

A Potentially **TERRIFYING** (Yet Hopeful) Message from: **SCOTT J. MANNING, MBA**

Doctor <NAME>, When Big Insurance Unleashes Their Zombie Hordes Upon Your Practice, Will You Have the Right Weapons to Survive the Low-Fee Apocalypse?

Attach Brain Here



Hi Dr. <NAME>,

In a zombie-ravaged landscape, how would you rate the leader of a ragtag team of survivors...

... who rushed in to battle the advancing demonic hordes without a plan?

... who charged blindly into the shambling mobs of walking dead to squander blood, sweat, and brains without a blueprint?

And yet Doctor, you fight an even more terrifying battle as you face down our industry's "zombie hordes" every day. And it's not just your tasty grey matter at risk. It's your nest egg. Your home. The well-being of the people you love. And the long term health of your patients.

You fight a constant battle against the demonic, unrelenting assault of BIG INSURANCE – whose remorseless minions hunger to turn the profession you love into yet another commodity where price is the only thing that matters.

It's a heart-pounding war of survival against the flesh crawling notion that oral care is just one more service that can be skinned, sliced, and diced into a ghoulish concoction of "approved" fees, treatments, and reimbursements.

There's no one who fights a more challenging battle to survive... against greater odds. And all through this struggle, you still have to do your job to the best of your abilities - striving to juggle home, family, career, and the health of your patients all at once.

If you're feeling pressured and freaked out, is that any wonder?

But Doctor, let me ask you this - because you ARE the undisputed LEADER of your life, the Leader of your Practice - especially to those who look to you for support, leadership, and love... let me ask you a blunt, in-your-face question:

- Are you simply "winging" it... hoping and praying that working harder, longer, and maybe luckier will do the trick?

Look, no successful Leader in the history of World War Z - no matter how savvy, brave, and well-armed with chainsaws he may be - ever faced the undead hordes without a real plan.

So Why Are You Choosing to Battle Big Insurance Without a Solid Plan?

As I'm sure you noticed, I've attached a small BRAIN to this letter to serve as your reminder that you face the "low-fee" zombie apocalypse of Big Insurance every day. It's also a reminder that you have the brains to prevail in this war – a war for the things in your life that matter to you and to those who rely upon you. Because the outcome of that battle is decided before it's ever fought... based on whether or not you have a solid plan in place.

You can have such a plan... a plan that will not only give you a clear path to victory over the ever-spreading contagion of Big Insurance, it will offer TRUE FREEDOM from the stress, the fear, the worries that torment you every day you walk into your practice.

This plan is NOT something you can get from a mass-market self-help book or by Googling *"How do I escape the bony clutches of Big Insurance?"*

It's definitely not a "fill-in-the-blank" cookie cutter template of practice management you might find in the dark recesses of the internet either. Instead, this plan - rather this **Blueprint** – is something you yourself will create over a two-day retreat hidden away from the noise and chaos of a dental world spiraling out of control.

A Plan PERFECTLY Fine-Tuned and Custom-Tailored to YOUR Vision of What Would Be Your IDEAL PRACTICE.

You deserve a proven plan that defeats the terrors that run amok hell-bent on destroying your independent practice... a plan that CURES the plague rampaging across our industry... so you don't have to battle the darkness in fear any more.

Instead, when you follow this action blueprint you'll have clear direction to achieve the dreams you've probably let fall by the wayside. And with it in hand, no matter which way the winds of the economy blow, you'll have certainty knowing your path is clear and on target to a bright future of your own design. And where can you go to get such a plan?

By joining me in Nashville this coming December 8th, 9th, and 10th for a very special event... a truly ONE-OF-A-KIND boutique experience – an experience unlike anything else ever seen in this industry.

So consider this your very personal invitation to attend:

“The Dental Insurance Cure: How to Win the War Against Insurance and Discounted Dentistry!”

It will be... a comprehensive, revealing, and intensely personal Guided Exploration of Your Practice - to expand its possibilities and turn any and all opportunities we identify and encounter together into a Step-By-Step Blueprint for Action and Success – **GUARANTEED!**

It's going to be unique, customized to YOUR needs, personal and intimate... and like everything else I'm involved with, totally and completely FIRST CLASS from start to finish.

I typically don't do these kinds of events, but I thought that since it only involved a select group of doctors like yourself, I can “scale” the experience and make it available far more affordably and broadly. (My typical consult runs \$15,000 for far LESS time than this.)

Here's a Taste of What You'll Discover When You Attend...

During these 3 days with me, you will explore and discover everything you are capable of achieving with your practice in 2017, including:

- **Keys to transitioning from an Insurance-bound, Dentistry-as-Commodity Pricing Model to a Lifestyle Practice Model quickly and easily - without Stress, Turnover, or Chaos.**
- Secrets to achieving an Ideal Practice via Practice Leverage Points... why are you working so hard, so long, doing dentistry you don't enjoy and that doesn't pay the bills?
- **The 7 Elements you must have in place to have a successful Practice – you can't afford to ignore a single one!**
- How to respond to tough questions about insurance in a way that affirms the patient and establishes your proper role and diagnostic position as Physician (you will NEVER play defense on insurance again!)

- **The absolute best way to liberate your practice from the burden of dental insurance. (You actually have a moral imperative to make this happen as quickly as possible.)**
- Practice Optimization and Profitability Structure for 7-figure income – the exact methods to achieving \$1,000,000 in growth while keeping 50%!
- **Discover where most practices and doctors go wrong in how they treat their team (it's so obvious, yet so profound).**
- And much, much more as well (please see the enclosed materials for a more complete description of planned sessions and objectives).

While you're here, we are going to dissect every area of your practice. I want you to step back to see the whole thing. Embrace every piece of it. It's our job together to make it happen.

I'm inviting you right here, right now to give you the PERFECT WEAPON against Big Insurance's "Low Fee Zombie Apocalypse" once and for all – at the same time, enabling you to design your IDEAL PRACTICE.

You WOULDN'T do this if you were okay with gradual growth.

You SHOULDN'T do this if you're only interested in and willing to settle for small improvements.

You should only come here if you're ready, willing, and able to think **BIG**.

This is NOT me telling you how your practice should look. It's IDEAL because it's YOUR ideal.

**THIS EVENT IS DIFFERENT because
THIS EVENT will make a DIFFERENCE.**

It's important for you to know that along with my personal instruction you will receive all kinds of resources and supporting documents. This is not some event designed to sell you something else - it's an intensive, full-bore, "get ALL your ducks in a row" kind of workshop.

I'm inviting you to come here to work, to make decisions, and to get results.

And, because you and I have known each other for some time, I don't have to jack up the investment to monstrous levels to cover the typical costs of event marketing, etc.

So the retail price for this is just \$1997... but...

I'm contacting a small number of progressive Doctors to give them a special "beat back the zombie hordes" **discount price of just \$797 – a savings of \$1200.** However, you MUST RSVP before the witching hour of MIDNIGHT, October 31st as per the enclosed form to redeem this offer.

(And if you act NOW while space is available, as a BONUS I'll even let your spouse or one team member also attend for FREE!)

Look, how many times before have you gone to a seminar, dropped \$2000 or more, sat in a room for hours, walked out with a manual... and then realized, two weeks later, that absolutely nothing of value changed in your practice? Probably more times than you'd like to admit.

Here is MY Bold Promise:

You'll walk out the door equipped with a specific growth plan that will finally let you experience a lifestyle you truly enjoy, to enable you to pursue your passions, your interests, and achieve significance outside of dentistry.

In fact, you WILL walk away with these specific BATTLE PLANS in hand:

- **"Insurance Battle Plan"** – everything you need – scripts, strategies, weaponry – to crush the malevolent forces of Big insurance's walking deadheads once and for all.
- **"Discount Dentistry Battle Plan"** – finally you'll be able to mount a serious counter-assault against "cut any corner you can" ankle-biting abominations.
- **"Team Optimization Plan"** – rally the troops around your own singular vision of opportunity, teamwork, and superior patient outcomes.

You CAN do more of the dentistry you love and get paid what you are worth and what you have invested your entire career to create and achieve!

By now, I bet you're probably saying something like this...

“But You're Asking Me to Leave Home and Come to Nashville?!”

I know. It's a challenge to navigate through the armies of the undead so you can hop on a plane or get in a car and travel for hours to get someplace else.

But it's necessary.

BECAUSE no breakthroughs happen in your own city, you have to get out of the box, out of the office, out of the city you live in - we all know that.

And what better, more interesting, and fun hip city to go to than *Nashville?* - not the boring mundane locations everybody else in dentistry sends you to.

Remember - you have to slow down to speed up. This is why making time in your schedule to attend this event is so critical.

This will be the LAST practice development seminar you will ever need to attend - because what we will do together WILL WORK.

Once and for all you will have and arrive at your ideal, perfect lifestyle practice specific to your goals, ambitions, clinical preferences, and income desires.

You really can have it all if you decide you want it – by experiencing first hand my tried and true personalized practice transformation event, what we call the “**Dental Insurance Cure.**” You'll discover how to do big numbers regardless of where you live, how many team members you have, how many hours you work, or who your patients are – **WITHOUT INSURANCE!**

You are going to love this formula and experience and it will change your life for the better. For the rest of your career, you will look back on this event as the beginning of the next and best chapter in your personal and professional life.

Warning: This Event is NOT for Every BODY

The “**Dental Insurance Cure**” is definitely NOT for everybody – if your preferred strategy for dealing with the threat of soulless, brain-eating mega-corporations is hiding under a rock, then sorry, I’m afraid you’re doomed. Might as well season your scalp with salt and ketchup, it’s all over for you. And this event is especially NOT for “talkers,” “wishers,” or “can't do-ers.”

But I DO Believe this Event IS for YOU.

And when you RSVP by either emailing, calling, or faxing back the enclosed form, you can know for certain that I'm the one who's assuming ALL the risk.

Because if you aren't 100% - nay 1000% - satisfied with what you experience on just the first day, just let me know and I'll not only refund your ticket, **I'll give you DOUBLE what you paid and reimburse your travel expenses as well.**

It doesn't get any fairer than that. So RSVP now before October 31st, when the investment goes up or the last seat is taken. That is not just a guarantee, that is my personal promise to you, because it's my mission... and I always win and you're about to start winning more too, more than ever before, finally doing dentistry on your own terms and having everything you want inside and outside of your practice.

“At Long Last - For Big Insurance, THIS Event Means The End of the World As They Know It.”

If you think the battle is rough now, tomorrow's battles against the oncoming profit-sucking hordes will be even tougher and more difficult, especially if you don't have a clearly defined plan.

It's time you had such a plan.

You and those who rely on you deserve nothing less.

And when you do, it'll mean freedom from the fear, the pain, and the limits imposed upon you by the undead overlords of Big Insurance – because you've finally FOUND THE CURE to their relentless, heartless assault. Finally, you be able stand safe, proud, and free, doing what's right and best for you, your patients, and those who matter most around you.

So RSVP now - email, call, fax - and let me know you'll be there fighting the good fight on the front lines with me.

To Victory,



Scott J. Manning, MBA

Dental Success Today

P.S. Maybe you don't think you can do this.

Maybe you've tried and failed before. Maybe you've tried and failed many times before.

None of that matters. Don't beat yourself up over mistakes you've made in the past. This event isn't about any of that. There's a difference between beating yourself up and holding yourself accountable.

We're here to help you overcome whatever it is you may have experienced before, to drive a new stake in the ground, to let you know you can create your future no matter your past.

The ONLY person who's going to control the outcome of your life is the person reading this letter right now.

Most of us - Dentists or otherwise - usually settle and just take what we can get. Why not be one of those very rare few who instead creates what you want?

P.S.2 Again, this invite is *only going out to a few doctors* that I know “meet the bar” in terms of mindset and initiative. I wanted to let you know right from the start to give you that chance before the space fills up (the room I’ve reserved only holds a couple dozen or so MAX).

Note that this is not just one more cold, faceless, corporate 200 seat+ lecture hall grinder. Instead, this is truly a boutique, personalized, let’s-change-your-life-together kind of experience. So don’t let this high value, high touch opportunity slip from your fingers. RSVP now.

P.S.3 – In case you want to consider the perspectives of other Doctors and their teams, I’ve also enclosed with this letter a DVD and fact sheet filled with powerful affirmations from peers who have experienced the “CURE” for themselves. Here’s just a taste:

“You can go all the roads that I’ve gone and have all the consultants I’ve had, or you can just take a shortcut right to Scott.”

-Dr. Booher

“Scott gives you exactly what you need to get the job done... New patients are coming in. Our production has doubled from last month. Our collections are way up there also. We’re getting so many patients referring new patients to us and telling us that they’ve never been to a dental office like this. Right now our schedule is packed.”

-Dr. Sandy

“What surprised me, captured my attention and motivated me to work with Scott was his ability to listen to me and focus on who I am, what I do, how I want my practice run and how I would envision marketing for my practice. He has a very effective way of communicating information.”

-Dr. Gallegos

There’s many more just like that. Check them out for yourself.

Then make sure to **save your spot (and \$1200) by RSVPing BEFORE October 31st** using the enclosed form.