning resources we make available to anyone, you know we always deliver many times more value than the purchase price. It's only right. And that's what we're doing here on a much grander scale.

As much raw value as our learning resources offer you ... and many, many practices have gotten viciously good just reading our stuff ... this event, this process, these manuals, these exercises, these systems, and our consulting will take you far beyond anything we've revealed in the past, and beyond what any book or tape could ever deliver.

When you get back to the office, you and your whole team will be hitting on all cylinders and ready to execute. You'll be having fun doing it, and we'll guide you every step of the way.

### **Have I Mentioned the Sustainable Practice Success System™ Mega-Binder?**

Be the first to plunder all 2,673 of our secrets ... **Our years of painstaking work with other practices becomes your reference source to take home.** This massive binder is filled with entire systems for most every aspect of your practice. You know, the systems those other consultants keep talking about but fail to produce.

The Mega-Binder will also have all the work-along sheets you'll use at the event, and even room for your homework. The value of this information is incalculable. So leave extra room in your suitcase.

What you will hold in your hands is a roiling cauldron of brilliant ideas, words, concepts and techniques. Some of them are as old as dirt, some have been lifted from other sources, and some are our own brainstorms. But, thanks to some great clients, we've been able to test them all in the real world. No guesswork here, no theory or ideology. These are the real thing.

Your Sustainable Practice Success System™ Mega-Binder will include the:

- ☞ Office Magic Scheduling System
- ☞ Office Magic Cancellation-Defense System
- ☞ Office Magic Customer Service System
- ☞ Office Magic Patient Attraction System
- ☞ Office Magic Case Acceptance System
- ☞ Office Magic Hygiene System
- ☞ Office Magic Recare System
- ☞ Office Magic Collection System
- ☞ Office Magic Financial Controls System
- ☞ Office Magic Leadership System

You will take all of these turn-key systems home with you. More importantly, you will customize the key areas of the systems at the Retreat, integrate them with what you already do and what you like, and make them yours!

That's right. Delivered. And over the next six months, installed and trained.

All of our resources are written in the famous Office Magic “fluff-free” style you know you can count on: Clear. Complete. Concise.

### **Accountability Begins With Clear Expectations**

Have you ever noticed that the best books are also the shortest? Indeed, the smartest people speak in the plainest English. The best leaders speak so simply that their words paint pictures. Ronald Reagan said, “Tear down this wall.” And so it was. Winston Churchill's famous instruction to his pilots was equally clear and compelling: “Bomb the bridges and be back safely by dawn.”

Vince Lombardi took over the Green Bay Packers in 1959. In the entire season before his arrival, the Packers won exactly one game. But, once Lombardi took over and during his entire tenure, the Packers never had a losing season.

There was no “free agency” in those days. That meant Lombardi had to turn around his existing players, or bring in inexperienced unknowns. Yet, on the first day of training camp, he made his expectations very clear: “There are trains, planes, and buses leaving out of Green Bay every day and, if you don't perform for me, you'll find yourself on one of them.”

Tough, but fair: players understood exactly what was expected. His “mission” was as stark as Reagan's and Churchill's: “Winning isn't everything. It's the only thing.”

Lombardi's teams were brilliant in the basics. They kept it simple. There were few tricks or secrets, just execution. Under Lombardi, the Packers had eight plays they ran almost to perfection. The opposing team knew what was coming most of the time but were unable to stop it.

Is your team brilliant in the basics? Are you committed to the training necessary to achieve this state?

Lombardi treated every player as a unique individual. He customized his approach to the person. He said, "My job is to find forty different ways to move forty different men." Do you know what moves your people? Are you treating them as unique individuals? Can you learn to do better?

Accountability is not unfair. Accountability is not micro-management. You owe your people a culture of accountability. There is nothing more cruel than the misguided compassion that keeps people wallowing in mediocrity instead of improving, reaching, and achieving. Anything less is to deprive them of the leadership they want and deserve.

Low expectations presume incompetence. When you presume incompetence long enough, you inadvertently create it. Reward the wrong things, and you make mediocrity the norm and go on to create an average practice.

When you financially reward an average or below-average performance, in essence you recognize it, endorse it, reinforce it, and will see more of it. People do what works and, if you make it financially feasible to underachieve, many of them will ride the gravy train as long as you let them.

Are you aware, willing, and able, on a day-in, day-out basis, to reinforce the right behaviors and confront the wrong ones? When expectations are clear, no one is surprised at the consequences.

You don't have to do anything extraordinary to build a great practice. You just have to do the ordinary things extraordinarily well. It's that simple and that profound.

Learn ... rinse ... repeat.

### **Are You Tired of Running Around Putting Out Fires?**

The Office Magic Accountability System™ was created for you, the busy dentist or office manager, who refuses to waste another day putting out fires.

Do you wish you had a system that would keep you informed of things like:

☞ Who is supposed to do what?

- ☞ When is she supposed to do it?
- ☞ Who should she report to?
- ☞ When is she supposed to report back?

When you don't follow through and hold people accountable, you send the message that the new initiative that just fell by the wayside wasn't important. You get what you accept, not what you expect. Accountability is for everyone.

### **What Will It Feel Like When You Know that Nothing is Falling Through the Cracks?**

You'll know that everything that is important to do is documented to be reviewed at just the moment you need to know about it.

Picture This:

- ☞ An office where nothing falls through the cracks.
- ☞ All responsibilities are recorded in one central place.
- ☞ Everyone knows who's responsible for doing what, who they report to, when, what they need to report, and when their deadlines are.
- ☞ At any given moment you can open one book that gives you current and timely information on each and every problem, project, and issue your office is dealing with.

### **See Results Right Away**

The Office Magic Accountability System™ is a simple and absolutely effective tool you'll use to get your practice organized and to maintain that organization. However, that's just the beginning of what it does.

This System assists the dentist and the office manager from problem identification to problem solving; from identification of actions needed to implementation of action steps. There's more. It tracks each problem/issue/project to completion. No more wondering who's responsible for doing what. You know!

### **Does All This Sound Too Good to Be True?**

It will all be true for you if you are committed to having a well-oiled, finely-tuned practice and you are willing to use our system to its maximum. We'll explain everything at the Retreat.

### **If Not Now, When?**

Most dentists are so busy, they've lost touch with who they are and what they want from their practice and their life.

- ☞ Ever set a goal ... then find yourself setting the same goal the next year, and the next ... and the next?
- ☞ Ever think “My life is out of control?”
- ☞ Ever find yourself asking “Is this all there is to my life?”
- ☞ Do you have a to-do list (maybe several) and yet things still don’t seem to get done?

How would it feel to set goals and keep them? Yes, all of them. Wouldn’t it feel great to make consistent choices that bring you happiness and build a problem-resistant practice?

### **This Time Make It Happen**

The difference between you setting and resetting the same goals for years, and you consistently achieving your goals, is coming to this Retreat and learning to make yourself and others accountable to do what you say you will do.

You’ll leave with a system in your hands that keeps everyone organized and accountable, day-after-day, year-in and year-out. The Practice Prosperity Program is so complete, you’ll even leave with your own personal “Stop Doing List!”

That’s right. It’s not just what you do. It’s what you have to stop doing to manifest yourself to your fullest and bring out the best in others around you.

### **We’ll Partner With You to Create the Practice and the Life You Crave**

Join us. Take home your Sustainable Practice Success System Mega-Binder™. Take home your Office Magic Accountability System™. Put them to use right away. You’ll have all the step-by-step instructions you need for seasoned staff members and new ones alike. You’ll quickly identify anything slowing your practice down, and you’ll have our help clarifying exactly what needs to be done to move forward. These systems will do even more than that. They won’t just get you on track; they’ll keep you there. Which means you’ll have the practice — and the life — you want.

### **Sounds Like We’ll Work Hard. Will We Have Fun?**

People often assume that making progress and having fun are mutually exclusive. We plan on debunking that myth and burying it forever. Come. Strategize. Get unstuck. But above all, have fun doing it.

And, as you know, if I don’t keep everyone laughing while they’re learning, I haven’t done my job. Frankly, if it weren’t fun, I wouldn’t do it!

Promise whomever you bring that they'll have a great time and I'll make sure that promise is kept. Everyone will be made comfortable, welcome, and encouraged. Moreover, everyone will be entertained as we'll constantly be mixing concentrated learning with light fun, entertainment, and recharging. And that's before we mention Baltimore!

### **What's So Great About Baltimore?**

Baltimore is an undiscovered gem with too much to experience during your short stay. You'll be in the beautiful Inner Harbor, a large shopping and entertainment area right on the waterfront. You can walk to the National Aquarium, Oriole Park at Camden Yards, and other museums and historic sites.

Docked along the Inner Harbor piers, you will also find the USS Constellation (the last all-sail war ship built by the Navy), the USS Torsk (a World War II vintage submarine), the lighthouse ship Chesapeake, and the US Coast Guard Cutter Taney. They are all open to the public for tours.

We'll be right next to the Harbor Shops. They contain a variety of shops, a food court and an assortment of nice restaurants. You can buy a souvenir of Baltimore and sit down to feast on some genuine Maryland crab cakes while enjoying the harbor scenery. You can stroll along the esplanade or grab a water taxi to take you to Fells Point, Little Italy, or Fort McHenry

See teamwork in action at the Fudgery. They don't just make fudge. They involve the visitors in what they call "Fudge Theater." You have to see it to believe it! You'll love Baltimore. And, because Southwest flies there, all the airlines compete with Southwest's fares.

### **Why August?**

Summer's ending. School hasn't started. You're getting ready to jump start the fall. It's the perfect time to kick things in to high gear while you enjoy a last summer fling – Thursday, August 17 through Saturday, August 19, 2006 in Baltimore.

### **... and About the Sheraton Inner Harbor**

We've negotiated special attendee rates at the gorgeous Sheraton Inner Harbor Hotel. You'll pay much less than the regular rate.

Sheraton Inner Harbor Hotel  
300 South Charles Street  
Baltimore, MD 21201  
(410) 962-8300

## You Don't Have to Bring Your Entire Staff

If you can bring your whole team, terrific!! Yes, that will make things easier. Bring all that you can. But you require only your “Coalition of the Willing,” your key leader or leaders. It is your “Change Agents” who will help you implement what you decide together at the Retreat. It is sufficient to come just with your spouse if you wish – someone who can help you think through the decisions and Action Plans you’ll develop together at the Retreat. We’ll have six months to bring everyone on board.

You must get the influencers in your practice behind any change before making a wholesale announcement to the entire team. Your inner circle will be the key to cascading your message to the rank and file, modeling the new change, selling others on its benefits, and snuffing out resistance as it surfaces.

Don't worry. We're not going to put you all around a campfire and tell you to sing “Kumbaya.” There won't be any “Outward Bound” challenges. We won't even ask you to embrace in a “group hug.” Instead of listening to useless psycho-babble or feel-good gobbley-gook, you and your team will actually start working on the specific challenges and systems in your practice.

Too many seminars, too many consultants, offer a “feel-good” approach that might get team members to like each other, maybe even work a little better together ... but leaves them “all dressed up” without the hard skills to do what they need to do, day-in, day-out. The Practice Prosperity Program will teach core competencies: production, scheduling, service, case acceptance ... top-line growth, and bottom-line results. Most of all, you'll learn that teamwork is an individual skill.

And you can't just command change. You have to plan it, encourage it, nurture it, and focus on it. You'll learn to inspire commitment, teamwork, and cooperation toward a singular vision:

- ☞ How to inspire your people to “go the extra mile.”
- ☞ How to give feedback that is appreciated, not resented.
- ☞ How to create an environment of caring and cooperation.
- ☞ How to build a balanced team of “players” who work well together.
- ☞ How to be your team's most effective cheerleader ... and have them cheer you at the same time.

Most of all, you'll be able to give your team the tools they need to excel at their jobs. Perhaps you'll arrive with your subordinates. After the first day, they'll be followers. And by the time you leave, they'll be leaders like you. Don't miss this opportunity!

### Another Consideration ...

One of the other main benefits for attending this program is the networking you'll do. And I don't mean meeting people at lunch the way you might at a seminar. I mean truly working together. Just one other practice you meet and work with, who has experience in the very challenge you're facing, could easily be worth tens of thousands of dollars to you.

Hygienists will work with other hygienists; assistants will work with other assistants; business staff will spill the beans to other business staff. Your hygienist will find out what other hygienists are doing to save time and improve results. Your assistants will find out what other assistants are doing.

At the Retreat, you will work together with other like-minded dentists sharing philosophies, challenges, and real-life solutions. You'll be masterminding with some of the most insightful minds and talented people in dentistry.

You can't buy this kind of experience for any kind of money.

### What's the Investment?

If you paid me \$100,000, it would likely be the best investment you have ever made in your business. No kidding.

If I charged you a royalty on the extra income you'll be making, you'd gladly mail me a check every month, blabbering with gratitude. But you won't have to do that. **I'm going to give you the best deal you've been offered all decade.**

And you can even make payments, so you'll be paying as your revenue increases.

I'm offering you an unprecedented program that will save needless heartache, make your practice more harmonious, and your work more satisfying, perhaps even allow you to sell your practice a bit sooner.

*about \$2,000 a month if you register now!!*

For less than ~~\$2,500~~ a month, you'll get it all. You come to the Retreat with your people. All the Systems become yours. You can make back your investment with what you learn in just one day. We're right there with you when you get back to your office, helping you tackle your top challenges. And you'll make back your investment over and over again, day-in, day-out, month-in, month-out, year-in, year-out.

Now, if you're the kind of person the Practice Prosperity Program is designed for, you already knew you were attending about ten pages back. If that's the case, you can stop reading now, and fax in the Reservation Certificate and register your spot while there are still some available.

## Is this Program Really All That Expensive?

How much money did you make last year? Okay, now do some math. What is 10% of that amount? If this process ONLY helps you increase your amount by 10%, wouldn't you still be ahead? If I thought I could help your practice by only 10%, I'd have found a new job a long time ago!

## This Event Isn't Cheap ... but We Should Really Charge Much More

Given that we charge \$48,000, or even more, for some of our consulting engagements, and given that we're giving you all we've got, we'd be crazy to price this program too low.

What would you be willing to pay for the hundreds of thousands of dollars in ideas and customized action plans, not to mention the six months of hard work we'll be doing just for you?

Here's good news. We're not charging as much as this program is worth. We're not greedy. In fact, we look at this program as an opportunity to reward the clients who have already invested time or money in our ideas and to introduce an entirely new, more efficient and, more effective kind of consulting, something not offered anywhere else. A different kind of consulting for very different results. *We don't want any more marketing costs. We want you to sign up now. Make it just \$26,500 - you save \$3,000!!*

So we've set the fee at the remarkable level of just ~~\$29,500~~. And you can bring your entire practice to the Retreat. That's right. One fee covers up to five people. (Additional team members can attend for the Retreat for the nominal fee of just \$500 each to offset the costs of meals, refreshments, and handouts). Because we'll be turning people away, your deposit is non-refundable. And any cancellations within 90 days of the Retreat are subject to a non-refundable 15% fee.

We thought a lot about charging much more for this process. We know that a much higher fee would still be a bargain. After all, we're handing over our secrets, and no consultant does that. But we're creating a new paradigm, a whole new way of learning, and we settled on a figure that should not be a barrier to anyone serious about creating a "practice that hums."

## Interested, but Financially Strapped?

If it's a strain on you, or you are new in practice, there's no shame in that — no shame in being cash-poor. The only shame is staying that way! If you want to get out of the rut, if you're sick and tired of worrying every month about meeting payroll, you'll find the money. And Enhance interest-free financing makes that easy.

## Change Your Financial Destiny Now

And, if you have been in practice a while and it is still a strain — that tells you how important it is for you to attend. You'll never need to agonize about investing in yourself again.

**What Does it Cost You Not to Hear What We're Delivering,  
Not to be Challenged, Not to Stretch, Not to Change,  
Not to Risk, Not to Think Bigger?**

Good leaders understand and realize the cost of doing something, but they go one step further and weigh it against the cost of not doing it. A personal trainer might ask you what it will cost you not to get into shape, not to have more energy and self-confidence?

What will it cost you not to learn the skills so you can become a better leader and earn the confidence and competence to develop others? What does it cost you to have demoralized staff who aren't equipped to reach their full potential? What does turnover cost when your people leave because they are looking for an employer who knows how to coach, connect, train, and motivate effectively?

What does it cost a practice not to train its people, to fail to upgrade their skills? What does it cost a practice to have team members skilled at their jobs, but unable to draw out the best from their co-workers, create a winning environment, manage their time, and grow personally?

Weak leaders can always find a reason not to do something: "It costs too much," "It's the wrong day," "There is no time," and on and on. These dentists are a dime a dozen. It doesn't take much to find a "reason" not to do the right thing because it's not "convenient."

Doing the right thing is often inconvenient, but good leaders do the right thing anyway. So many dentists are happy being average. They create your opportunity; they allow vision-driven, forward-thinking dentists like you to leave them in the dust.

With a long-term perspective, doing the right thing and figuring the real costs is easy to do. Which costs do you focus more time and energy figuring and defending: the short-term or the long-term costs? The answer says a lot about the future prospects of your practice and even more about your performance and future as a leader.

If you feel your people aren't competent or trustworthy, you are at fault. After all, you are responsible for selecting them, training them, creating a climate, and setting expectations. Your people are a reflection of you and your abilities — or lack of abilities — as a leader. If you have people who must be micromanaged and who cannot think for themselves, that might say more about your own training in management and leadership than about theirs. Come to the Retreat. Get the training.

When dentists do train their staffs, it's often ineffective. There's a big difference between training and training effectively. To understand the difference, **imagine your local drugstore's security guard fighting a Fifth-Degree Black Belt. You'll understand the difference between someone who is trained and someone who is trained effectively.**

### So What's It Going to Be for You?

Are you committed to creating the environment in your practice and getting the results that you really deserve? Are you willing to do what it takes to achieve it?

If so, do what you have to do, and get to Baltimore. And please don't insult me — or you — by whining about money.

### Office Magic's Iron-Clad Warranty of Personal Delight

Here's the deal. Register for the Program. Experience Day One of the Retreat. If, by the end of the day, you're not convinced that the rest of the experience will pay for itself in a matter of weeks back in your office — not to mention the millions of dollars over your working lifetime — you get your money back! No hard feelings.

This is not a misprint. Let me say it again. See what we can offer you. Go through our process. Work through our materials. And if you don't see the value in it, just hand your materials back to us before you leave.

If we don't have the goods, you get your money back. But what if it does work for you? What would you pay for that kind of long-lasting happiness?

Return the Registration Certificate to us today and confirm your place. Your small monthly payments make it easy.

### Say "Yes" Today

Block out your schedule and get there. You don't need to know which staff members will attend; just reserve your space. And if you don't see how our marketing methods, business strategies, and techniques will vault you to the highest levels of practice profitability, systematization, and success, I won't want your money. It's really that simple. You have absolutely nothing to lose, and everything to gain.

**I know that once you go through our process and master the material we're sharing, you'll be a better leader, have a fuller schedule, even be a better dentist, and help a whole lot more people.**

And I'm willing to take the chance because I know the power of what we have to offer you. This ain't abstract theory. We already know this stuff works.

## What's So Great About Dentistry?

I happen to think that dentists have one of the most important jobs in the world. Yes, the President has an important job, and so do nurses, teachers, and physicians. But not any more important than yours ...

Dentists build confidence and self-esteem. We create smiles and change lives. We also create jobs. And protect jobs for those that have them with us, with our suppliers, and with the businesses we patronize. We preserve the equity of the employees who have banked their retirement on the performance of our practice.

Has a patient ever cried in your chair, overcome with emotion, because they were no longer ashamed to show their teeth?

What we do matters. A lot. And there's no reason for any dentist to be struggling. This really is the most exciting time ever to be a dentist.

## What Will I Have to Do?

Now, I've also got to tell you that, in addition to the money you lay out for this incredible offer, **there are five "strings" attached.**

STRING #1: Upon registering, you will be shipped materials introducing you to some of the fundamentals that will prepare you to get the most out of the Retreat and get you up-to-speed. We'll even help you and your team funnel your concerns into an Action Sheet listing your most important goals you'd like to tackle in the Program. What's the string? Simply that you must listen to all the CDs and read all the manuals we send you before coming to the Retreat.

STRING #2: We'll be sending you extensive surveys that you can complete right on your computer. Our penetrating questions will draw out what's really happening in the practice and you can count on us to figure out how to make things better. You must complete these surveys.

STRING #3: You'll need to take a video camera into your office and show us the office — inside and out — and record some "video introductions" where each staff member introduces themselves and tells us what they do in the practice. It's really easy to do, we'll tell you how, and it only needs to be about ten minutes long. Sending us the tape ahead of time means we'll get to know you much better before you arrive.

STRING #4: You'll fill out several "Office Magic Monitors" that will spotlight key indicators of your practice performance levels. We'll also want to see things like your stationery, brochures, ads, or promotional materials.

We'll implement several Key Indicator Monitors during the program that will alert us immediately to any area needing our attention. More important, we'll institute a permanent system that alerts you after our job is done.

STRING #5: We'll even be placing a few of our "Mystery Shopper" phone calls ahead of time to attending offices to find out what's really happening. We don't play "gotcha." We look for good things to praise and build upon.

So what's the big deal about these strings? We just want you to know what we'll be doing and what we'll expect of you. And **if it's a problem, please do not register.** It would not be fair to the other registrants.

**Note:** Office Magic reserves the right to reject any applying practice which we deem incompatible with the philosophy and goals of the Practice Prosperity Program. We decide.

### A Summary of What You Get

- ☞ You'll join our exclusive Inner Circle of Office Magic consulting clients
- ☞ You'll work one-on-one with Pat, Lorraine, and Ginny
- ☞ 2 ½ days of intensive, formal training
- ☞ **6 months of structured consulting**
- ☞ Full access to Pat, Lorraine, and Ginny during the entire program
- ☞ Extraordinary masterminding opportunity
- ☞ **Sustainable Practice Success System™ Mega-Binder**
- ☞ Office Magic Accountability System™
- ☞ All of our practice-enhancing ideas and systems
- ☞ Hot breakfasts Thursday, Friday, and Saturday at the Retreat
- ☞ Spectacular lunches Thursday and Friday at the Retreat
- ☞ Very limited and select group size for most enlightening interaction
- ☞ **Office Magic Iron-Clad Warranty of Personal Delight**

You will also get a Site License that allows you to reproduce all the vital systems and forms for your own office use. Your Non-Disclosure Agreement prohibits you from sharing these materials with anyone not employed by your practice. They are for your office use alone.

It's important that you not only learn all these strategies, but have the help and support you need to make sure you're applying them effectively. So we're going to keep you totally focused and on track, and we're going to keep the momentum going. It's part of our "No Practice Left Behind" Practice Prosperity Program Policy.

## An Unprecedented Approach with Unmatchable Results

This unique approach will save you years of work and guarantees that the ideas you hear will actually get implemented. This approach alone is worth many times your investment.

You'll get exclusive access to the Motherload — step-by-step details to make your practice unmatchable, and positioning you as the premier practice in your community.

### Be Warned, However ...

When you hang around other “Office Magic” practices, you will notice that they are different than the rest. They are open-minded, already great, and wanting to get better.

We've had some breakthrough success stories in practices around the country that we will share as case studies.

You'll complete the Pre-Program homework, so you arrive at a higher level, and we have more time on advanced training at the Retreat. And you'll leave with the Office Magic Sustainable Practice Success System™ for most every aspect of your practice. Not to mention new materials that you actually create at the Retreat!

No process ever available anywhere before has ever offered so much potential for you to profit so much. That's all I have to tell you about this fascinating program other than to tell you it will be better than anything we've ever done. Get there.

### How Will You Measure Success?

How will you know that the experience was a success? Simple. Your staff is so happy to be at work, they spontaneously sob with joy. Meanwhile, patients crawl naked over broken glass for the most sought-after appointment times! Okay, maybe I'm exaggerating. But you get the point.

You'll feel it. The new confidence. That feeling you have when you know things are humming, and you know they'd keep humming even if you step out. Your practice is “switched on.” You have great people but you're relying on great systems.

### First Come, First Served ...

Last year's Retreat sold out so quickly that we thought a lot about converting the registration process to an application process. That way, we could pick and choose which practices we thought would contribute and benefit the most. At the same time, it hit us. It was the very random mix of practices last year that was most beneficial to everyone. We had one practice come all the way from Sweden. We had a periodontist ... and we even had

one *podiatrist* sign up! You can't write this stuff! So we're keeping it ... "First Come, First Served."

It's going to make some people very unhappy but the reality is that we have to limit the number of people we accept into a program of this intensity and involvement. We'll take 12 practices. Once the spaces are gone, they're gone. And there is no "Home Study Version" of something like this — it has to be experienced.

If you are qualified for this one-of-a-kind program and want to get started, register now before all the spaces are gone. (I promise you that there were people who set down this letter and guaranteed their space about 15 pages ago!)

Fax your registration to us at (302) 477-9452, or register online at [www.officemagic.com/prosperity.html](http://www.officemagic.com/prosperity.html)

If you're really serious about making your practice what you've always wanted it to be, the Practice Prosperity Program is the way to do it. Register and mark it on your calendar right now. It starts with three unforgettable days in Baltimore: Thursday, August 17 through Saturday August 19, 2006.

### Can't Attend the Retreat?

Are you nuts?

Do you have any idea how many million-dollar systems and ideas will be spelled out in Baltimore? Do you understand how much more revenue and how much less stress it will mean to you over the course of your career? Don't put yourself in an early grave!

Do you understand the power of spending three days not only with me, Lorraine, and Ginny, but with like-minded "Office Magic" practices? What will rub off on your team? What will it mean to your results?

Are you aware of the effect three days in a Practice-Management-Navy-Seal environment will have on you and your team members? They will return back to the office on fire. You'll be participating in exercises, Hot Seats, and discussions which will impact your practice in a positive way over and over and over again for years to come. And you'll be working along and taking home the motherload, the Sustainable Practice Success System™ Mega-Binder, and the Office Magic Accountability System™.

### To Be Certain of Being Included

You must decide right away. Because this amazing opportunity will be gone in a very short time. This type of event will work only with the right number of participants —

enough for the needed interaction from which we all benefit, and not so many that interaction becomes impossible.

You must register FAST. I'll be surprised if this event doesn't fill immediately. By the way, you are on my Preferred Client list for this advance mailing before I go to our next, larger list.

If you procrastinate, you will probably be too late. And don't wait until just before the event to see if there's still a seat left. There won't be. That much, I can promise.

We'd really like you to have an incredible educational experience. We want you to be putting these ideas to use the day you get back. This can't happen if you're not there. Please do not delay. And we'll stay with you, helping to implement expertly everything you just learned at the Retreat.

### Still Haven't Faxed in Your Registration?

Ensuring your spot at the beautiful Sheraton Inner Harbor on the waterfront is another reason you must act fast. Our room block will fill up fast and you'll want to be in this hotel. We're staying there and it will be much more convenient for you to be there too. Plus, you'll see more of your colleagues and maybe even pick up some extra pearls along the way. Don't wait and be turned away.

### One More Thing ... It Could Be the Most Important Yet

We've saved the bombshell for last:

**THIS WILL BE OUR LAST PRACTICE PROSPERITY RETREAT EVER.**

Sign up now or miss this opportunity forever.

When we announced our first Retreat, it sold out instantly. And we mean that literally. We even went ahead and put on a second Retreat just to take care of the next 12 practices clamoring for us on the waiting list! And we promised the other folks that they'd get another crack at signing up, so we're going ahead with one more ... *but this is it.*

Why will we not put on another Retreat when they sell out so fast and produce such incredible success stories?

Because bringing 12 practices together, and working with them all at once fills our calendar. We have to delay accepting other clients for 8 months or even more. We don't take ourselves too seriously, but we do take our job of helping you very, very seriously. And when you invite us into your circle, you get our focus – 110%. One thing we'll never do is risk our ability to deliver the goods.

It really comes down to a simple business decision. We've asked ourselves, is this our model? We never wanted to be the biggest – we just want to be the best. Oh, you'll still be able to hire us, just not at this discounted rate, and not with this same vacation and masterminding opportunity.

I envy you this opportunity. The Practice Prosperity Program is quite simply the fastest, most powerful, and most lasting way possible to realize your vision ... with personal, face-to-face help from me, Lorraine, and Ginny. Don't let another heartbeat go by before signing up.

In partnership,

A handwritten signature in blue ink, appearing to read "Pat".

Patrick Wahl, DMD, MBA

P.S. A program this intense is certainly not for everyone. But if it is for you, remember that we're accepting only 12 practices. We might cut it off sooner depending on the size of each practice. Once the spots are gone, they are gone. And we won't be doing it again. I'm sure you understand. To guarantee your space, fax back the Priority Reservation Certificate to (302) 477-9452, or sign up online at [www.officemagic.com/prosperity.html](http://www.officemagic.com/prosperity.html)

P.P.S. This kind of event is not offered by other consultants. This is a new kind of consulting. We're changing the rules and you reap the rewards.

## FAQ Sheet

### Answers to the Most Frequently Asked Questions ...

**Q.** “I’m busy that weekend. Is there another Retreat I can attend?”

**A.** This is not a seminar. It is a 3-Day Retreat. It will never be repeated. People will be flying in from all over the country. So you better reschedule your commitments.

**Q.** “But I already have patients booked on these dates.”

**A.** Reschedule the patients. Really. They can easily be rescheduled to a more profitable day while you learn how to make millions.

**Q.** “But it’s so far in advance. I can’t even know which staff I’d bring.”

**A.** You don’t need to know how many are coming. Your fee includes up to five people which you can decide later — as long as you register now.

The Retreat is for you and your team. You need at least your key person with you. If you’re able to bring the entire practice with you so they can hear things first-hand, great. But it’s not necessary. We’ll have six months to work with everyone.

**Q.** I already have all the Office Magic learning resources. Will I benefit from this program?

**A.** If you don’t already have all of the Office Magic materials, you will get them before you come. The resources we make available to everyone are the tip of the iceberg. The better prepared and more skilled you are before you arrive, the more you’ll get out of the Prosperity Program and the advanced materials you’ll receive. If you have a well-run practice, it is impossible to join us and not get that much better.

**Q.** I’m a specialist. Will this Program apply to my practice?

**A.** It depends. Do you have a staff? Do you treat patients? You better bet it’s for you! Some of our most raving fans are specialists. In fact, some of the systems and marketing materials will be specifically and exclusively for you. Get there!

**Q.** “Will Pat, Lorraine, and Ginny do all the training themselves?”

**A.** Count on Pat, Lorraine, and Ginny participating and presenting 100% of the time. You won’t be lectured to but actively trained. However, some of the most successful dentists in the world are our friends and clients. So it is possible you will get the surprise benefit of a “special guest star” or two. What’s important is that the Retreat is no Super Seminar with a parade of guest speakers hawking their wares. This is the actual training and the real-deal, results-only consulting.

**Priority Registration Certificate** *Office Magic*

# Practice Prosperity Program

**6-Month Fast-Track Consulting beginning with  
3-Day Practice Prosperity Retreat**

**Thursday, August 17 – Saturday, August 19, 2006  
in Baltimore's Beautiful Inner Harbor**

**YES!**

I Want to be One of the Savvy Dentists who participate in this practice-defining program. How can I possibly resist an offer with nothing to lose and everything to gain? If you're willing to take all the risk, I'll clear the time in my schedule and get to Baltimore in August. On that Risk-Free basis, here's my reservation.

Please Reserve Space for Up to Five People from my practice at the Retreat.

I need not decide which people at this time, and I will let you know exact numbers later.

If My Socks Are Not Blown Off on the first day of the Retreat, I will notify the event staff I am leaving, return the materials and get a total refund. No hard feelings

I am taking advantage of your courtesy by enclosing a check for payment in full, payable to Office Magic. Knock 5% off and make my tuition just ~~\$28,025~~. I save \$1,475.

*make that just \$25,175*

I would like to take advantage of your interest-free financing. Please charge my credit card below, or my check is enclosed, for my non-refundable deposit of \$2,500 payable to Office Magic. Please fax me the interest-free financing information.

Name of Dentist and Practice \_\_\_\_\_

Total Number of People I Anticipate Attending Retreat \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_ Web Site \_\_\_\_\_

Please Charge My:  Visa  MasterCard  Discover  American Express

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

**Call us at (800) 750-8779 or (302) 477-9450 • Fax us at (302) 477-9452**

Reserve Your Space **Online** at [www.officemagic.com/prosperity.html](http://www.officemagic.com/prosperity.html) • **Mail** Office Magic • The

Barba Plaza, 2nd Fl. • 2114 Silverside Rd. • Wilmington, DE 19810-4148 • USA

We're Ready to Answer Your Questions and Assist You With Your Registration.

IAN E. SHUMAN, DDS



GENERAL, RECONSTRUCTIVE  
AND AESTHETIC DENTISTRY

November 28, 2005

Dear Pat, Lorraine and Ginny,

Alisa and I would like to extend our gratitude for the excellent treatment we received at the Practice Prosperity Retreat. Just when I thought my monthly income reached a plateau, it increased by 25% just four weeks after the retreat. And that was only the tip of the iceberg. My team became acutely aware of what we were trying to achieve and your workbooks and exercises helped me express in words what I had always thought but could never actualize.

Thank you again for your excellence and care in our practice.

A handwritten signature in blue ink, appearing to read 'Ian E. Shuman'.

Ian E Shuman, DDS, MAGD



**KENNETH K. HUTCHINSON, D.M.D., P.C.**

**SHERRY L. PADGETT, D.M.D., P.C.**

*Fellow of the Academy of General Dentistry*

December 28, 2005

Office Magic  
2114 Silverside Road  
The Barba Plaza 2<sup>nd</sup> Floor  
Wilmington, DE 19810

*2381-B Main Street East  
Snellville, Georgia 30078  
Telephone (770) 979-7923*

Dear Pat, Lorraine and Ginny,

I wanted to write to share with you what an overwhelmingly positive experience my team and I had at the Practice Prosperity Retreat. My only regret is that I brought only my key team members and not the entire staff. We had a lot of our 'hot buttons' pushed and because of the spirit you created we were able to give each other permission to be honest in a way we hadn't even realized we were avoiding.

Bringing my team to Baltimore for the Retreat was a quality of life investment for me. I have really good people on my team but we weren't hitting on all eight cylinders. I wanted to know "*Why aren't we working better together?*" At the Retreat we broke through some of the barriers we didn't even know existed and we really connected. The weekend proved to be enlightening on so many levels and it was a very emotional experience for my team who felt it was one of the best things we've ever done as a team.

How do I know there was value in this investment? Here are a few clues:

We had two of our best months ever after returning from the Retreat  
This current December is also better than previous years  
We don't have last minute openings in the hygiene schedule since we started using your suggested hygiene systems  
We can also now get new patient periodontal therapy scheduled within a few days so we can proceed with restorative work before patients lose their enthusiasm  
Personally, I learned new coaching style management skills that make managing my team much easier for me

Overall, I think the best result is that we now have the framework and the tools we need to really work well together. I had a great practice before the Retreat and now it is even better and more enjoyable.

Yours truly,

Kenneth K. Hutchinson, DMD

# MIDWAY DENTAL CENTER

*James L. Strawn D.D.S.  
Thomas T. Doan D.M.D.*

*General Dentistry*

Office Magic  
2114 Silverside Road  
Wilmington, De 19810

Re: Baltimore Retreat

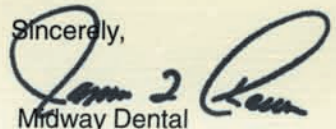
Dear Office Magic,

WOW !!!! What else can we say. We really had a wonderful time and learned lots of valueable stuff. We got back from the seminar and just could not wait to start doing the new things we learned at the retreat . We just love the new addition of Ginny , she is so sharp and a wonderful addition to the Magic. Talking to other offices and hearing how they handle situations really was great. We decided to honor our valueable patients in new ways and did some new promotions when we got back. Out patients comment on the new additude .

We are excited about working on the office systems and are compiling a new manual for the office and this has been really fun to do as a team. We also realized how blessed we are to have such a wonderful boss who allows us to go to such great seminars .

Office Magis has just been a world of helpful information to us and we look forward to future seminars with Pat , Lorraine and Ginny . We plan to keep in touch as we work through the materials we recieved at the meeting . Dr. Strawn will be graded in January and we will let you know how he did.

Sincerely,

  
Midway Dental

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MICHAEL G. MONSARRAT, D.M.D.  
P.O. Box 268  
Kent, CT 06757  
(860) 927-3519



November 21, 2005

Dear Pat, Lorraine, and Ginny,

Wow! We want to thank you for an incredible weekend. Attending the Retreat has already made a tremendous difference in our office. All the energy is still causing sparks around here!

We have already put in place dozens of ideas we picked up. But what is most remarkable is that we now have a team feeling when there wasn't one before. You can feel it the moment you walk into our office.

Participating in the Retreat has already profited us in many ways. Most importantly, it has made our office a better place for our patients. We are poised for our best year ever, and have you to thank as our guides in this wonderful journey.

We will enthusiastically recommend the Retreat to all our colleagues. Missing this extraordinary opportunity would be a million dollar mistake!

Thanks for all you do, and we look forward to growing together.

Sincerely,

  
Linda Kidd, Office Manager

  
Michael Monsarrat, DMD



Östersund, Sweden 2005-10-16

Dr. Patrick Wahl  
Office Magic

Dear Pat, Lorraine, and Ginny,

Greetings from across the ocean. We are back safe and sound from our trip all the way from Sweden to Baltimore, USA for the Office Magic Retreat.

Frankly, we were a bit unsure whether traveling across continents would be worth the time and considerable expense. We loved the Office Magic materials we had purchased from your web site, but we didn't know how much more the Retreat would offer.

Well, there is only one way to describe our experience at the Retreat. It was

***Life-Changing.***

We have never been more excited about all the things we will be doing in our practice. In fact, we've already done lots of the simple things – we came back on fire! But out of everything, the Mega-Binders impressed us the most. They are worth many, many more times than our investment. They will give us a lifetime of guidance and ideas. With this roadmap, we really believe that anyone can have the practice they have dreamed about.

We are grateful to know you. Thank you for sharing your wisdom with dentists around the world. In a world full of marketing hype, it is a special pleasure when the claims are backed up and then some. To any dentist thinking about going to a Retreat, our advice is:

**"Stop thinking. Go."**

Thank you Pat, Lorraine, and Ginny. We're sure we will be seeing you again.

A handwritten signature in black ink, appearing to read 'Sven Simonson', written over a large, stylized orange and blue graphic element.

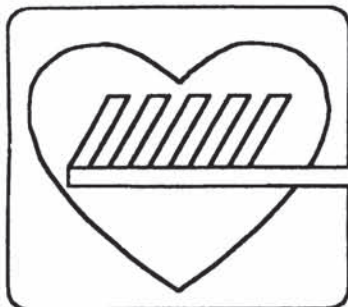
Sven Simonson  
Leg tandläkare  
(General Dentist)

A handwritten signature in black ink, appearing to read 'Jan Elon Eriksson', written over a large, stylized orange and blue graphic element.

Jan Elon Eriksson  
Leg Tandläkare  
(General Dentist)

LEGITIMERAD TANDLÄKARE

Prästgatan 30 • 831 31 Östersund • Tel 063-12 29 20 • Fax 063-10 78 21 • simson@mbox303.swipnet.se



DAVID PHELPS, D.D.S.

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The Gentle Dental  
5402 Wesley, Suite C  
Greenville, TX 75402  
(903) 455-8812

March 25, 2004

Office Magic  
The Barba Plaza, 2<sup>nd</sup> Fl.  
2114 Silverside Rd.  
Wilmington, DE 19810-4148

Dear Pat, Lorraine, and Ginny,

I don't know if you've ever wondered why I keep renewing with you since starting in 1999. The answer is simple:

Every penny I give you comes back to me 100 fold!

You keep my office from losing momentum or becoming side-tracked.

I loved your audio and home study workbooks. And as you know, I watch my office expenses and overhead very closely. What I'm saying is that it wasn't easy for me the first time I wrote a sizable check for office consulting. But now I can tell you this:

When it comes to the highest return on investment in the shortest period of time, nothing compares to your one-on-one consulting.

You already know that my accounts receivable is now less than two weeks of production. My production, because of better case presentation, higher quality new patients, and solid financial arrangements, has increased by nearly 25% over the past two years. I just noticed that the changes we made together this year in the hygiene department have increased production there by nearly 50%! This is fun!

All of the improvements have been welcome, but the most important result for me has been the huge decrease in stress. I actually have more time for my life.

I would be happy to visit with anyone who is interested in making a difference in theirs. It is within anyone's reach. Not hiring you would have been a million dollar mistake for me!

Sincerely,

David G. Phelps, DDS

"Win with a great grin!"



**TIM GOODHEART, D.D.S.**

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6530 Raytown Road, Suite A  
Raytown, MO 64133

816-353-0673

Feb 1, 2006

Dear Pat,

It never fails -- every time I send you money, it comes back to me in multiples!

I've invested in all of your books and CDs over the years. And they helped me do some incredible things in my practice. Nine years ago I took over this practice with four operatories full of worn out equipment, one PC and a patient base greater than 60% HMO. In eight years we have renovated and expanded to eight ops with a thirteen station network and we have the HMO census down to less than 2% of the practice!!

The 3-day Retreat was an incredible experience. We weren't sure exactly what to expect, but we knew one thing for sure, Pat, and it's that you and Office Magic have never disappointed. We're still talking about the Retreat every day in our office! Just a few of the things we've already accomplished:

- We actually have a system now for projects and planning. Thank you!! Things just get done.
- We were already really good at financial agreements. Now, we're smooth as silk. Each one of us know the financial options available for our patients and is comfortable discussing them.
- We just get along better. Conflicts don't simmer and boil over. We truly support each other like never before.
- Our new sign is finished -- and thanks to your Marketing Crack Detector, it's already pulling in patients.
- It has been one month now with our new mailer -- and it brought in 25 additional new patients in just this first month! We set a new record of 75 total new patients this month.
- Ginny's "3 Week Rule" has put us back in control of our schedule.
- Communication between departments is exceptional. Less confusion means greater and easier case acceptance.

I could go on and on about how we've profited from Office Magic's wizardry. The bottom-line is this: NO investment has paid off for my practice more than the investments I've made with you. I hope to spread the message and send as many dentists your way as I can! Thanks for all you do!

Sincerely yours,

Tim Goodheart, DDS