

DON'T THROW THIS LETTER OUT!!!

If you are like me, you have received many letters like this one. You may have read them, but most likely you threw them out. Do yourself a favor –

READ THIS LETTER.

You may be sitting here wondering: “Are my profits up or down? Why did my practice income go up, my staff all got raises, but my paycheck did not increase? Why do I have all this non-dentistry busy work when all I really want to do is dentistry? Why am I stressed out all the time?!”

Let me tell you my story. I graduated dental school in 1989 and began working with my dad. Eight years later Dad retired. I practiced one year alone and realized I needed help. I am a good dentist and have taken many, many continuing education classes to improve my skills in endo, surgery, prosthetics, cosmetic dentistry, etc., etc. I can do the dentistry and so can you. But I was overwhelmed. The business was getting out of control and at that point I knew I needed help.

I looked into several consulting companies, including Silkin Management Group. They all had similar methods, except Silkin. I wasn't sure those other companies would give me the lasting, long-term solutions I was looking for. Silkin's approach was totally different. They began with a comprehensive interview to diagnose my specific problems and discover my goals. They gave me a free in-depth practice evaluation and proposed a program designed specifically for my own unique situation.

Honestly, the initial investment scared me. But I talked to other dentists in both large and small cities who strongly supported Silkin. Silkin is a nationally recognized management company and they've been around since 1983. They gave me the confidence to begin the program. I took a deep breath, jumped in with both feet and never looked back.

Silkin began by training me and my staff. They gave us the tools and the knowledge to turn things around. I used to go into the office, work all day, and see what happened by the end of the night. (Sound familiar?) Now I have an organized practice with systems in place to run the business smoothly. I have a marketing program, training programs for staff and a system to track our progress. After one year my production increased 30% and as of today my production has doubled. Even throughout the recession times, my business has increased.

Silkin's plan is straightforward and easy to understand. If I can do it, so can you. After analyzing my practice, they put together a step-by-step plan for me to follow. I completed the plan one step at a time. Some steps take more time than others, and some are harder. Fear not, Silkin's consultants are behind you guiding you through. Your first few steps are designed to solve your most pressing issues. Your following steps address your long-range goals. Once completed, your organizational plan is in place and your business is running smoothly.

Silkin doesn't stop there. The key is that they give you the tools to keep your business running smoothly until you retire. We all know some times are better than others. Silkin gives you the tools to keep your business going up in good times. More importantly, they teach you how to react when business is going down. You are in control. Your office is now running like a well-oiled machine. Staff members are happy, stress is down.

In a nutshell, that is the program. So what are you waiting for? Call Silkin and get the free practice evaluation. Take the steps to change your practice and your life. My advice? Just do it.

Sincerely,



Joan C. Laura, D.D.S.