

From: JERRY A. JONES
SofTouch™ Dental

For The Dentist Wanting \$20,000 – \$40,000 (or more) Per Week Production & Collections

Use these...

...three (3) Different, Unique & Proven Patient Attraction, Retention & Referral Systems with 15-Year Track Records(!)

- Hundreds of Thousands of Dollars Invested to *Perfect*,
- Millions of Pieces Successfully Mailed and Distributed Yearly, (just **One Strategy alone** could Add \$20,000 *or more* to your Current Production & Collections) and,
- using Expert Design, Proven and **TESTED** Ad Copy,

...Plus, it works in Small Town, USA and Big City, USA

to Generate 88 New Patients in just 61 Days

Wednesday, 11:31AM

Dear Friend,

If you're wanting to generate \$20,000 to \$40,000 or more, per week, in production and collections, you'll want to pay very close attention to this completely renegade approach I've personally developed and perfected over the last 15 years, to flood any dental office with *all the new patients you can handle*. **GUARANTEED.**

First, a little about my background and why you should pay any mind at all to what I'm about to reveal to you: About 15 years ago, I started working with individual dentists to help them attract and retain more patients in their private practices.

Since then, I've personally worked with over 700 different practices of every shape and size, in every type of demographic imaginable. Over 4,000 dentists have learned from me through my direct information: newsletter, blog, seminars and more.

Back in 2003, I decided I'd make a very bold move to differentiate myself from other practice marketing advisors crowding into the dental market (Have you noticed how many so-called "experts" are out there, spontaneously spawned by the low barrier of entry made possible by the

Internet?). I opened three different dental offices in as many years. Today, I maintain one very profitable dental office. In fact, \$10,000 to \$12,000 days *are not uncommon*. And, *I'm not even a dentist*.

This leads a lot of dentists to ask me about my office. It's pretty simple and uncomplicated: about 1,200 sq. ft. 3 Forest brand chairs. 2 for the doc and 1 for hygiene. The reception room has a couch and two very comfortable chairs. A water cooler. Self-service tea and cocoa. A few current magazines. Some photos on the wall of a few patient makeovers (real ones, not the kind you can buy that aren't yours). The office décor is neutral earth tones, warm, and it smells good.

There is one front office person (also EFDA), 2 DAs and one hygienist. I have one doctor that works Monday, Tuesday and Thursday. Plus, in late August, I'm bringing one more doctor on board on Fridays to help handle an overabundance of patients. (Wisely, he wants to develop a satellite practice without the overhead and hassle of having his "own" office.)

The office is outfitted with Dentrrix® and Dexis® and that's about the extent of the "high-tech." The overhead is just a hair above 50%.

We're able to do \$12,000 days (no implants mind you) largely because of a couple of key factors: The FOP is great at *closing* the cases the doctor sets up; We have a large amount of new patient flow (I just got my stats – 88 *new* patients from June through July); the doctor is good at telling the patient what they need, giving them options, then shutting up; and, the hygienist (less than 6 months out of school) has no problem doing \$2400 a day, either, with lots of SRPs and she's great at selling fluoride, sealants and whitening to boost her numbers.

Bluntly, the magic in this \$12,000 per day equation is in the **number of new patients** my advertising generates for this office

...AND, also *in the number of patients we retain*, that once in our doors, don't leave unless dying or moving. All things equal, without patients, or, as I like to call it, Butts In Ops, ***none of the other skill sets matter***. They'll never be utilized unless new patient flow is there and people return for ongoing treatment. Period.

Now, here's why I'm writing to you today

If you'd like to set up your office to consistently produce and collect \$12,000+ days, then, I'd like to introduce you to my **Butts In Ops Comprehensive Marketing System...**

You see, I don't want to just *give* you the tools you need to produce \$10,000 or \$12,000 or \$15,000 per day. I want to operate them as a "System" *for you* so you and I are 100% positive they're being utilized and they are effective. Because, I know you absolutely have the ability. That's not the question. It's just you probably don't have all the tools necessary to generate the patient flow required to *do* \$10,000 or \$12,000 days. If you did, reading this letter'd be unnecessary, right?

Listen close: This *unique ability* I have to easily generate 88 (or more) new patients in 61 days is something I've dedicated the last 15 years of my life carefully learning, relentless in honing my chops, perfecting my craft, so I'm able to virtually upon command, generate strategies, techniques and compelling ad copy to move patients to part with their money, and give it to you in

exchange for your services.

Something you might be curious about, erroneously believing I've mastered some sort of insurance game ... *I've not*. In fact, every one of the 88 new patients generated for my own office in the last 61 days are coveted, exceedingly *rare*, **FEE-FOR-SERVICE, CASH-paying** patients.

So, it's not like what I know is common knowledge floating around on the Internet. Sure, I do share some information on my blog and via my printed, \$97/month newsletter, the *Practice Profit Insider*. But, like any expert, there are some things I keep close to my vest. I save those for those who've exhibited the potential or wish to work 1:1 with me (which, at this time, consists of no more than 10 private clients, purposefully limited to keep my active lifestyle and "kids first" proposition in play).

To have a practice that produces/collects \$40,000 (or more) a week
you must have high-ROI, consistent, well-written
and strategically-placed network of ads, working Systematically,
marketing your practice to every potential prospect in your area

It absolutely *does not* take expensive gadgetry, as I've proven, to have a \$40,000 per week practice (although, if you have it, it *oughta* help you get there quicker!).

Nor does it take going into \$150,000 or more in debt. That's B.S. hogwash propagated by supply companies looking to profit on the backs of hard-working dentists – doing their level best to "upgrade" your practice, \$10,000 to \$50,000 at a whack! It's completely unnecessary.

Now, if you want to invest in 3-D digital pano technology because you do a lot of implants and they're the lifeblood of your \$150,000 months, then, that's one thing. I'd do it to, just for liability purposes. But, this isn't about the big money tools you can invest in to protect your rear-end.

Look, if you're already doing \$40,000 or more a week, then my three **Proven Marketing Systems**, which comprise my **Butts In Op Comprehensive Marketing System (the BIOCUM System)**, could get you to \$50,000, \$60,000 or more each and every week. I've already done it, so I know it works.

Here's a little about each of my three modules in my **BIOCUM System** and how they can affect your practice income. Each one works in concert with the other, each having had hundreds of thousands of dollars and 15-years of trial, error and correction invested to make sure it performs.

This is all about creating patient flow and keeping those you have coming back more often, taking you up on your treatment recommendations. Period. THAT is the lifeblood of your practice. You could even call it the *White Blood Cells* of your practice – keeping it healthy and keeping bills, rising overhead and malicious former friends, employees and others from gutting you, while you watch, helplessly.

Module I

I've designed this first Module to give your new patient flow a very fast "shot-in-the-arm," so you're experiencing positive results in just a few weeks. In fact, your first month, right out of the gate, working 1:1 with me and Melody, my marketing assistant, we'll help you identify the best prospects closest to your office, who are most likely to respond to a comprehensive new patient

exam offer. In month 1, and every month thereafter for as long as you wish, I'll create, design, print and mail a minimum of 2,050 postcards UPS'd direct to you, so a local postmark can be affixed (And, depending on the Level you choose, 2,050 quantity is the minimum, and you can increase that to 10,000 per month or more, your choice. *You're in control.*).

Postcards are what built my SofTouch™ Dental office to the \$12,000 days we're having now. They are responsible for the base of 1,500+ patients. I firmly believe postcards are the most effective and useful "external" marketing tool you can possibly use. At SofTouch™, we mail a minimum of 2,000 postcards every month, and each time we mail, we get between 10 and 15 new patients or more, depending on the area we mail to and the time of the year.

"Postcards are my **Secret Weapon**. And, no one knows more about postcard marketing than Jerry Jones."

-Howard Farran, DDS, MAGD, MBA

At one of my exclusive ClearPath® Society member events held here in Salem a few months back, Dr. Howard Farran said, live to the audience, "**Postcards are my Secret Weapon**. And, no one knows more about postcard marketing than Jerry Jones." Howard's even posted this numerous times on his DentalTown website.

It's also not unusual for us to see a 8:1 or 10:1 ROI for the postcards we mail for SofTouch™ or my private clients (I normally charge my private clients a minimum of \$0.78 each per postcard and \$697 for design and set-up fees, which is a flat-out bargain.).

WARNING: *Be careful.* Some will lead you to believe that any postcard mailed to any list in any fashion, in full-color, is effective. It's absolutely not. I'll go so far to say that if you're mailing full-color postcards, I can almost guarantee you're *suppressing your response rates* and costing yourself big time. It's why I don't mail full-color postcards, unless a client *demand*s it. In which case, I absolve myself of any guarantee of any ROI. I haven't mailed a full color postcard for my own office in over 6 years!

Now, since this is a comprehensive system, you'll **not** pay the \$697 design and set-up fee, *nor* the \$0.78 per postcard. The \$697 is waived. The value of this Module, each month, is in excess of \$1590, and \$2287 your first month!

Module II

This next Module, is indeed, responsible for five different actions every dentist wants to affect among their existing patients:

Reactivation | Retention | Referral Generation | Education | Positioning

Module II will **reactivate existing patients** and get them returning for more treatment, more often.

Retention problems go to the wayside with Module II. The ability for a dental practice to

retain its existing patients means it's that many fewer patients it needs to replace lost patients. As a dentist, you should never lose any patients unless they move or die. Period.

Module II, my exclusive, trademarked and ISSN-registered patient newsletter called, *News From The Office*TM is part of the **r3a Patient Newsletter System**. Using my *News From The Office*TM patient newsletter will cut your attrition in half and immediately boost patient retention. It fills a gap missing in virtually 90% of practices – which is lack of a SYSTEM to keep existing patients as patients for life.

What's more, the **r3a Patient Newsletter System** will also increase your patient referrals, because, every single month, you'll be gently reminding your best patients you are in fact, accepting and not too busy for their friends, family and co-workers.

Not stopping there, two more very critical actions automatically take place: *Positioning and Education*.

My *News From The Office*TM newsletter is designed to position you as the preeminent provider of dental education and general information on living healthier, better lives. Positioning is *the reason* most medical specialists (and other highly-paid experts) have huge waiting lists of customers and patients and simultaneously command high fees. YOU can use this very same tactic (and have it all done for you).

And, what's more, it further establishes you as the dentist of choice to your patients, an attractive U.S. Mailed, hard-copy, printed newsletter from you, arriving regularly to remind them you care and they are a valuable part of your practice.

Plus, we also include two additional resources inside your practice's issue of *News From The Office*TM, 2 referral cards, which encourage your patients to share YOU with their family, friends and co-workers.

The **r3a Patient Newsletter System** keeps your best patients IN your practice and keeps them coming back regularly while providing a sweet little side-benefit: Your patients will also be more apt to keep appointments, pay, stay and refer. And, by gifting them valuable information every month, which also proves useful in their lives, you'll create a nice amount of reciprocity (patients feel like the "owe" you), which you can of course tap into in future transactions!

I currently advertise this System as a stand-alone service starting at \$2.46 per patient with a \$497 application, licensing and set-up fee, plus a \$97 monthly maintenance fee.

Front Page of the *News From The Office*TM Patient Newsletter

It's all included in the **Butts In Ops Comprehensive Marketing System**. Every patient you'd like to receive your *News From The Office*[™] patient newsletter (up to a minimum of 500) will get my professionally designed and written 4-page fully-customized-to-your-practice monthly newsletter mailed directly to them via US Mail, along with 2 customized referral cards all stuffed inside a classy, cream-colored envelope with your name and address as the return address.

You determine how many newsletters to send! Minimum value: \$836.95 your first month and \$541.95 per month thereafter.

Module III

This is the *Trifecta of Triumph*. This third and final Module **IS THE REASON** why SofTouch[™] Dental has seen almost 100 new patients in the last 61 days, at a per patient average Production and Collections of, are you ready...

\$792.00 per patient!

No way is there any other single patient attraction system anywhere in the U.S. that's producing these numbers. No where. I know, because anything that's generating those kinds of numbers, it'd not be secret for long, at least to me. (If you DO know of someone or something producing those numbers, let me know!)

Let me give you some background:

Just a few months ago, I created a brand-new ad targeting the most recession-resilient and needy groups of prospective patients out there. Since then, in excess of 50,000 copies of this ad have been distributed. In fact, as of this writing, **88 new patients** from this one ad have generated OVER \$69,600 in production and collections for SofTouch[™] Dental!

This ad is already a \$100,000+ producing ad. For most offices, that'd be about 1/5 their annual production. In a million dollar practice, imagine having one ad that produced 10% of all the money you bring in?! Would that be of real value to you?

This isn't the traditional kind of newspaper ad – you know where you pay for column inches, so many “insertions,” long-term commitments and you're given a discount by the newspaper.

Although the primary distribution of this ad is INSIDE the newspaper, it's not printed in the paper itself. It's actually a “ride-along” inserted inside the fold of the paper. It's called, in newspaper lingo, a Free Standing Insert, Pre-print or, “FSI,” for short.

Module III consists of this very technique to generate 10, 20, 30, 40 or more new patients *per month* all on its own.

(Module I and II are great techniques to build dental practices, but adding Module III kicks this entire System into high gear, giving you almost paranormal, explosive growth in your practice... in just a few weeks, not months, not years!)

Here's how Module III works for you in my **Butts In Ops Comprehensive Marketing System** (BIOCOM, for short, remember?):

Each and every month, I'll work 1:1 with you and help determine the precise newspaper(s) you'll want to use, placement, quantity and geographic-area strategy to "run" your very own production-gushing FSI. What's more, I'll also design, write the ad copy and provide you with customized, *already-proven* FSIs that will work to attract new patients to your practice, regardless of the economic situation in which your area may find itself.

We'll start off using my proven Patient Attracting FSI, the very one I've been using for SofTouch™ Dental these last three months, to start our relationship off on the right foot. You and I are asking a lot from someone to get off their duff, recognize they have a problem, figure out they want to actually *do* something to solve it, pick up their phone and call YOU. Not an easy task by any stretch of the imagination, right? Then, to have them keep their appointment, show up and PAY, that's even going further, right?

The best part about using FSIs:

They go where the intelligent, motivated, smart, educated, and wealthy *readers* go for information and education: the **Newspaper**.

In a recent publication, *The Dentist's Professional Guidebook for ... FSIs*, which I wrote and published for my ClearPath® Society members (the only publication I've ever seen on this topic), I went into detail about the huge advantage of targeting consumers that actually *read* vs. scanning, absent-mindedly, online from website to website. Using FSIs, you'll be able to reach this unique and increasingly hard-to-find consumer. They read, they spend money

and they like to be educated, hence, actually appreciating longer "copy," and informative ads, vs. shorter, "feature-only," low-information ads.

A warning should you attempt this one your own: This technique of attracting patients, in this media, has its own set of rules to follow – in order to be effective.

For example, there are certain days to avoid having an FSI appear in a paper. There are certain colors to avoid, design flaws which'll easily kill the response to your FSI. Not to mention, ad copy, photos, which can all make or break your FSI's ability to attract top-notch, CASH-paying patients.

This is the last place you want amateur hour or, "hey, try this, it worked for me" from a DentalTown post. It's your money being spent and a positive ROI is the top and singular priority.

Module III: As a new BIOCOM private client, each month, at your option, we'll arrange for and have printed and delivered, a complete FSI to the newspaper of your choice for insertion. You'll need to cover only the copying and insertion charges (typically less than 10 cents, to as low as 5 cents per insertion!). I'll provide a patient-attracting FSI, placement, and assistance with distribution choices, to you, an \$897 value, as the 3rd Module in the BIOCOM program.

Now, about my GUARANTEE*. It's really very simple. Whatever you invest in your **Butts In Ops Comprehensive Marketing System** each month (monthly System implementation starts at just \$1995 per month for Level I), you'll get, at a minimum, **2:1 return on investment** in production. If I fail to get you a 2:1 ROI at any time during the first 90 days, you can cancel and I'll refund 100%

of what you've invested, less any convenience fees and the application fee. Simple. Your risk is minimal (\$495 is all) to see if I can produce results for you.

Plus, you're "buying into" a long-tested, proven, System of patient attraction and retention I use for myself every single month, and other dentists all over the U.S. are using, right now.

As a new BIOCOM private client, you get all three (3) Modules:

- 1.) Proven Postcards – a minimum of 2,050
- 2.) *News From The Office*™ Patient Newsletter System for positioning, educating, retention and referral generating from your existing patients – starting at 500 per month and up! Plus,
- 3.) My almost 100 New Patient-Generating Free Standing Insert (FSI) creation and distribution arrangements (\$897/month value). The first FSI I'll start you on has a \$792/patient production average (in just the first 30 days patients are in the practice!) at SofTouch™ Dental!

You'll also get a trusted, trained, knowledgeable account executive/marketing expert (me!) to guide you on your journey of increased profits! You'll not be handed off to some lackey, newbie, completely unaware of what it takes to pack a practice, stacked high like cordwood with new patients!

You'll work directly, 1:1 with me and Melody. We're always just a quick phone call away: **503-339-6000**.

My friend, mentor and consultant, Dan Kennedy, say this about depending too heavily on just one or two types of media: "Build your business based on just one or two methods of generating new patients and see how quickly it deteriorates when just one or two are taken from you...or, as bad, their effectiveness falls off. Your new patient flow quickly dries up. So do profits."

You'll take part in three distinctly different, fully-customized for your practice, marketing strategies that will operate month-in and month-out, with minimal effort on your part, just like clockwork, and remember, **I personally GUARANTEE* a 2:1 ROI**.

*In the first 90 days of participating in my unique program, exactly as it's prescribed, including the tracking of every single incoming patient phone call, and you fail to at least get a 2:1 ROI in production, I will personally refund 100% (less convenience fees, if any, and the original \$495 Application Fee) of your investment.

Here's the clincher though: Because the BIOCOM System involves an enormous amount of work for Melody and I, I am limiting new clients in this program to just TWO (2) at this time.

Sorry, but I cannot make any exceptions.

If I receive your Application after the first two, I'll screen your office with a mystery phone call (which happens with all new clients) to rate your front office on their ability to convert a call to an appointment and then, if your office qualifies, place you on a waiting list. I'll notify you immediately if that's the case.

OK, to get started, simply fill out the Application (attached) with the information requested about you and your practice. Next, choose the Level you wish to commit to. Include any comments you believe helpful to me in examining your practice's fit for these three Modules and I will be in touch within 48-hours after receiving your Application.

My 24-hour fax number is: 503-218-0557. If that number is busy, try my back-up fax: 503-480-0303. Fax your Application right away. **Questions? Call me direct: 503-339-6000.**

Best,



Jerry A. Jones, CEO

SofTouch™ Dental

Jerry Jones Direct & Butts In Ops

P.S. #1 As a new client Melody and I will work directly with you to ensure everything we do for you is done *properly, professionally*. For instance, on all proofs and all mailings (unless repeating), you will be asked to approve any final artwork/copy/changes. Either of us will be your personal contact here at my office to handle ALL aspects of your marketing using this System.

FILL OUT YOUR APPLICATION, NOW!! →

Remember, I'm only accepting TWO (2) new clients at this time.

APPLICATION FORM

October 15th, 2010

Jerry Jones Direct | Butts In Ops



**PLEASE FAX ALL COMPLETED PAGES TO:
1-503-218-0557 or 1-503-480-0303**

OK, Jerry! I'm ready to go! Please get me started using the very same strategies, techniques, ads and concepts you use in not just your office, SofTouch™ Dental, but in hundreds of others around the US, Canada and Australia. I understand there is a **\$495 application and set-up fee** (*fully refundable if not accepted*) billed to the charge card on page 2 of this Application. I also understand I will get 3 (three) entirely different and unique marketing programs working for me simultaneously in my office each and every month for one low price. I also understand I have a full 90 days to evaluate the **Butts In Ops Comprehensive Marketing System**. If I fail to see a 2:1 return on my investment in that period, I am entitled to refund, as per the conditions on the last page of this Application and as stated in your letter attached to this application, less any convenience fees and the application and set-up fee.

Choose the Plan Option Best Suited For Your Practice (Choose ONLY one):

Level I: Just \$1995 per month. Includes up to 500 Patient Newsletters and 2,050 of Jerry's proven postcards, and of course, the monthly FSI design/placement services. Retail value: \$3,346 per month. You save \$1,351.00 each month.

Level II: Just \$2995 per month. Includes up to 750 Patient Newsletters and 3,200 of Jerry's proven postcards, and of course, the monthly FSI design/placement services. Retail value: \$4,308 per month. You save \$1,313/month.

Level III: Just \$3995 per month. Includes up to 1,250 patient newsletters, 5,000 of Jerry's proven postcards, and of course, the monthly FSI design/placement services. Retail value: \$5,797 per month. You save \$1802/month.

Associate/Group Practice Builder Option: Call for details. Program starts at \$9,500/month. Entails on-site visit, and more.

Easy breakdown of the Butts In Ops Comprehensive Marketing Program's Levels:

<u>Product/Service</u>	<u>Level I</u>	<u>Level II</u>	<u>Level III</u>	<u>Group Prac</u>
Patient Newsletters	500	750	1250	TBD
First Class Postcards	2,050	3,200	5,000	TBD
Practice Audit	YES	YES	YES	YES
FSI Design/Placement Svc	YES	YES	YES	YES

Convenient Billing Options (Choose ONLY one):

Please bill my credit card once per month for the total I have chosen below.

Please bill my card 2 times per month: One time on approximately the 1st and one time on approximately the 15th. *I understand there is a small convenience fee of \$29.50 added to the payments for this option.*

PRACTICE NAME: _____ CONTACT PERSON: _____

YOUR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

WEBSITE: _____ Month/Day OF BIRTH: _____

PHONE: _____ FAX: _____

CREDIT CARD #1: _____ EXPIRES: _____

CREDIT CARD #2: _____ EXPIRES: _____

YOUR SIGNATURE: _____ (authorizes charges and application fee)

Please tell me about the type of advertising in which you are currently engaged:

Have you in the past or are you using a practice management company? If so, who?

What is the most you've produced in one month? \$ _____ The least you've produced? \$ _____

What is the number of new patients you are averaging this year, per month? _____

What is your monthly production goal? \$ _____

How many staff do you employ? _____ F/T? _____ P/T? _____

Do you have another doctor in your practice? _____ Partner or Associate? (circle)

What is your current ACTIVE patient base (actives in the last year)? _____

What was your yearly production in 2007, 2008 & 2009 and so far in 2010?

_____ '07 _____ '08 _____ '09 _____ '10 to-date

Do you track which ads you've run perform best? In other words, do you track your Return on Investment (ROI) on ads? _____ (Y/N)

How involved do you want to be in the marketing process? _____

Is your practice a **new** OR an **established** practice? _____ (New/Established)

Do you track **EVERY** incoming phone call? _____ (Y/N)

Does your office have an **incoming call policy**? (*i.e.* Does each call get the proper information from YOUR office and also, is it screened appropriately so that your staff knows exactly how they heard about you? Does someone answer calls even at lunch and on weekends or check voicemail?) If so, please describe:

Doctor's Name: _____

FAX Your Application (3 pages) to: (503) 218-0557 or (503) 480-0303

If you have questions, call and ask for Jerry: (503) 339-6000

TERMS AND CONDITIONS

PLEASE READ CAREFULLY & INITIAL HERE: _____

We reserve the right to refuse any application based on our research in contacting your office. If you have specific questions on this policy, please contact us. Because of the amount of investment, not just in time, but in materials on our part, each applicant must submit the attached agreement which states that services will be rendered for **a period of 12 months**, at the current rate chosen by you, above, per month (plus any applicable convenience fees). Each applicant, if accepted into the **Butts In Ops Comprehensive Marketing Program**, will be responsible for the full term chosen, which renews automatically at term's end. Cancellations after the initial term must be made in writing on your letterhead with no less than 30 days notice, and are accepted via fax or first class mail ONLY. Each applicant must keep a complete phone log of all incoming calls in their practice for the first 90 days. Offices not following this procedure will automatically be dropped from the program, the guarantee being null and void. Any applicant not keeping a completed call log on a weekly basis forfeits their right to any guarantee or warrantee spoken, written or implied. Therefore, during the first 90 days, Jerry Jones Direct reserves the right to revoke this Agreement. Early termination of the program will result in a liquidation fee of a minimum \$790. **Each office, prior to acceptance, will undergo a thorough screening by the staff of Jerry Jones Direct.** Due to the nature of the program, alterations as to quantity and type of materials may or may not be accommodated, and will be left to the discretion of Jerry Jones Direct.

Jerry Jones Direct | Butts In Ops

