

DENTAL MARKETING AUTOMATED



***Something You Need To Know That Is SO IMPORTANT To
Your Success In The Post-COVID Business Environment -
I Decided To Introduce It To You Myself...***

Hi, Dan Kennedy here,

If you've followed me for any length of time, you know I seldom write a letter like this. In fact, almost never. But this is so important, I did.

The enclosed letter from Parthiv Shah, (*written by master copywriter Russell Martino whose work I admire, and critiqued by me*), is THE most important message I have seen go from one business owner to another in a long time.

I encourage you to read Parthiv's letter several times and circle the parts that apply to you and your business. And, I strongly encourage you to accept Parthiv's unique offer, which won't cost you a dime. And, will give you thousands of dollars' worth of **TIMELY, ACTIONABLE INFORMATION**, you can use immediately.

If your business has suffered because of COVID, it is not only in your best interest to read Parthiv's letter, it is **URGENT** that you stop what you are doing, and read the letter now. ***I am certain you will be glad you did.***

If COVID has not damaged your business, it is still critical you read the letter carefully *so you have a clear understanding of how the best marketers, the ones who make selling high-dollar products and services look easy, make that happen.*

I agree with Parthiv's conclusion that failing to adapt to the changes the COVID pandemic has brought to life in the marketplace, **WILL DESTROY FAR MORE BUSINESSES** over the next year, than have been wiped away by this pandemic to date.

I agree COVID has, on a mass level, changed how people willing to spend money in the *POST-COVID Economy*, use the web to decide **WHAT** to buy. **WHEN** to buy. And, **WHO** to buy from.

I agree that not adapting the changes detailed in the letter, may cost you a fortune in missed opportunity. And, I agree that adapting them, will give you a huge advantage.

With this said, I hope you enjoy the letter... I feel certain you will.

Dedicated To Multiplying Your Income,



Dan K

Dan Kennedy





Dear Friend & Fellow Business Owner,

Hi, Parthiv and Dipali Shah here with some exciting news and details on an **AMAZING FREE GIFT**.

First the news from 2022...

In September 2022 I attended Click Funnels conference, FHL and went on stage with the flag of India and receive our well deserved TWO 2CC award trophies. I had the luxury of hosting a 'Dinner with Dan Kennedy' at that event, and I had to tell him this:

"Dan, COVID economy is behind us. My business is growing and I am grateful for my relationship with you as a private client and my relationship with Click Funnels. I am doing well now. How can I return the favor? What can I do for YOU & Russell Brunson, Dan?"

With a warm smile, Dan congratulated me and said this:

Parthiv, if you want to do something for me and Click Funnels, do something for small businesses. Help them grow. Show them how they can use Click Funnels to grow their business just like you grew [eLaunchers.com](https://elaunchers.com).

I spent countless hours at the conference with some click funnels employees and other funnel hackers going over the 'new and improved Click Funnels 2.0', the new user interface, the powerful functionalities and came to the following conclusion:

Click Funnels is great. But I want to build the Best GROWTH System! An A.B.C.D. (Any Business Can Do). I will call it eLaunchers Best GROWTH System, BestGROWTHSystem.com.

This is a remarkable development that can help ANY business grow with [eBGS](https://elaunchers.com) as their growth engine.

[eBGS](https://elaunchers.com) is very easy to use for your staff as a tool for developing your funnels, your funnelhub and membership portal. Second, with all the new development added to the software, the system is functional out of the box for email marketing, text marketing and telephone marketing. Plus with hundreds of integrations already built in, you can automate other parts of your marketing...



Fast forward to February 2025...

We are back on the Click Funnels stage to receive the prestigious **2CCX Award** for generating over **\$10,000,000** in Lifetime Revenues.

example: sending custom printed greeting cards with brownies and personalized water bottle through automatedprintandship.com.

But here is the REAL exciting news. **eBGS** is the BEST IN CLASS funnel building tool with its own internal funnel templates and the cool 'share funnel' feature that allows other funnel builders to share the funnels that is already working for them. This means, you have a very powerful software that can build headline-driven opt in pages, sales pages, upsell offers and other funnel pages inside **eBGS**, without needs to integrate **eBGS** to other marketing automation software. The strategies and so on are a direct outgrowth of Dan Kennedy's Direct Response Marketing teachings.

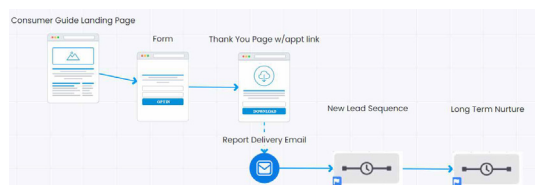
In other words, **eBGS** is a turnkey locked and loaded, user-friendly tech platform IDEAL to deliver Dan Kennedy style direct response marketing messages, follow up, and make sales. **eBGS** is MY tool of choice for implementing Dan Kennedy's Magnetic Marketing concepts.

Proven Funnels Capture Leads - Shorten The Sales Cycle & Eliminate Guesswork

While I have over 400 funnels in my various software accounts, I routinely rely on just five of those funnels to capture leads, create engagement, and transform prospects who look, into clients who buy.

Those five funnels came about as the result of HUNDREDS of split tests and several years of upgrading, discarding, improving, and perfecting until results were consistently excellent.

Layout, headlines, photos, graphics, copy: we tested everything. And tweaked everything until the results proved



we finally got it right.

In other words, we tested and tweaked until the funnels consistently produced **ENGAGEMENT THAT LEADS TO MEANINGFUL CONVERSATIONS**, often resulting in a prospect becoming a client.

Results tell the story...

In 2019 I won the prestigious Two Comma Award for doing over \$1-Million dollars in business in one year from the Magnetic Marketing style book funnel Dan designed to give away (or sell) a book. In 2024, I earned the prestigious 2CCX award from Click Funnels for generating over ten million dollars in lifetime revenues for my own business. These funnels are still active today on various software platforms of **eBGS**

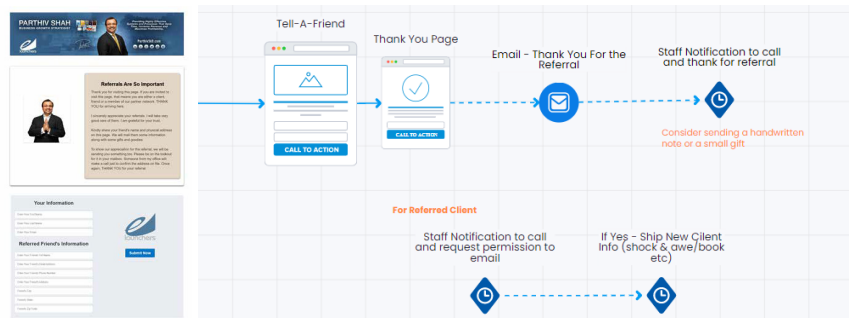
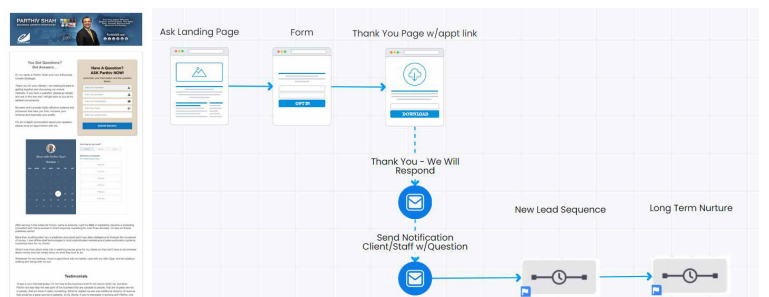
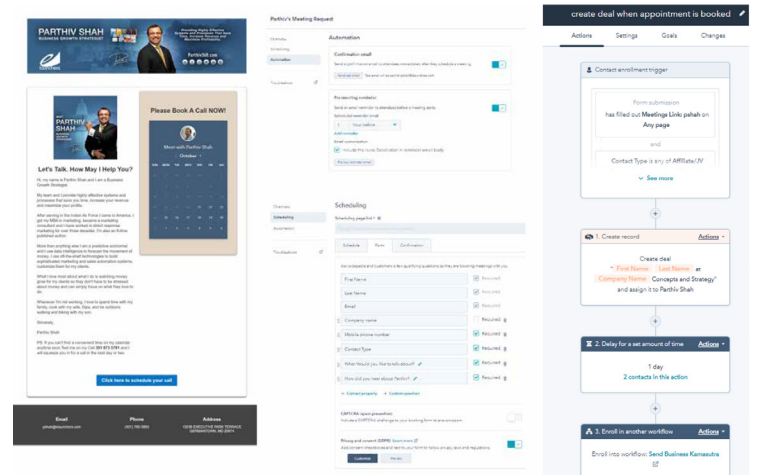
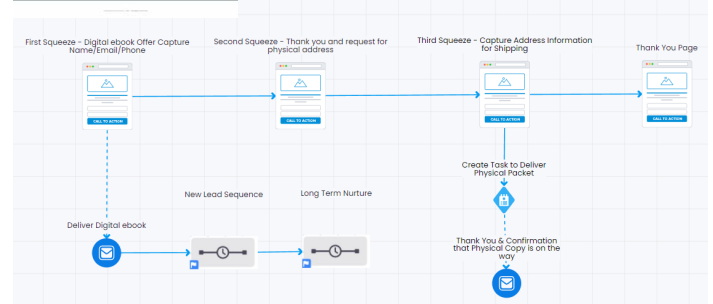
By actively sending traffic, that book funnel, along with 4 others I use to grow eLaunchers (and help clients grow their businesses), those funnels, the Funnels of eLaunchers, have generated millions more in sales for my clients, especially dentists who want to sell more implants. And that is the story of Dental Growth Machine powered by **eBGS**

The Five Funnels of eBGS Include

1. The **eBGS** FREE REPORT Funnel:
The #1 lesson in Dan Kennedy's Magnetic Marketing is to show up bearing a gift. The Free Report Funnel accomplishes that task.

Create a free report that answers burning questions a prospect may have. Offer that report for free in exchange for contact information. And you open the door to having a meaningful conversation with a prospect clearly interested in solving the kind of problem you solve.

2. The **eBGS** Two Comma Club and 2CCX Award Winning FREE BOOK Funnel: This funnel was designed by Dan Kennedy to CAPTURE LEADS, CREATE ENGAGEMENT, EDUCATE THE PROSPECT ABOUT THE PRODUCT, AND TO GET THEM TO WANT IT, so they ask you, instead of you chasing them.




Dan recommends sending personalized gifts & cards.


With  Campaign Builder, and Mailbox Power that too can be automated.


www.automatedprintandship.com




This is a perfect funnel to give away or sell a book. And if you have no book, you can create a free report about a book and use the funnel to capture leads by giving that away.

3. The  MEET DR __ Funnel: The 'MEET' funnel is populated with everything you want a prospect to know: who you are, what you do, and more. PLUS, a calendar that enables a prospect to BOOK A CALL with you right there on the spot.


4. The  ASK Dr __ Funnel: Prospects always have questions. This funnel gives them a direct pipeline to identify themselves as a prospect, ask their question, and begin a conversation with you.

5. The  Dr __ LOVES REFERRALS Funnel: Often a happy customer or client is happy to make a referral – especially if there is a FAST, EASY and CONVENIENT way to do so. The “_____” Loves Referrals funnel makes referring you to anyone as simple as sharking a link in an email.

It doesn't take many referrals to turn into business. Every year I get three or four new clients through this referral funnel.

When Dan Kennedy asked me to bring  to small and not-so-small business owners, I asked him for advice...

Being a long-time Click Funnels fan and a Dan Kennedy Private Client, I asked Dan how I could help past, current and future  users get the most out of their  experience.


Dan is familiar with The Funnels of , which are based entirely on Magnetic Marketing principles. And, being a Private Client, he has reviewed and critiqued our funnel copy.

Dan's advice...

“Parthiv”, he said....


“You have five well-done Magnetic Marketing style funnels that do exactly what they are designed to do. So, if you want to make a difference, if you want to provide REAL VALUE, my advice is to LET THEM TEST-DRIVE IN THEIR OWN PRACTICE RISK FREE!

“Let them try it: The funnels, the copy you used to do over \$10-million in sales, the graphics, everything. And Parthiv, give it to them **absolutely risk free**. Just GIVE it to them!

“In fact, to make it so easy they can be up and running fast. Have one of your tech experts INSTALL THE FUNNELS and the companion marketing automation campaign in their  account and make sure everything works.”

I always follow Dan Kennedy's advice. So, with that in mind, I am pleased to offer you what may soon become known as...

The Most Incredible Free Gift Ever

True to Dan's advice, I am happy to offer you, absolutely free with no strings attached, a 335 page swipe file of my entire implant marketing system, as implemented on countless dental practices. And to make the good even better, my operations team will install those funnels for you in your  account. You can take these funnels with companion campaign and customize to suite your practice. To read this entire swipe file just visit www.implantpracticegrowth.com.

Your funnels include the FREE  BOOK funnel. The FREE  REPORT funnel. The ASK “your name” funnel. The “your name” Loves REFERRALS Funnel. And the MEET “your name” funnel.

These funnels have generated millions of dollars

in business for my company. And millions more for my clients' businesses. They generate appointments practically every day.

And they are yours for FREE when you pay for the eBGS software subscription.

The funnel copy is copy I used for dozens of dental practices to generate leads, create engagement and get people to contact the clinic about implant services.

With this Dan Kennedy approved, tested and proven copy as your guide, you will be able to adapt copy to your business, and with a little work, have five powerful funnels ready capture leads, create engagement and get good prospects to contact you.

If you want help with the copy, graphic design, technology implementation or database administration, let us know, and we will explain how to hire people that are right for you.

If you are a do-it-yourselfer or if you have a team that can implement the eBGS funnels and campaigns without our help, you can use our swipe file as your guide. We will even talk to your current implementation team and guide them on what to do. Just book an appointment with me at www.meetparthiv.com and we will figure this out together.

If you want these funnels up and running and working for you around the clock, accept our offer and we will help you buy eBGS. In fact, you can visit www.meetparthiv.com and book an appointment to discuss your situation. We will install a trial of dental intelligence software, do some data intelligence and list research work using DI's 'Patient Finder' tool and identify your unscheduled Tx cases for implants and other 'diamonds in your dental database'.

With these five funnels, which are yours with a special 90-day risk free trial to test the funnels and decide if you want to continue using eBGS beyond the trial period. You have plenty of time to adapt the funnels to your practice. Test them with real prospects. And get new patients.

That way you know for sure if this is right for you before you spend a single penny.

I'm sure you'll agree, it just doesn't get any better than that!

Your next step couldn't be easier. Just visit www.implantpracticegrowth.com and get the entire swipe file absolutely free.

There are three easy steps to say YES and accept my offer!

1. Go online to www.meetparthiv.com and schedule an appointment with me.
2. Review your patient data with Parthiv, identify unscheduled Tx cases and create segmented lists for internal magnetic marketing for your dental practice.
3. Make your small risk free investment of \$7497 and we will begin working on your practice growth immediately.

Test drive **Dental Marketing Breakthrough in your own practice RISK FREE for 90-days for \$7497**. During the 90-day trial period, you can go out for any reason or NO reason and request a full refund and we will let you keep everything we created for you. At the end of the trial period, you can continue with THIS program for \$997 per month OR you can upgrade to our comprehensive Dental Growth Machine for additional fee.

One more thing...

If there's ever anything I can do for you, just reach out. I am happy to help. And happy to answer questions about building responsive lists, tech, direct response marketing, how I help clients systematically and dependably grow their business, or anything else.

Sincerely and all the best,



Parthiv Shah
eLaunchers.com

PS – If you want these funnels working for you so you benefit sooner rather than later, go ahead and call the office at 301.760.3953. We will get you on my schedule – and make the magic happen!

In-Office Patient Education Assets

When a patient comes in for an implant case presentation, they are afraid. They have LOTS of questions. They want to talk about pain management, infection risks, bleeding, healing time, surgery complications and cost of treatment. But you want to talk about 'bone & budget' and why NOW is the right time to start treatment.

A diagnosis and case presentation session can be a difficult, often traumatizing experience. They don't realize how TINY an implant is. They don't realize how easy and simple this surgery is. Everything is magnified so large that the implant surgery looks like a HUGE construction project. **This is why many adults are fearful of dentistry.**



YOU are the doctor in the room. They will respectfully listen to you explain their situation and how implant(s) can help. Since this is a major health decision and a non-trivial financial decision, they might want to go home and think about this or talk to their family. When you give them **nothing in print** except a printed black and white case presentation report that has procedure codes, acronyms and fee estimate, it is not self explanatory. This is all difficult to understand & nearly impossible to remember.



Our printed books and brochures are designed to be used as 'conversation props' and patient education handouts. We want to encourage them to read your patient education assets so they can understand the anatomy of their mouth, understand the role of oral health in their overall well-being and realize the oral-systemic connection linking gum disease to other life-altering conditions. The first asset, '**Implant Pricing Guide**' is a case presentation tool that helps you articulate and justify investment. The '**Choosing the Right Dentist Report**' help them understand what they should be looking for when they are choosing the dentist they can trust with a major dental procedure. The '**9 Critical Secrets**' implant report answers commonly asked questions and educates the patient on 'implant vocabulary'.



We will customize these patient education assets with your logo and branding for digital distribution AND as in-office handouts. We will even give you digital copies for you to share with your patients online and via email.

Persuasion Education and Sales Assets

My friend Dr. Chris Phelps wrote the book 'Dental Marketing, that is published by Edra Publishing. In his book and in his courses, Dr. Phelps teaches dentists how to use the power of persuasion and the Cialdini principles of Influence in dentistry.



With his permission, I took his visual case presentation assets and integrated them in our program **Dental Marketing Breakthrough**. When you make your risk free investment of \$7497 in Dental Marketing Breakthrough, we will create these case presentation assets (that we lovingly call 'Phelps Flyers') for your practice. We will even show you how you can access the very valuable case presentation training by Dr. Chris Phelps so you can train your treatment coordinators and implant dentists how they can use these patient education along with other case presentation techniques and conversational influence. Using principles taught by Dr. Chris Phelps, our case presentation print assets become even more valuable.



Dental Marketing Bre

Automated Dental Practice Marketing Syst

di. DENTALINTELLIGENCE

External Offline Marketing

Lead Capture Funnel

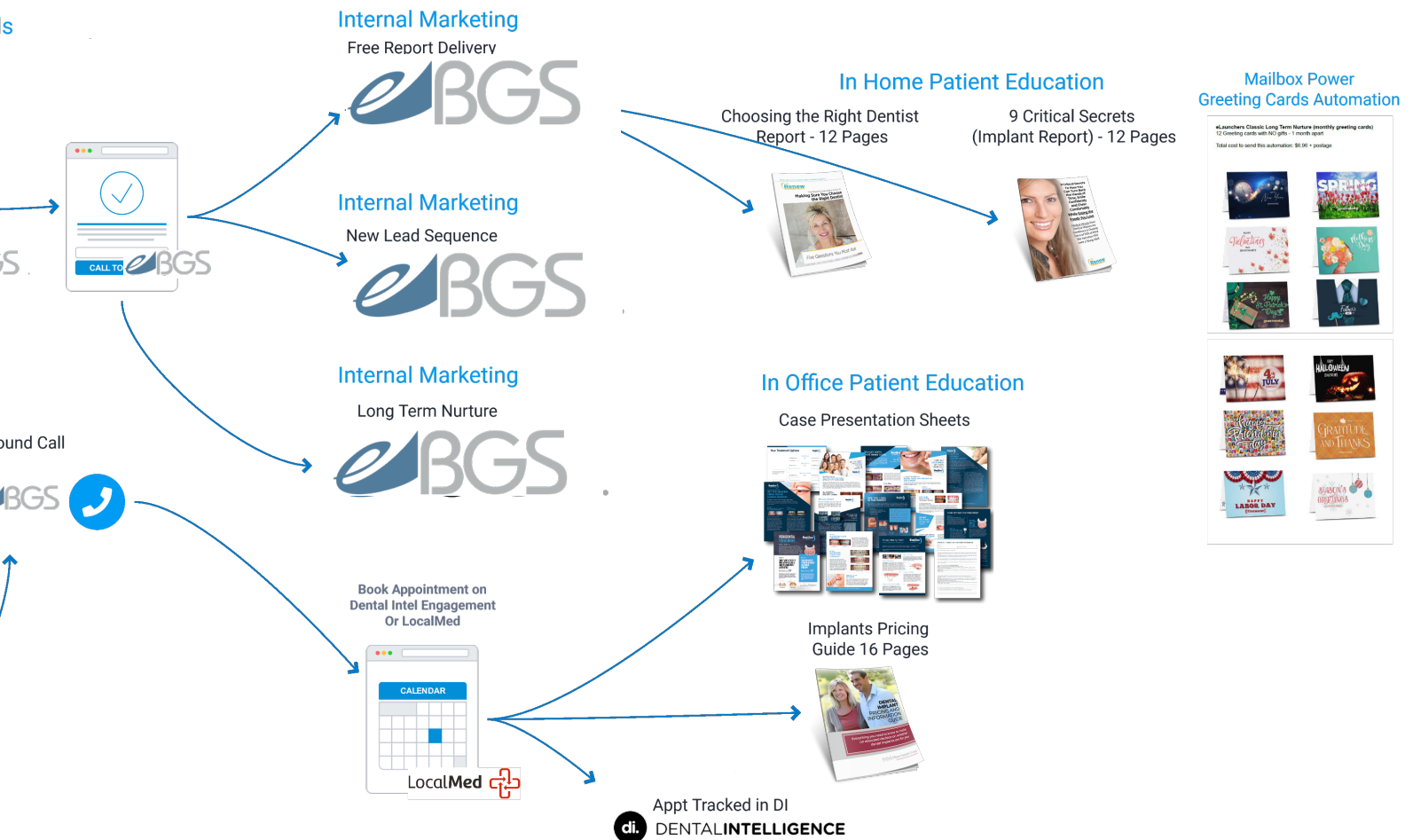


☐ No Yay, No Pay! Guarantee*

You can request a REFUND of up to half of your investment for any reason or no reason during the 90-day period and keep everything we did for you. We will Fed-Ex you a check and turn off all your automation software, but you can keep using our print asset designs and our funnels/campaign swipe files. We will even connect you to the printing companies that provide print production with automated printing and shipping.

** Your office will pay for software licenses, printing, mailing, postage and shipping of various print assets. This money is non-refundable.*

Breakthrough System by DentalGrowthMachine.Com

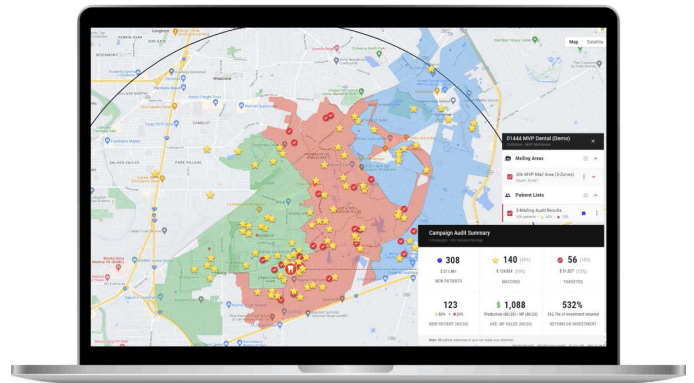


Automations Powered by Technologies of

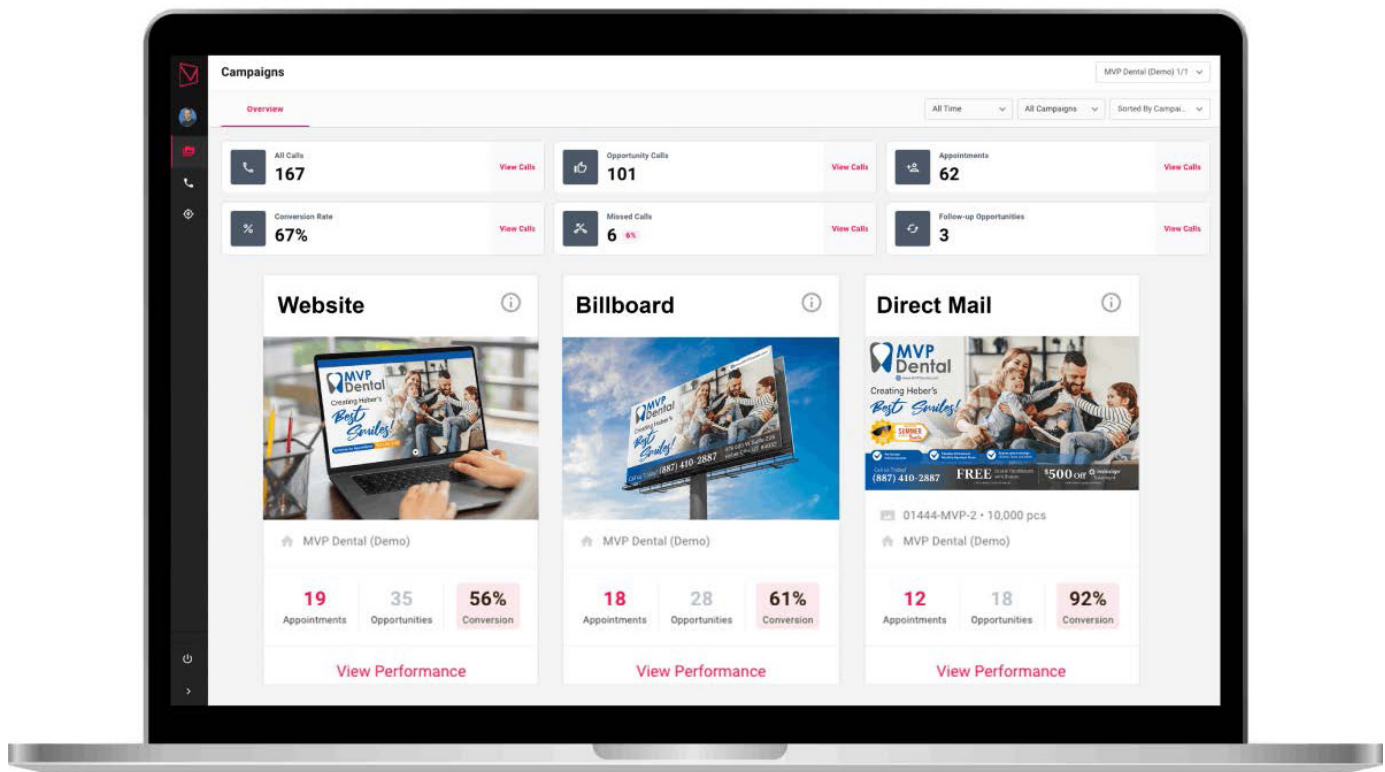


External Marketing: Targeted Direct Mail Marketing Through Postcards

Determining the best homes to target with direct mail begins with our heat map exercise to see what areas and neighborhoods you are currently getting your best patients from. We start by an **export of your active and inactive patients** from Dental Intelligence software all patients - active & inactive from the **Patient Finder**. We then run your data through a list cleansing process to remove bad addresses and duplicates. Next we prepare your custom heat map formulated with our proprietary mapping software.



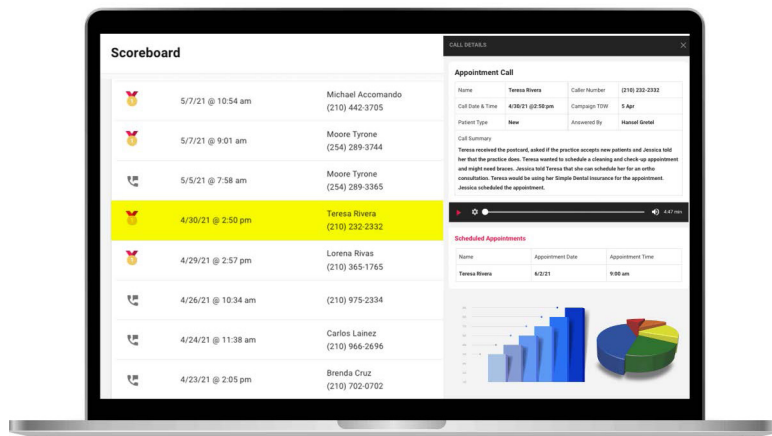
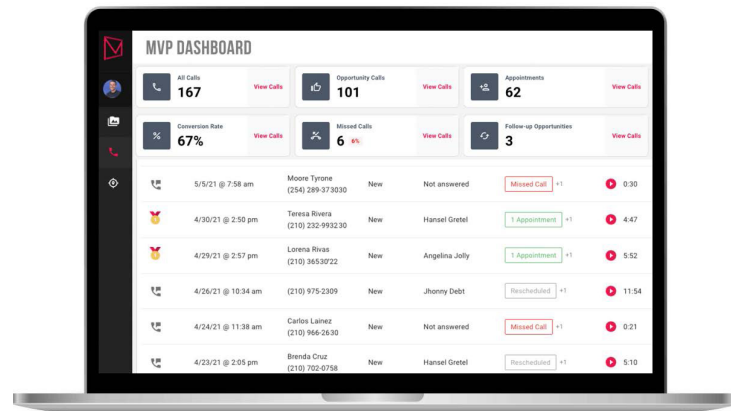
Heat map targeting identifies your hottest neighborhoods to target based on your existing patient profile. Heat maps improve results for your direct mail and online marketing strategies.



Using your heat map results and connecting it to postal route data we put together a monthly mailing plan and schedule. Your mailings will target both your hottest neighborhoods (we remove your existing patients) but also look-a-like opportunity neighborhoods with similar age, income and home values of your patients.

This MAP geography data can also be shared with your Google and Facebook lead generators for even better geo-fence.

Our typical plan and schedule identifies three to five mailing zones of 5000 households that are likely to have your ideal patients. We assign you a campaign specific phone number and set up a Call-Pro dashboard so we can track response. We compare data in OUR dashboard to the data in the **Patient Finder** of YOUR Dental Intelligence to generate a **Match-Back Audit**. This helps you know WHO responded to WHAT marketing effort, (online or offline).



All of your results are available 24/7 in our results dashboard where you can see and listen to every incoming call, monitor your front desks performance, and see top responding designs, neighborhoods and offers.

We help you develop your annual, quarterly and monthly postcard marketing calendar and print budget. You can design, print and mail 5000 postcards for a little over three thousand dollars.

Monthly Postcard Marketing Campaigns

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NO PROBLEM!**

Ask About Our In-House Dental Plan

ADULT PLAN \$35/mo \$350/year	CHILD PLAN \$32/mo \$320/year
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Google Review ★★★★★

"Very nice place. Awesome staff! I have never been explained as to why my teeth are the way they are. Dr. Friendly Smilemaker thoroughly explained to me what I needed to know to be able to keep my teeth from getting 'bad'. Which helped me tremendously and it felt so good to finally understand after all these years what was taking place. This will be my home of dentistry from now on! - Jenny A."

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- We Accept Most Insurances
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Dr. Friendly Smilemaker

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★★★★★ Dentistry!
See Why Maryland Loves
Smile Dental!

"I gave the dentist at Smile Dental in Maryland. The entire staff is very good at their jobs and cares about making your visit comfortable. I recently had a root canal and crown fitted by Dr. Friendly Smilemaker. Everything turned out very well. You are greeted by friendly people from the moment you walk in the door. If you are sensitive about going to the dentist, this is the office you need to visit!" - S.G.

**DON'T DELAY!
2023 FLEX SPENDING
EXPIRING SOON!**

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PROVIDING HIGH-QUALITY
DENTAL CARE
TO YOUR ENTIRE FAMILY

SmileDental
YOUR SLOGAN GOES HERE

Google Review ★★★★★

"We've been going here for over 10 years and it has always been a comfortable experience. All staff that has been there had treated us respectfully & with compassion. Not everyone here going to the 'dentist' but the office knows how to keep one smiling to return & smile with you to come up with an affordable plan to keep you smiling. Thank you all for your wonderful work!" - KARYL L.

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- Provides a Complete Facility for Most Dental Emergencies
- In-House Dental Insurance Plans
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- All Services Under One Roof!
- Well-Trained, Fully Equipped, and Experienced Dental Professionals
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JOIN OUR DENTAL MEMBERSHIP PLAN & GET THE CARE YOU NEED, AFFORDABLY.

FREE **Take-Home
Whitening Kit**
Upon Completion of New Patient Exam, X-Rays, and Cleaning. Call for details. Expires in 4 weeks. For New Patients only. Please show this postcard when you arrive.

\$500 OFF **invisalign®**
or Single Treatment
Dental Implant
Call for details. Expires in 4 weeks.

**LET'S WELCOME
DR. FRIENDLY SMILEMAKER**

Dr. Friendly Smilemaker was born in Northern Maine and then grew up near Bangor. Since a young age, Dr. Smilemaker knew he wanted to become a dentist when he grew up. He received his bachelor's degree from Liberty University in Virginia and returned to Maine for dental school. At the University of New England, he received a degree in the Doctor of Dental Medicine. His dental roots began at Sacopec Valley Health Center and then continued at Nasson Health Care where he completed service for the National Health Service Corps. Dr. Smilemaker is very excited to return to Maryland and spend his career improving the dental health of Germantown.



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AN INTERVIEW WITH DAN KENNEDY

by Parthiv Shah

Marketing Automation

2025 & BEYOND

Parthiv: I'm getting an opportunity to ask Dan Kennedy some questions about "tech", about automation, a subject many people might think an odd fit for him – but I can assure you that he is familiar, engaged, and has definitive viewpoints and advice. I'm not going to take time to recite Dan's biography or resume, you are probably familiar. He is in his 5th decade of being paid kings' ransoms for his strategic advice about marketing. Dan, I have questions... questions I don't think you've been asked by others...

DAN: Well, let's hope I have answers.

Parthiv: Why have you pushed your clients and business owners following you to Marketing Automation?

DAN: I lived and built businesses when dinosaurs roamed. We did everything via manual labor, so marketing, both front-end, for lead production and customer acquisition, and for follow-up, after missed sales opportunities or after first purchase, was severely constrained. It was slow, expensive, difficult, and it required enormous discipline and determination to do it. At one point, I was running a company where we were doing large quantity multi-step direct-mail, with list segmentation, using 33-up Avery® mailing label sheets, done on an IBM typewriter, put in tickler files. A client had a computer database program and a multi-step trigger system for follow-up he had gotten built from scratch for his company, and he generously sent his nerd over to install it for us. It was primitive by today's standards, but it was rocket science then, and it changed a lot. Fewer people doing clumsy things, speed, more capability equaled doing more, lower costs. Note the "fewer people". We literally doubled the value of every lead. Later, when my company became Glazer-Kennedy®, the database management, the marketing implementation became much better and more sophisticated, with better tools – but it was still cumbersome and difficult, and as bad or worse, it was something we could do but many of our member-businesses could not "model" and use.

Parthiv: So Dan, you are not a tech guy. Why do you invest in Marketing Technology companies?

DAN: The members of my Inner Circle – now

living as MagneticMarketing.com – were actually "stuck" like I had been stuck, although in a much more advanced place. I provided them with very smart, very effective, very comprehensive direct marketing strategies for any business, A to Z, small or bigger, and they understood them and wanted to do them – but most were stymied and frustrated by the implementation. As a practical matter, the small business had to add staff, use several different software products that wouldn't communicate (interface) with each other so manual bridging was necessary and errors occurred, good data was hard to come by, and it was just too much for the butcher, baker, candlestick-maker, chiropractor, lawyer, independent salesman to bear. And I had no good solutions to offer. Our members, i.e. your clients have always needed a comprehensive solution that include one or more off the shelf software platform. You have used at least a dozen of them from HubSpot to Go High Level and everything in between, right?

Parthiv: What is your current thinking about Marketing Automation?

DAN: First, it has new, extra essentiality. The Pandora's Box of media; online media available, to use and manage...the labor shortage and wage inflation...the expectations of customers – the way they judge a business by response time...the heightened competition and the new currency of attention and interest...all require doing a lot more, but the business owner has to do all that with less; less staff, less overhead, less difficulty. That makes getting the right Marketing Automation functioning for a business *vital*.

Second, as an investor, I see the field as being very strong, because of what I just said. As you know, I am a shareholder in many tech companies and I am enthused about the recent developments in the industry the software products being *greatly* improved, and the return of many "lost" prior users. I own stock in Hubspot. And in a couple small, fledgling start-ups in this field. I missed investing in Salesforce.com at a reasonable entry price, which I regret. I am now associated with ClickFunnels and Russell Brunson. Russell is a long-time "fan" and user of

my strategies, and he recently acquired the NO B.S./Magnetic Marketing business. I have clients in the field, notably you and your eLaunchers.com, and I've witnessed and hopefully helped you grow your company and strengthen its capabilities for clients who want to delegate their Marketing Automation implementation. You, of course, make use of all these tools and platforms differently for different clients and situations; Go High Level, Dental Intelligence, Mailbox Power, ClickFunnels, Hubspot. Somewhat like a doctor chooses and mixes and matches different medicines, surgeries, non-surgical treatments for a particular patient.

Third, I am currently advising my Private Clients to cut their staff size, to reduce their staff cost as percentage of gross, to be leaner 'n meaner than ever, without compromising their success.

There are many reasons for this I don't have to drill down on here, like labor shortages, the quality issues, the new "woke-ism" infecting workplaces and putting employers in peril, a federal government disregard for and disapproval of employer rights, and more. Now, given the labor shortages, competition for staff, and wage inflation, this advice I'm giving carries with it a great deal of difficulty. It requires making *significant* changes in a business. One is that automation has to be accelerated, expanded and

utilized to replace people, and that *can* be done with marketing.

Last, I'll make the point that the costs of lead production and of new customer acquisition are rich in inflation. Everything about it costs more and will keep costing more. This mandates a tough-minded zero tolerance policy for waste or loss. This screams for comprehensive Marketing Automation, because it performs its programmed tasks perfectly, without fail, without forgetting, without mood swings, without procrastination, nothing falling through a crack. If a business employs sales professionals, on the phone, in physical locations, it is vital not to waste their time or talent, now, at all. This means using Automated Marketing to replace cold prospecting and to better pre-qualify and pre-sell prospects in advance of the interaction with the salesperson, and to have a very robust follow-up system, automated, for the Appointment, No Sale prospects. This can allow reduction of the number of salespeople, keeping the best, discarding the mediocre, while simultaneously INCREASING sales and possibly increasing price elasticity and profitability.

This concept of mine – more, from fewer and less – is the subject of one of my most recent books, *ALMOST ALCHEMY*. Candidly, I did not



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Books & Patents by Parthiv Shah

say enough in it about this, about Marketing Automation. Just 2 years ago, the need was not as acute. But it does examine all the places inside a business where losses occur, like losses of lead or customer value. It reveals all the holes to be corked. Many can best be corked with Marketing Automation.

Parthiv: What about the cost?

DAN: Essentially, the business owner is paying for an Automated Marketing System whether he has one, has a good one, or not. He is either invested in it and getting a return on that investment that can be measured, in deriving improved value from his ad spend, marketing spend, leads, customers, employed salespeople – or – he is suffering losses, some known, some unknown, in poorer than necessary ROI on those things. And that may have been tolerable a few years ago, but not now. In fact, it is very unlikely we escape some form of a recession in the near future. Today's rising, persistent inflation has recession as its only known cure. Businesses not fully weaponized to withstand a recession, in part by maximizing value of every lead, every sales opportunity and every customer, and in part by being as financially efficient as possible, *can* be wiped out.

Parthiv: Closing comments?

DAN: My late speaking colleague and friend Zg Ziglar used to say people needed a periodic “check-up from the neck up”. He was talking about mind-set, attitude and personal philosophy.

I can say the same thing about a business' marketing and, with it, the extent and soundness of the automation of that marketing – it is the business' brain in a way, and it needs a periodic examination, X-rays, MRI's, blood tests; a check-up. The business owner needs to stop running long enough to do this as a critical self-exam, and my book ALMOST ALCHEMY can help. He may need; he probably needs to get a qualified 2nd-opinion, too. An exam by somebody with unbiased eyes and a complete knowledge of what automation is possible in the situation, to maximize positive results.

I am NOT a fan of tech for tech's sake. We have to be careful of Drucker's warning about efficiencies at expense or sacrifice of effectiveness. We have to be wary of the magnetism of popular fad-ism; what everybody else is doing. On the other hand, we have to be as smart as we can be. I have a Private Client, Richard James, who consults with solo-practice law firms, who says that systems should run a business and its owner and staff should run the systems. He's right. And we can go a step farther and say, when possible, the systems should run themselves. Great marketing is no better than lousy marketing if it can't be implemented, won't be implemented, can't or won't be implemented with consistency and constancy.

Parthiv: Thank you, Dan, for your time, for this interview. ■

A Special Offer for Implant Dentists...



Your Dental Marketing Breakthrough

The ability to grow your practice by selling more dental implants is transformative for your business and your patients' lives. Beyond the clinical work, it's about restoring dignity, confidence, and quality of life to people who've suffered needlessly for too long.

When you help a patient reclaim their smile with dental implants, you're not only giving them back functional teeth. You're giving them a chance to savor life's simple joys—like biting into a crisp apple or relishing a perfectly cooked steak—without hesitation or fear. These moments, seemingly small, are milestones for someone who may have given up on them long ago.

But the impact goes far beyond food. Implants rebuild confidence. Patients who once shied away from family photos now smile brightly. Those who avoided social settings or speaking up in meetings feel empowered to express themselves again. The transformation is profound, touching every aspect of their lives—physical, emotional, and social.

As a dentist, you have the unique ability to give people back their confidence and their lives. You're equipping them to step into the world with a renewed sense of self-worth, free from the limitations of missing or failing teeth.

Dental implants are about so much more than esthetics and oral function. They represent freedom, independence, and hope. By focusing on implant dentistry, you position yourself as more than just a provider—you become a catalyst for meaningful life changes. Patients rediscover the courage to laugh, date, reconnect with loved ones, and live fully.

Focusing on providing dental implants is a great way to grow your practice, but it's so much more than that at the same time...it's about creating ripples of positive change that extend far beyond your dental chair. When you help one patient, you uplift their family, their community, and their confidence to engage with the world.

I'll never forget the conversation I had on a flight to Los Angeles in late 2024. I was working on an event landing page for a dental summit when the elderly woman seated next to me struck up a conversation. "Are you a dentist? Do you do implants?" she asked with curiosity.

I explained that I help dentists grow their practices by educating patients about the life-changing benefits of dental implants. Her eyes lit up as she leaned in with a smile that was truly radiant. "I have a full arch," she said proudly. "And I love them—they feel so natural, and I couldn't be happier."

She introduced herself as Grace, and I soon learned she was 88 years old with the spirit and energy of someone much younger. Her smile wasn't just beautiful; it was a testament to how implants had transformed her life.

Then, with a mischievous twinkle in her eye, she confided something she hadn't even told her friends. "You know what I love most?" she asked, leaning closer. "I don't have to pop my teeth into a cup with

those fizzy tablets like they do. I just brush and use a water pick, and I'm done!" She laughed, proud and delighted by the simplicity of her routine.

Her joy and pride were infectious, and I couldn't help but contrast her story with that of my father. My dad, who is 89, doesn't have enough bone in his jaw for implants and has to make do with dentures. While they serve their purpose, they can't compare to the confidence, ease, and joy Grace exuded. Seeing her vibrant smile was a reminder of the transformative power of implants—not just for appearance but for quality of life and peace of mind.

Grace's story stayed with me. It was a powerful reminder that dental implants are so much more than a treatment option—they're a lifeline to normalcy, independence, and joy.

Patients like Grace aren't born knowing the benefits of implants or the risks of delaying treatment. Many are hesitant—afraid of the cost, the commitment, or even the dentist themselves.

Your job isn't just to offer implants; it's to guide patients through the process with care and understanding. They need to know their options, the potential consequences of inaction, and most importantly, that you have their best interests at heart.

When bone loss reaches a certain point, options become severely limited. Like my father, who waited too long for implants, some patients are left with dentures as their only choice. While functional, dentures can't compare to the comfort, confidence, and ease of implants.

So Where Do You Begin...

If you're ready to transform your practice, this is the perfect place to start with my Dental Marketing Breakthrough. What you'll find here is just a glimpse of the full capabilities of the Dental Growth Machine. Despite its simplicity, this approach is highly effective.

What's Included:

- Two Simple Funnels
- One Streamlined Marketing Automation
- 8–10 Patient Education and Case Presentation Assets specifically designed to connect with patients like Grace.

The Purpose?

To educate your patients—pure and simple. Patients need clarity before they can confidently move forward with treatment. Why? Many of them won't say yes initially—not because they don't need implants, but because they don't trust the process yet. Fear holds them back—fear of the cost, the procedure, and even you.

Your role isn't just diagnosing and recommending solutions—it's easing those fears. Patients need a clear understanding of their situation, their options, and the real cost of doing nothing. Most won't ask the hard questions out loud, so it's your job to address them preemptively.

Here's an important truth you already know: when bone loss occurs, it's permanent. The window to replace teeth with implants is small. Once it closes, the only option for many patients is dentures—a solution that often falls short in comfort, functionality, and overall satisfaction. My own father wait-

ed too long. Now, without sufficient jawbone for implants, he relies on dentures, which don't offer the same confidence or ease as Grace's implants.

Your mission is greater than "selling implants." It's about acting before it's too late. The Dental Marketing Breakthrough helps you do just that.

By thoroughly educating your patients, addressing their concerns, and building trust, you'll naturally see more implant cases. This growth justifies the investment in implementing the full Dental Growth Machine.

The Dental Marketing Breakthrough is your entry point—a streamlined, minimum-viable version of the Dental Growth Machine. It's the fastest and most efficient way to start reshaping the way you connect with and educate patients, all while growing your practice.

How the System Works

In just 90 days, the Dental Marketing Breakthrough equips your practice with customized tools and strategies to engage patients effectively. Most dentists who implement this first step are thrilled with the results and choose to move forward with the full Dental Growth Machine, which brings even greater transformation.

What's Included in the Full Dental Growth Machine:

1. Smile Book

Imagine a beautifully bound, glossy book sitting in your consultation room—filled with striking before-and-after photos of real patients who came to you with damaged, decayed, or missing teeth and walked out with radiant, natural-looking smiles. This isn't just a photo album; it's a powerful tool of persuasion.



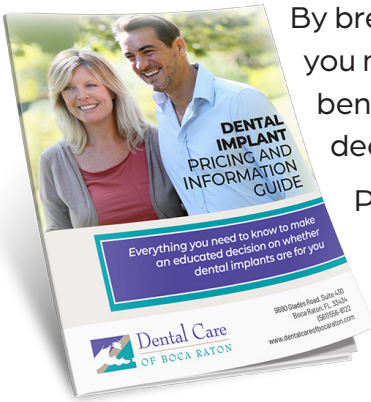
Each page tells a story of transformation, showing patients exactly what's possible when they choose dental implants. It's not just about the aesthetics. Through vivid images and clear explanations, this Smile Book also educates your patients on what happens if they ignore the problem—bone loss, shifting teeth, and declining oral health.

These pages outline the incredible benefits implants bring, from improved confidence to better overall health. It's an engaging, visual way to explain treatment options and the life-changing impact of saying "yes" to implants. And the glossy, high-quality presentation? It leaves a lasting impression of trust and authority.

This isn't just a book—it's a silent sales tool that educates, inspires, and nudges patients toward making a confident decision to transform their smiles and their lives.

2. Transparent Pricing Guide: Empowering Patients, Building Trust

When it comes to making a significant investment like dental implants, clarity and trust are everything. That's where a Transparent Pricing Guide becomes your secret weapon. This tool lays out the costs of implants in plain language—no surprises, no guesswork. Patients immediately see you're upfront about the financial commitment, which builds credibility and positions you as someone they can trust.



By breaking down the investment and highlighting available financing options, you make treatment accessible to more patients while reinforcing the long-term benefits of implants. You're effectively offering a roadmap to a life-changing decision.

Patients don't like feeling pushed or blindsided, especially when money is involved. A clear pricing guide lets them digest the numbers at their own pace, empowering them to feel in control of their decision. It also helps you address one of their biggest objections—cost—before it becomes a roadblock. With financing options spelled out alongside the pricing, patients see a path forward instead of a wall of uncertainty. They understand

the value of their investment and gain confidence that this isn't just a procedure; it's a solution to reclaim their health, confidence, and quality of life. A Transparent Pricing Guide informs them and inspires action by removing barriers and showing patients exactly how to say "yes" to the smile they deserve.

3. Educational Reports: The Key to Building Trust and Positioning Yourself as the Expert



In today's world, patients aren't just looking for a dentist—they're searching for the right dentist. Educational reports like "Choosing the Right Dentist" and "The Implant Report" are your golden ticket to positioning yourself as the authority they've been looking for. These resources establish trust and credibility before the patient even walks through your door. By addressing common questions, concerns, and misconceptions, you create a foundation of confidence that puts patients at ease. They see you not only as a provider but as a trusted advisor who understands their needs and offers real solutions.

But the magic doesn't stop at the report itself. When paired with landing pages and follow-up email campaigns, these tools keep your name and expertise top-of-mind. Patients often delay making big decisions like dental implants because they're overwhelmed or unsure. A well-crafted follow-up campaign ensures you stay in their inbox, reminding them of the life-changing benefits you offer. Educational reports guide, nurture, and convert hesitant prospects into loyal patients who are ready to take action. It's relationship-building at its finest.

4. Influence and Persuasion Tools: Aids: Turning Hesitant Prospects Into Confident Patients.



When it comes to making big decisions, most patients hesitate—not because they don't need the treatment, but because they're overwhelmed

by questions, doubts, and fears. That's where Influence

and Persuasion Aids come in. These single-page tools, built on

the proven principles of influence by experts like Dr. Christopher Phelps and Dr. Robert Cialdini, work silently and effectively to address those hesitations and guide

patients toward saying “yes.” Whether it’s reciprocity, social proof, or authority, these principles are designed to resonate with human behavior, ensuring your message lands where it matters most—right in the heart of your patient’s decision-making process.

Think of these aids as trust-building tools disguised as simple documents. Maybe it’s a page featuring glowing testimonials from patients just like them. Maybe it’s a quick FAQ sheet that tackles common worries about pain, recovery, or cost. Or perhaps it’s a brief, compelling case study that shows how someone in their shoes transformed their smile—and their life—with implants. By leveraging these tools, you’re not just giving patients information; you’re easing their anxieties, answering their unspoken concerns, and making it nearly impossible for them to walk away without moving forward. These aids create an environment of confidence, transparency, and trust, clearing the path for prospects to choose you as their dentist and commit to the treatment they need.

5. **Automated Follow-Up Systems:** The Silent Salesman That Never Misses an Opportunity

The fortune is in the follow-up, and an Automated Follow-Up System is your secret weapon to ensure no patient falls through the cracks. These streamlined, intelligent processes keep the conversation going long after the consultation ends, delivering consistent and personalized communication that makes every patient feel valued and cared for. Whether it’s a timely reminder, an educational email, or a friendly nudge to schedule their next appointment, this system does the heavy lifting, keeping your practice top-of-mind without adding to your team’s workload.

Patients want to feel like more than just another name on your schedule—they want to feel seen, heard, and important. By staying in touch at every stage of their journey, you’re building trust and creating a sense of loyalty. With an Automated Follow-Up System in place, you’re converting hesitant prospects into lifelong patients, all while reinforcing the message that your practice is the one they can count on.

6. **Targeted Strategies:** Attracting Patients, Building Loyalty, and Expanding Your Practice

Successful marketing is about precision. Targeted strategies allow you to zero in on the exact patients who need your services, crafting messages that speak directly to their pain points, desires, and aspirations. These aren’t cookie-cutter campaigns; they’re finely tuned tools designed to attract the right people and keep them coming back. By focusing your efforts where they matter most, you can maximize your marketing budget, increase patient conversions, and amplify your practice’s reach in ways that generic approaches simply can’t.

But attracting patients is only half the battle—keeping them is where the real value lies. These strategies get new patients in the door and create an experience that builds loyalty and long-term relationships. From personalized follow-ups to exclusive offers for current patients, every interaction reinforces the idea that your practice isn’t just another option—it’s their dentist, the one who truly understands and cares for them. With targeted strategies in place, you’re not just growing your practice—you’re creating a community of loyal patients who trust you, refer others to you, and keep your schedule full for years to come.

7. **Data-Driven Analytics:** The Secret Weapon Behind Consistent Growth

In marketing, guessing is for amateurs. Professionals rely on data. Data-Driven Analytics is your crystal-clear window into what’s working, what’s not, and where the opportunities for growth lie. These tools give you the power to track every campaign, every click, and every conversion, so you can see exactly how your marketing efforts are performing. No more flying blind. With real

numbers and insights, you can make smarter decisions, optimize your strategies, and put your time and money where they'll generate the biggest returns.

Here's the real beauty: analytics isn't just about looking back—it's about paving the way forward. By understanding patterns and trends in your campaigns, you gain the ability to fine-tune your messaging, target the right audiences, and tweak your offers to maximize engagement. This isn't guesswork—it's a feedback loop of improvement that turns every piece of data into actionable steps for success. With Data-Driven Analytics, you're not just running a marketing plan—you're commanding it, adjusting course as needed to ensure every effort moves your practice closer to consistent, measurable growth. It's precision, power, and progress, all at your fingertips.

Your Mission: Changing Lives Through Dentistry

Dental implants are far more than a clinical solution—they're a pathway to restoring confidence, joy, and independence. By leveraging the Dental Growth Machine, you're growing your practice and creating life-changing opportunities for your patients.

Whether it's the ability to enjoy their favorite foods again, smile brightly in family photos, or speak confidently in social settings, implants empower patients to live without limits. Your work extends beyond the dental chair—it's about giving people the freedom to live fully.

Why Start Here?

The insights and tools provided here are actionable. You can implement them on your own, partner with a trusted vendor, or collaborate with us to experience why so many dentists trust the Dental Growth Machine to revolutionize their practices. For ready-to-use templates and additional resources, visit www.dentalmarketingbreakthrough.com.

As one client, Dr. Omar, often says, *"Patients should pass away with their teeth in their mouth, not in a cup."* That sentiment perfectly captures the purpose behind this system.

Think about the difference you can make. Every implant case you complete isn't just a procedure—it's a story of renewed confidence, dignity, and joy. Remember patients like Grace, whose lives were transformed through your care.

When you focus on patient education, trust-building, and clarity, you'll not only grow your practice—you'll create lasting, meaningful connections with your community. You have the power to change lives, one smile at a time.

Here's to your continued success and the countless lives you'll touch along the way.

What you get for FREE!

- ✓ FREE Membership to peer group
(Facebook, Membership site)
- ✓ FREE Recordings of previous events
- ✓ FREE Resources and Swipe Files
- ✓ FREE Continuing Education Credits
- ✓ FREE Quarterly Summit events
– Dental Growth Summit
- ✓ FREE Interactive Workshops
– Dental Growth Workshop
- ✓ FREE Dental Growth Book Club
– 2 FREE books every 2 months
- ✓ FREE consultations with Parthiv
and other faculty of study club



What you can get for A FEE!

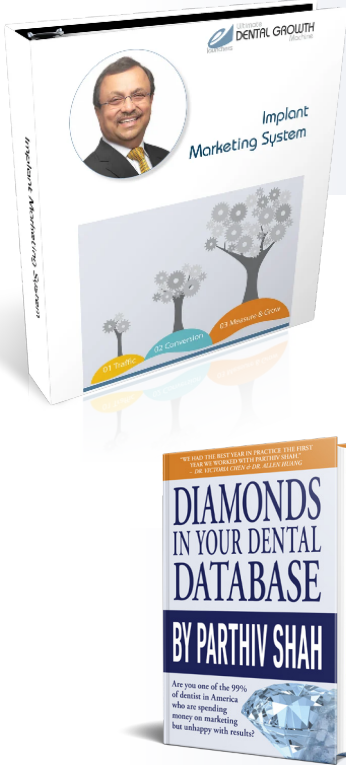
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2. **Digging for Diamonds In Your Dental Database:** We will spend one to two hours logging in to your Dentrix, Eaglesoft or Open Dental PMS through the patient finder feature of The Dental Intelligence software. Don't have DI? No Issues. We will even setup a FREE 30 day trial for you.
3. **Now That We Know Where the Diamonds are:** We will discuss what you can do to engage and re-connect with your unconverted leads, lost opportunities and unscheduled treatment plans through automated patient education distribution system using email, text messages & print automation.
4. **Blueprint and Marketing Planning Workbooks:** Worth \$2,500, these comprehensive tools will guide you in crafting a winning marketing strategy and plan your annual & quarterly marketing budget.

And just for saying 'Let's try it' you can test drive the entire Dental GROWTH Mini-Machine program for 90 days for a small fee. During the 90 day trial period, you can go out for ANY reason or NO reason and request a refund of up to half of your entire investment. We will even let you keep all the assets we create for you, because you would want to use them even after we break up. But most dentists either want to stay in the Dental GROWTH Mini-Machine program forever for a tiny monthly fee or even upgrade to our complete Dental GROWTH Machine. If something has proven to be an income producing asset and is solving an unsolved problem... WHY QUIT, RIGHT?

Don't Miss Out! For More Information visit:
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☐ **Yes, Parthiv. I am ready to get started with the initial investment of “Dental GROWTH Mini Machine” Automated Dental Implant Marketing System for \$24,997 for 90-days.**

- ☐ I understand that for any reason (or no reason), I may choose to end my participation and ask for a refund of up to half of my investment during the first 90-days. After 90-days I will continue to participate in “**Dental GROWTH Mini Machine**” program for \$997/Month (support and ongoing IP license) or upgrade my participation in your ongoing agency services.
- ☐ I understand that this fee does NOT include printing, mailing, shipping or postage.
- ☐ I understand that this fee does NOT include cost of software subscriptions for data analysis, marketing automation, inbound calls management & print marketing automation (eBGS, dental intelligence, Mailbox Power & etc.).
- ☐ I am interested in implementation of the complete **Sell More Implants** Marketing system. Tell me more.
- ☐ I'm interested in the **ULTIMATE Dental Growth Machine** for my entire practice, not just IMPLANTS, Tell me more.
- ☐ We are using ☐ Dentrix ☐ Open Dental ☐ Eaglesoft ☐ other _____ as our operating system.

Automations Powered by Technologies of



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