BURLESON
COACHING SERVICES

DUSTIN BURLESON SEMINARS

"COACHING IS **UNLOCKING A PERSONS POTENTIAL** TO MAXIMIZE THEIR OWN PERFORMANCE. IT IS **HELPING THEM TO LEARN** RATHER THAN TEACHING THEM."

—TIMOTHY GALLWEY, CRITERIA FOR SUCCESS

THROUGHOUT HISTORY coaching has been the way for the vast majority of successful people to discover their inner workings and become extremely prosperous in the process.

Burleson Seminars is the private coaching division of Burleson Orthodontics & Pediatric Dentistry. Their coaching is available to dental and medical professionals by invitation only. Services include, but are not limited to, mastermind groups, private client days, marketing plans and staff training boot camps, and your practice's growth is our primary focus. Upon acceptance into the program, a practice analysis is made and a customized 12-month success plan is developed in order for you to be extremely successful in building the practice of your dreams.

"I NEVER CEASE TO BE AMAZED AT **THE POWER OF THE COACHING PROCESS** TO **DRAW OUT THE SKILLS OR TALENT** THAT WAS PREVIOUSLY HIDDEN WITHIN AN INDIVIDUAL, AND WHICH INVARIABLY FINDS A WAY TO **SOLVE A PROBLEM PREVIOUSLY THOUGHT UNSOLVABLE.**"

—JOHN RUSSELL, CRITERIA FOR SUCCESS

If you are serious about practice growth and the steps required to get there, then they invite you to look further into their coaching services. The strategies they teach are simple, yet very powerful. Most doctors fail to discover these strategies or use them to their full potential. When you discover the potential of your practice or simply reach a ceiling where growth seems impossible, take the first step to become a private client with Burleson Seminars.

WHY HIRE A COACH?

There are numerous reasons for hiring a coach to help with your business. Some may include:

- Practice Culture and Mission
- Employee Growth and Development
- Professional Satisfaction
- Employee Morale
- Organizational Goals

Over the course of time, the majority of successful people have used a coach at one time or another, including athletes, actors, business leaders, etc. The benefits they have received aided greatly in their success; new viewpoints on personal challenges, greater decision-making skills, better social efficiency, and improved confidence. The list goes on! Those who hire a private coach can anticipate substantial enhancement in productivity, an ever-increasing satisfaction with life and work, and the achievement of relevant goals.

FIND THE RIGHT COACH

The importance of finding the ***right*** coach is second to none. Here are some basics to knowing if a coach is a good fit for you!

- They have a history for achieving the goals you want to achieve
- They have helped others do the same and have magnificent testimonials to show
- They are willing to hold you accountable
- They don't take anyone as a client—they are highly selective and sought after

"TO BE AS GOOD AS IT CAN BE, A TEAM HAS TO BUY INTO WHAT YOU AS THE COACH ARE DOING. THEY HAVE TO FEEL YOU'RE A PART OF THEM AND THEY'RE A PART OF YOU."

—BOBBY KNIGHT

MAKE THE COACHING RELATIONSHIP SUCCESSFUL

- Be willing to say no to some things in order to achieve greatness in the long run
- Figure out what matters most to you
- Take time for honest measurement, reflection and self-feedback
- Incorporate coaching into your everyday routine
- Make good decisions and surround yourself with people who are accountable

DR. BURLESON'S MARKETING CAMPAIGNS have generated over $300 million in orthodontic revenue for his clients in seventeen countries all over the globe. Creative content with direct targeting can help position your practice as the obvious choice in your market. Dr. Burleson's Elite Private Coaching Group consists of the top 1% of orthodontists in the world, with unprecedented access to the author of the #1 orthodontic marketing newsletter and all of the license-restricted content used to sky-rocket our practices to some of the largest in the United States.

As you receive practical, real-time feedback and counsel from the executive coach, you will be able to identify specific behaviors that can be improved immediately. This partnership accelerates your success and performance progress. The value and bottom line impact of the coaching program will be clearly seen in an extremely quick time frame.

WORKSHOPS

Workshops include the following teachings which a successful business simply cannot do without:

- Practice Planning for Maximum Results and Higher Profit Margins
- Claiming Your Position as a Trust Authority in the Marketplace
- Wealth Attraction, Philanthropy and Legacy Building for your Family

THE MASTERMIND GROUP PRIVATE COACH PROGRAM

A mastermind group is the coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose. In that same way, the Mastermind Group Private Coach Program is an exclusive group of private coaching clients that meets three times a year to brainstorm and share new ideas in the orthodontic and business field. Experience first-hand peer accountability, new education and support in a group full of masterminds.

You will set and achieve big goals for your practice, receive benchmark tools and advice from other members in the group while also being challenged and held accountable by your peers.

PRIVATE COACHING

Private coaching services also include:

- Geographic Area Exclusive Availablity
- Monthly Marketing Call
- Referring Dentist Newsletter
- Membership Website
- Email and Phone Support
- Dustin Burelson's Private Mastermind Group
- Onsite Coaching
- Private Access to Dustin Burleson
- Private Coaching Days with Dustin

TESTIMONIALS

Here is a small sampling of the many testimonials received over time with regard to Burelson Seminars and Coaching.

Dr. David Allen
Wheaton, IL

"No advice, no coaching. It just didn't exist in the 90s to the extent that it does now. I've had different consultants, I've had different coaches, but all of that time I've never had anyone who really could give me the meats and potatoes, the people to contact.

I would say for anybody who's looking for a good coach, great advice, and trying to find information and resources to go to help accomplish the things you want in your practice, in your personal life, I think Burleson Seminars gives you a great direction."

Dr. Ronald Barnett
Austin, TX

"I really was looking for somebody that was an orthodontist who was in our profession and understood our specific problems and concerns. I wanted to be in an upward transition. I wanted to be able to make my practice more vibrant. And it's been great. I've actually grown my practice set from the 1.8 million dollar range to almost 3 million dollars now. It's really changed the way I think about my practice. It's changed the way I think about money and about life."

Dr. Lisa Grant
Homewood, IL

"Before starting with Burleson Seminars my conversion hovered between 50 and 60%. And after implementing all of the things that I've learned from Burleson Seminars, I'm now near in between 85 and 90% conversion rate."

Dr. Dustin Coles
Phoenix, AZ

"After going to some events, I realized that I wanted more. I wanted more of what he was doing. I wanted to have a great practice. It was organized. It was well run. They had people in place. They were well-trained. And the more I got involved with Burleson Seminars, the more those things started to come to fruition."

Dr. Rajia Sebbahi
Martinsburg, WV

"I've faced different challenges coming out from residency, knew only the traditional way of running the practice. The main thing is I feel like I have control. I have control over my practice, over my destiny and that has been huge.

He changed my mindset about how to approach the business of orthodontics. My motto was always, "Work smarter and be efficient," but I didn't know how to get to it and Burleson Seminars have helped me get into that."

Dr. Albert Lucas
Plantation, FL

"The first ten years was just incremental growth and then I noticed my practice started kind of flat lining and even decreasing. And I started looking at all the different areas that I can improve, the suggestions that he made. And slowly but surely as I made these changes over the years, I saw my practice start to grow again. And I saw things kind of turn around a bit. And my numbers, my starts, my conversion rate, all of those things increased.

After really understanding or learning how the business of orthodontics works, learning about marketing, and about business systems, I feel more at ease that I understand what I have to do to be successful and profitable in the future. What I love about Dustin is he understands a lot of the issues that we have."

Dr. Kerry White Brown
Columbia, SC

"I was practicing roughly four and a half, some weeks five days a week, and with that came my not being able to spend a lot of time working on the business versus in the business. I saw growth in my business. Working with Burleson Seminars actually also helped me create systems that made things run a lot smoother, so that I didn't have to be there, but things were being done as if I were there. And they were more consistent.

Everything has just been a win-win for me, for the practice, for the staff, and for my family. I would say by all means, run, don't walk. Join Burleson Seminars and he would definitely help you take your practice to wherever you want it to be."

Dr. Darin Ward
Okotoks, AB

"The necessary evils of running a business, the marketing, the books, the systems in the office were just not why I got into dentistry and orthodontics for. Some of the people that I had learned from, some big concepts about life, and a guy named Dan Kennedy, who has nothing to do with dentistry and orthodontics, I started listening to his ideas and following him. And then when I heard about Dustin Burleson, he's doing the same thing but he's putting an orthodontic twist to these concepts that resonated with me. I realized I didn't have to re-invent the wheel. He had already reinvented the wheel from someone else and put it into orthodontics and all I had to do was inspire people that worked for me to implement this stuff.

Our patient flow was up, our profitability was up, and I was spending less time in the office. Dustin's working, relatively speaking, I think a pretty nice schedule with a pretty nice lifestyle and I thought "I think I want that." So if someone has done it before, it can be done."

IS YOUR PRACTICE A GOOD FIT FOR **BURLESON SEMINARS?**

TAKE THE **FREE PRACTICE GROWTH ASSESSMENT**
AT **DUSTINLOVESRESULTS.COM**

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