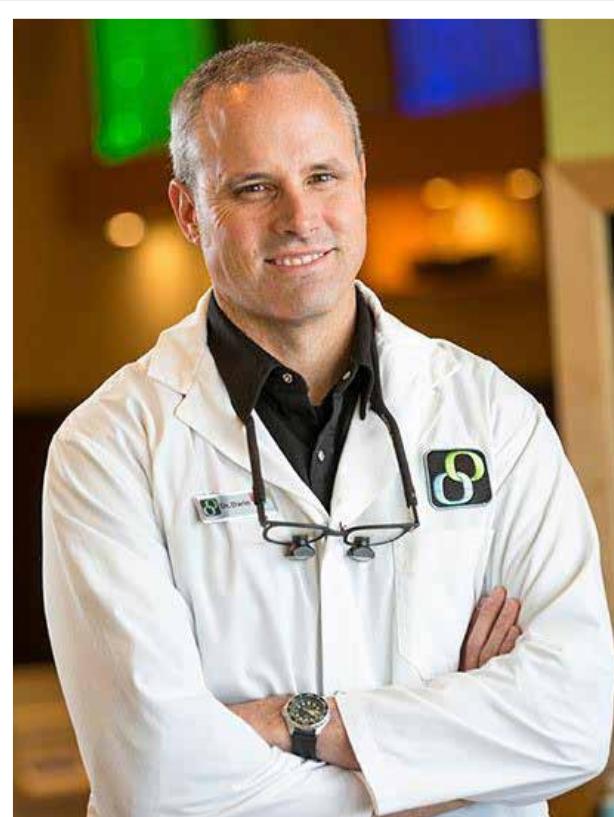


C A S E S T U D Y

DR. DARIN WARD

OKOTOKS, ALBERTA



DUSTIN BURLESON SEMINARS



"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 invent the wheel. You need to find someone like Dustin who's already achieved the things you want to achieve and then sit down and work out a step-by-step plan for you to follow to achieve your goals.

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." —**Dr. Darin Ward**

WHAT DR. WARD LEARNED RIGHT OFF THE BAT

was that he would need to focus on his goals by tapping into the power of habit. What does that mean? Well, when you focus on your goals, make it a routine to set new goals and monitor your progress by celebrating the wins, you create a powerful feedback loop or habit loop that can help you achieve your goals consistently.



Dustin Burleson

“I DON’T CARE HOW MUCH POWER, BRILLIANCE OR ENERGY YOU HAVE, IF YOU DON’T HARNESS IT AND FOCUS IT ON A SPECIFIC TARGET, AND HOLD IT THERE, YOU’RE NEVER GOING TO ACCOMPLISH AS MUCH AS YOUR ABILITY WARRANTS.”

— ZIG ZIGLAR

DUSTIN BURLESON SEMINARS will start by teaching you to narrow your focus, then move on to managing yourself. You'll learn about "time-sucking activities" and what to do about them, including:

- Eliminating the e-mail addition
- Taking control of your meetings
- Voice mail and e-mail autoresponders
- Calendars

NEXT UP:

- 1.** New Patient Statistics: Cost Per Lead (CPL), Cost Per Sale (CPS), and Lifetime Customer Value (LCV)
- 2.** Marketing Spending Projections
- 3.** Game-changing Marketing Principles and How to Implement Them Quickly
- 4.** Creating Sustainable Assets
- 5.** You will be provided with recent marketing samples and learn how to use each campaign
- 6.** Human capital hiring and training plan for maximum growth
- 7.** Hiring Your Dream Team
- 8.** Training New Employees
- 9.** Human capital: assessments for continuous, never-ending improvement
- 10.** How to Conduct Monthly Team Meetings

How many times have you felt unmotivated when it comes to setting goals and staying true to your plan? This is bound to happen if you set goals and visualize a future that is not genuinely based on values that are your own.

Since childhood you have been exposed to influences that have an impact on how you think about life, your beliefs and what you consider to be your true values. Inside the teachings of your parents, the culture you were born into, your teachers, your friends, advertising and marketing which you are exposed to, are perspectives that shape what you ultimately believe.

If you never take the time to think seriously about whether this input is in alliance with your most genuine inner thoughts, then it is truly probable that you will live a life where you never feel “right” living inside your own skin. This can cause unhappiness as you live a life without a strong sense of direction which matches your true personal core values, and this roles over into your business dealings.

An important facet to this progression of effectively setting goals that naturally inspire you toward what you consider to be success is to answer that tough question, “who am I?”

This is why Dustin Burleson Seminars will get you thinking about your influences as stated above.

If you have permitted society to have an impact on your beliefs and values and feel unhappy and lacking in enthusiasm as you move through life, then it is time to really consider who you are inside.

This is a process that can often take time, but it doesn’t have to. You can do it now.

Rather than expecting to sit down once and write out a couple of values and goals, Dustin will encourage you to keep a journal where you can record your most inner thoughts.

**“WE ARE WHAT WE REPEATEDLY DO.
EXCELLENCE, THEN, IS NOT AN ACT, BUT A HABIT.”**

— ARISTOTLE

START BY THINKING ABOUT THINGS SUCH AS:

- How do I enjoy spending my time?
- What type of people do I love being around?
- What makes me feel most passionate in life?
- What “moves” me emotionally?
- What issues do I truly believe in and feel are “right”?
- What issues do I truly believe are “wrong”?
- What do I love to talk about?
- What do people often comment on in terms of strengths they see in me?

You might notice that you receive inspiration for the answers to these questions at “unusual” times. Rather than coming to you when you are sitting at your desk, you may get answers while you are driving, in a dream or merely day dreaming.

Pay attention to those thoughts! Write them down. These are your true personal core values. You will need to follow these values as you work on setting goals for your life and business.

SETTING GOALS

Set your goals according to your most core, true beliefs and values. This will, without a doubt, lead to a natural motivation. You will no longer need to “find the motivation” to stay true to your goals.

How will you know when your goals for a career, happy family life, business pursuit, or any ambition are based on your true values?

Because, you will be excited and inspired to work on the path you have set for yourself. You will never feel as if you’re fighting to get started. It will come naturally.

You will now feel as if your life direction is “on the right path”.

Bottom line—***you will know you're on the right path because the very act of working toward your goal will feel inspired.*** You'll feel alive!

**“ANYTHING THAT GETS YOUR BLOOD RACING
IS PROBABLY WORTH DOING.”**

— HUNTER S. THOMPSON



ONCE YOU FIND YOUR CORE VALUES, YOU'LL LEARN...

① THAT IT'S NOT ABOUT YOU.

It's about the patient. Everything you do, every system you improve, every decision you make. It all points back to the patient. Without your patient, you really can't justify your existence as an orthodontic office. Can you?

When asked about the consistent displeasure by other owners and fines from the NBA, Dallas Mavericks' owner, Mark Cuban, said it doesn't really matter what the NBA thinks or what other owners think. He even went so far to say "it doesn't matter what I think. All that matters is what our fans think."

Here is a business owner (even if a controversial one) who fundamentally understands the importance of the customer / client / patient. All that matters is what the patient thinks. She/he signs your paycheck. Not the other way around.

② HOW TO DELIVER MORE VALUE.

The secret to success in this universe is to constantly and consistently deliver more value to everyone around you. Your boss, your employee, your family, your patients, your church or synagogue, your community. They all deserve more value from you and will reward you handsomely when you provide it.

The rule is simple. If a patient gives you 1 dollar, you should provide much more than 1 dollar in service value to that patient in return. For a quick review of delivering more service value, read the book 'The Fred Factor' which is provided to all of Dustin's employees during their training.



③ HOW TO RELENTLESSLY PURSUE RESULTS.

Dustin's employees are all hired on key values. One of the biggest values in his company is the ability to track and vigorously pursue results. He's amazed at the current trend to turn little league baseball into a sport without keeping score. His guess, if the score is taken out of the game : there won't be too many kids playing little league baseball.

Without a result to track and achieve, there is no purpose in playing the game. If you can't find a way to deliver better service, quicker treatment, more-satisfied clients or patients and donate more to your community, then why even show up tomorrow morning? Find your statistic in the office and track it relentlessly. Your personal job satisfaction will improve and so will your paycheck.



④ HOW TO HAVE A “CAN-DO” ATTITUDE.

Bring with you to work every day the attitude that exists in all champions. Do you think Vince Lombardi, one of the best football coaches of all time, took the football field each game thinking “I’m not sure if we can do this.” No! He ran onto the field before every game with a “can-do” attitude.

Don’t be delusional, however. One cannot possess a can-do attitude without proper preparation and dedication to getting results. One way Dustin’s team stays focused is by tracking results (see #3 above) with a can-do attitude. They go hand-in-hand. It would be unfair to assume someone can achieve results simply by “positive thinking.” Being positive is the first step, but dedication to accurate thinking and practice / training / preparation—those are the ingredients to the “secret sauce” of success.

⑤ TO NEVER BE SATISFIED.

Dustin Burleson takes a lot of heat for this one. Friends, family members, previous employees have all accused him of working too hard and never being satisfied. They confuse “never being satisfied” with simultaneously being “unhappy.” That’s the wrong way to think about building a great practice. Dustin is very happy and is not asking you to be unhappy.

Just the opposite, in fact. He is asking you to never be satisfied with the status quo. Never be satisfied with delivering mediocre service. Never settle for the average result. Push yourself forward. Grow. Grow bigger, grow deeper, and grow in your knowledge for the benefit of your patient, your community and your practice.

He’ll go kicking with one foot in the grave, still trying to do more for the patient, more to help even one child breathe easier or face his life with confidence, more to help his family, more to provide opportunity for his employees. Satisfaction breeds complacency and the complacent sit atop a slippery slope to failure. Never, ever settle!



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

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