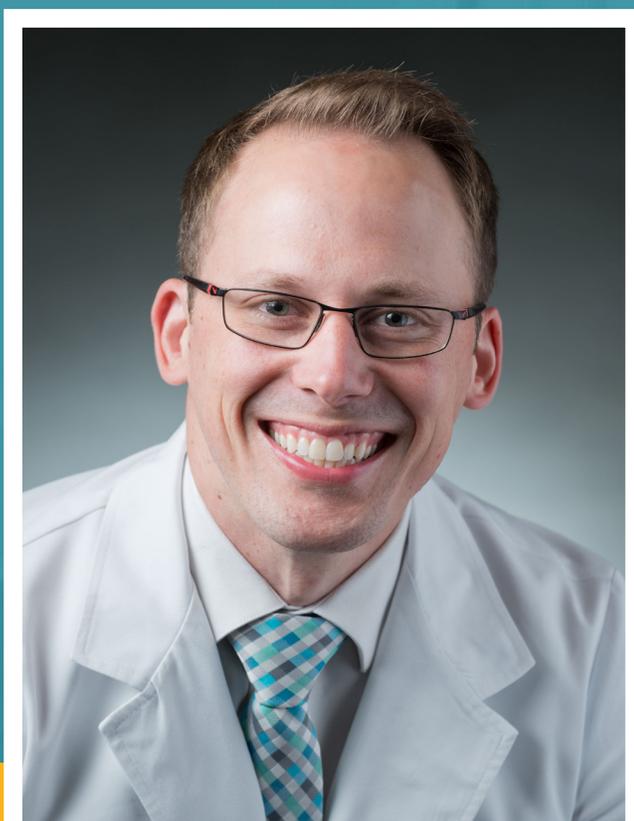


CASE STUDY

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# DR. JIM STORK

WEST DES MOINES, IA



**DUSTIN BURLESON SEMINARS**

**“My name is Jim Stork. I am the owner and operator at Stork Orthodontics in West De Moines, Iowa. My wife is Jenna Stork, and I am proud to say that she is now the marketing manager. She was previously the dental assistant, the treatment coordinator, the front desk and team leader. When our practice was at the most stressful point, our life was exhausting to say the least. We would come in early in the morning and be here all-day long.”** — **Dr. Jim Stork**



I was so happy to be able to work with the Storks. When they first came to me they didn't know where their practice was headed. I have to say – they were listeners – they wanted to learn, to grow, to do better. By the time they left, the Storks were ready to do all of that and more!

*Justin Burleson*

## DISCOVER WHICH CLUES TO LOOK FOR!

- Is your overhead under control?
- Do you follow the money, track expenses?
- Do you know your inventory?
- Do you benchmark against past use?
- Do you examine insurance participation?
- Do you pay for performance?



**Jim:** “We opened up our practice in 2012 from scratch. And, we’re not from Iowa! And, it was one of those old thoughts of just – ‘if you build it, people would come’ – and I remember the first couple of months, having just a handful of new patients, and thinking ‘oh my gosh, you know, we need to make this work.’”

*Burleson Seminars will send you in the right direction to take care of all of the above questions and so much more.*

## DOES YOUR PRACTICE USE DATABASE MARKETING?

Database Marketing is a mixture of traditional advertising and direct marketing. You need to know and understand that this is an incredible source of building new patients from current sources, new sources and from referrals of both of those sources. The most vital thing to realize about Database Marketing is that it is an approach, not a method. Database marketing is a commitment you must make to capture new patients and remain in a relationship with them to assure future referrals.



**Jenna:** “There was no time to relax and enjoy each other, because we were so stressed in just trying to make the business succeed, and the business was us, and we were the business. And so, if it didn’t succeed, we couldn’t personally pay our bills. So, it was really hard at that point to take care of our patients or take care of anyone else, because we were trying to take care of ourselves at that point. Our life today is so much more improved now that we’ve met Dustin and gone through Dustin Burleson’s seminars.”

**Jim:** “Meeting Dr. Burleson has honestly been one of the best things that we’ve ever done. I used to joke with Dustin all the time and say ‘all I want to do is just take a walk with my wife’. I just wanted to see outside while the sun is still out, and so I’m happy to say that we can take walks daily.”

Warren Buffet once said “Don’t risk what is important to you, to get what is not important to you.” Makes sense, doesn’t it? Practice owners must take time for themselves and for their family. And, you may or may not realize, as a practice owner you must also ensure that your employees have the same opportunities. I want to show you how to prioritize, plan and organize. How make your hard work and sacrifice pay off, if only you will let it. I want to show you how to work smarter, not harder, how to appreciate, how to say no when necessary, how to say yes when necessary, how to find harmony, communicate and share information, and best of all – take family vacations and “be away when you are away”!

***Jenna: “We have now a team of four other people, and we’re looking to hire again. So, it’s great to instill in other people our same values so that our patients receive the exact same care.”***

The bottom line is this - every practice needs to be unique and the fundamental ideals that guide your actions are no exception. Your practice values actually act as a compass for how your practice performs as a collective, as well as how individual team members conduct themselves amid customers and each other.

While there are more than likely things which you feel are common knowledge, the reality is that each and every person comes with their own core values and past experiences. This includes the practice values they had coming in from a previous employment. These may really differ so much to what you are endeavoring to accomplish. Teaching your company’s values is about including your team in all phases, from growth to acknowledgement.

You’ll want to:

- Develop a Distinct Set of Values
- Make These Values Clear to All Team Members
- Make Values Part of Your Company’s Persona
- Set a Good Example
- Reward Good Behavior

***Jim: “I would absolutely recommend Dustin Burleson’s seminars to anyone and everyone, because I feel so strongly in all the tremendous value that we’ve received. I try to make sure that everybody that can benefit from it knows it.”***

***Jenna: “From being in the practice and seeing how it can change and make a difference for the doctor, for the team, for the patients, and the effect that it can have to help grow the practice, to put systems into place, that makes everything much easier. The seminars can help to give them the answer, to help look at the practice, to help them grow. So, I would definitely recommend Burleson Seminars to everybody.”***

# SO, WHY SHOULD YOU ATTEND MY SEMINARS, OTHER THAN THE OBVIOUS AFOREMENTIONED REASONS? LET ME GIVE YOU THE BEST REASONS TO ATTEND NOT ONLY MY SEMINARS BUT OTHER CONFERENCES REGULARLY.

- 1 Sharpen Your Skills** - Sometimes you simply need to take a break from the “work” of your work in order to effectively sharpen your skills. Entrepreneurs and business owners always return from seminars and conferences with fresh ideas and approaches that make them even more effective and efficient at work.
- 2 Meet Experts and Influencers** - Sometimes it’s all about chatting it up with someone who has influenced you or being able to share a business idea with somebody who you admire. Or, in the interim, making a connection that can lead to discovering your next mentor.
- 3 Networking Opportunities** – I’ve said it before, and I’ll say it again, there is simply no substitution for meeting people in real life. Good seminars and conferences have opportunities to form new relationships, and strengthen existing ones. You might just make that connection with the perfect provider or prospect. On the other hand, if you don’t go, your biggest competitor may be sitting in your seat!



- 4** **New Strategies** – There are often tools and apps to use in your practice that you haven't heard of yet. These pearls have the capability to make you faster, less disposed to pricey errors, or give you some other type of edge. It's great to get this information, sometimes including a demonstration from one of our trusted vendors or to be able to ask questions that are specific to your practice.
- 5** **Learning in a Different Place** – It can be so easy to find ourselves losing our groove or feeling like we are in a "rut". Day after day, some of us sit in the same old office chair, in the same old office. Getting away from that same old, same old, and learning in a new environment can trigger new approaches in your mind that will grow your practice tenfold.
- 6** **Break Out of Your Comfort Zone** - Live seminars and conferences force you to break out of your comfort zone. For many of us, live events can be challenging. Nonetheless, breaking out of our comfort zones is just what we need to end our outdated ways of thinking and bring newer, fresher perspectives to mind. Bring a friend!
- 7** **Innovative Tips and Strategies** - The problem with the internet is the overwhelming amount of data that can often keep us from the best material. A well-run seminar (such as mine) or conference will help us improve our approach and cut through the clutter to deliver the best content possible.
- 8** **Greater Focus** – Better focus to relearn, sometimes forgotten, classic techniques. I like to speak about Napoleon Hill and the Laws of Success. He also wrote about masterminds in Think and Grow Rich, but the notion has actually been around forever, just forgotten. Greater focus can bring your business to the next level.
- 9** **The Energy of Like-Minded Individuals** – Let me just tell you right now – there is nothing like being in a room and around the similar energy of like-minded people. People who are willing to take a leap of faith, willing to time away from the practice in order to learn something new, people who want to better themselves. Simply put, that energy is lacking online.
- 10** **Invest in Yourself** - Admitting that you are worth it, that you still have things to learn, that you can get better is investing in yourself and your practice.
- 11** **Have Fun** – Seminars and conferences with other people are fun! You will make some amazing connections and friends for life. And if you want your employees to get out of the office, gain self-assurance in their abilities, and bring new ideas back to the practice, well, that's just an investment in your own company. Think about it!



**“ALWAYS DREAM AND  
SHOOT HIGHER THAN  
YOU KNOW YOU CAN DO.  
DO NOT BOTHER JUST TO  
BE BETTER THAN YOUR  
CONTEMPORARIES OR  
PREDECESSORS.**

**TRY TO BE  
BETTER THAN  
YOURSELF.”**

**—WILLIAM FAULKNER**



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

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