

FIVE OF THE BIGGEST MISTAKES I'VE MADE

... and How to Avoid Them



Is the money coming in *enough* to cover the **money going out**? Are members of your **team** *upsetting* your ability to work well? Are your advertisements **bringing in 'tire kickers'**... or *quality* new patients? In this thought provoking and insightful presentation, Dr. Moffet shares his top 5 lessons learned from 25 years growing and running a successful dental practice.

This is **not** just another North American dentist talking about his local experience. Dr. Moffet shares his **global perspective** based upon his dental and business experiences both Australia- and world-wide. These lessons learned both inside and outside of the dental field, when incorporated, will help you grow a stronger, more successful dental practice.

Participants will learn:

- How to create the discipline to pay yourself first (*not last*).
- The value in working with a consultant *as you build a great business*, rather than hiring a consultant to *fix* your business.
- How to find the 'right' consultant(s) for you and your practice.
- How to hire slowly and fire quickly.
- Process for finding and hiring the *best* applicant.
- Ideas for getting the best out of your team.
- How to advertise best to attract the *type of patients you want*.
- Learn *which* ads work best and *where*.
- Learn how to *test* and *measure* the effectiveness of all your advertisements.
- How to be *ahead of the trend* and why it's important.
- Why it's essential to look outside of dentistry to see what else is working.
- Participants will leave with '*how-to*' ideas that can be implemented immediately.

Perfect for the **new dentist**, as well as those looking to take their practices to the **next level**.

Step Outside the Box



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