

Ask the Expert

Ron Sheetz

The Ultimate Testimonial Machine



BurlesonSeminars.com

**ASK THE
EXPERT**
DUSTIN BURLESON SEMINARS 



Patients don't just want a good dentist; they want to connect with someone who understands their pain and their journey.

In this episode of *Ask the Expert*, Dustin Burluson sits down with Ron Sheetz, a seasoned video marketing expert with decades of experience, to discuss the art of crafting impactful patient testimonials. Ron shares his journey into the world of dental marketing, emphasizing the importance of context and storytelling in video testimonials. He reveals his unique approach to capturing authentic patient stories that resonate with potential patients, helping practices build trust and ultimately grow their revenue.

Key Topics:

- How Ron Sheetz got started in dental video marketing.
- The importance of context and proof of concept in patient testimonials.
- Strategies for creating compelling patient stories that drive trust and conversion.
- The impact of video marketing on patient acquisition and retention.
- Case studies: How practices have transformed their marketing through Ron's techniques.
- The future of video content in dentistry marketing.

Learn more about [The Ultimate Testimonial Machine here](#).

Dustin Burleson:

Welcome everyone. I'm so excited you're in for a treat. I've got Ron Sheetz with us tonight. Ron, thank you so much for being here.

Ron Sheetz:

My pleasure. It's always good to be with you.

Dustin Burleson:

A lot of our members know you, they've seen you at our events. You spoke and did a great presentation in Orlando at the Napoleon Hill Mastermind Summit. You're sometimes in front of the camera, sometimes behind the camera, but for those of our members who might not know who you are and why we're talking about video and testimonials today, kind of give us a backstory and maybe a little bit about how we met.

Ron Sheetz:

Yeah, so I think you and I met originally through Kennedy because those that are on the call, if they know I've Kennedy's words, not mine, but I'm his go-to Guy for all things technical really, and still working with Dan. I'll see Dan in a couple of weeks. But we got connected and I'm not sure if it was in one of the mastermind groups or if it was through the excellence in Orthodontics. I'm not sure, but it goes back 10, 12, maybe more years than that. But I've always had a knack for dentistry, primarily starting back when I got started into marketing with video, and that was my personal dentist, Dr. Manbir Pannu, who was just a two chair operator in North Royalton, Ohio. And we'd always get into the conversations and in true dental

fashion, she'd have her hands in my mouth when she's asking me questions.

But the conversations that always came up were about business, which was great. She knew I was kind of a marketer and I was in video and I did advertising. And one of the questions was really the key question that really springboarded everything for me into dentistry was I asked her if there was any one thing in your practice that you could replace, you could do better or be better at, or just not have to do, what would it be? And without missing a beat, she said, well, if I could replace or do away with the whole having to attract patients and sell them into treatment plans and that if I could do away with all that, then I would be golden. And that really springboarded me into dentistry because I started helping her. And where I started was helping her with getting her patients' testimonials.

And as I'm sure we'll dig deeper into this is not just testimonials, but the patient's actual stories as to what their experiences have been with dentistry prior her, what their experiences with her were like. And then I took that stuff and I turned it into marketing and advertising for her both internally and externally, and it grew the practice. Now, she never grew beyond a two chair operatory, but what it did do for her is probably about seven years ago, she sold the practice at a good dollar amount. She retired, moved to Tampa, and she now still practices dentistry. She kind of freelances with a few small practices in her area, and she does go back to the local military base because she was in Desert Storm and Desert Shield way back when, and she did dentistry on the

soldiers. So now she gets to go do that with the soldiers. So the last time I talked to her, she said, well, she said, I no longer have to worry about patients. I don't have to worry about advertising and I get to do dentistry. So I kind of like to think I had a part in that, probably a longer story than need be, but that's how it all started from me is how we met and how I got into dentistry.

Dustin Burleson:

Most dentists just want to get back to having their fingers in the mouth, right? My favorite cartoon, one of my favorite cartoons, a lot of 'em are dental related. There's a young dental student, looks like he's 12 years old, and the professor's behind him with the bow tie and the dental student has a needle, and the patient's just back in the chair like this, and the professor says, instead of saying, you are about to enter a world of pain, why don't we try this? Won't hurt a bit. So most dentists just want to get in there and work on the teeth, which I get. Our mentor and friend Dan Kennedy's head is exploding because we really believe that we're all in the marketing business. Yes, we have to provide great patient care, but one of the most important things we do is to help people find us and choose us to receive that care, which we kind of glossed over a small project you and I did together with Dan called Excellence in Orthodontics. We got national paid media. Those ads and things are in People Magazine, family fun, good parenting. I think we got in, we are in Health Magazine, women's Health. So that's a huge project. You build a huge set professional team for weeks on board. We got national spokesperson to do that, direct to camera. It was really cool. So you have a lot of experience. You've been doing video since when?

Ron Sheetz:

Well, truthfully matters probably since I was 13 years old, my mentor and surrogate father started a little video business as an adjunct to his entertainment business. And at 13 I started doing magic and he became my agent and booking me and promoting me well in between times of doing shows, he said, I've started this little video production company because I can't find somebody who's competent enough to make videos or promo videos for our entertainers that we can use. And this is going back into the late seventies. So he says, why don't you do this? So I did, and it was the blind leading the blind. So I got into it at a young teenage years and learned it from the ground up, just literally hands on, which has always served me well, as I've told Dan, and Dan will probably agree with this, is that there's a lot of video technicians out there that are far better at video than I am, but my foundation was built from sales and marketing and video and audio and print. Those are just the communication mediums. But if you don't know what to do with the mediums in selling and marketing, then it's useless. So that's where I started. It's just a young age from the ground up, a wee buck

Dustin Burleson:

Almost. So it's a rare world where we have direct response marketing skills and video or and online. It's why Jimmy Nicholas, friend of ours who sold to a company called Market Hardware, which is now under the umbrella of ever commerce, I think Jack Dorsey sits on their board, and that was like, oh, we found an internet guy who knows how to do direct response marketing. That's really rare to merge those two. And the

rest is history. He's gone on and built websites for all of our members. You've done through Excellence in Orthodontics video because it's almost like turn the sound. You can almost look away from the video. It's a lesson we learned a long time ago from Dan. If you look, he did all the proactive, did a lot of stuff for Miracle Ear and Weight Watchers and excellent orthodontics the way you did the video.

It's so good. You could watch the video with the sound off and it would still work, or you could be paying attention to something else in the room and just hear the audio from the video and it would still work. Where most advertisements online or on traditional media and broadcast paid cable television sucks. If you turn the audio off, there's nothing. Or if you look away from the video, there's nothing and there's no direct response marketing element to it. So I'm curious, let's talk about one of the most effective video media targets and testimonials because patients are notorious at giving lukewarm, mediocre, or awful testimonials. And the ones you do are stories. They grab you by the heartstrings and they make you go, oh, and I think there's a question in all of this, which is, I saw a report yesterday that I think in 2024, there's going to be over 68 minutes of video consumed per day per consumer just on social media. So just those little 22nd clips, I mean, we're just getting the doom scrolling of a rabbit hole of what did I just do? I just wasted an hour on TikTok. What the hell? So there's a lot of video content, and I think from YouTube to social media, dentists who aren't paying attention to video are missing out. But then it's like, well, you don't just do videos. What are some of the most effective videos? And



Dentistry is not transactional; it's transformational.

those are testimonials, patients sharing their stories, so other patients who are fearful of the dentist, whether that's pain, fear of cost, fear of being ridiculed for not taking good care of the teeth. A lot of patients are avoiding the dentist. They feel like they get shamed when they go in. So the question is what have you learned with video testimonials? And I know you've built a really great program, you've helped a lot of our members that will help back to the initial conversation we started with today, let the dentist do more dentistry and worry less about marketing.

Ron Sheetz:

Yeah. Well, let me turn it around backwards, is that I think everybody understands the value and importance of having testimonials and therefore they go out. And the old adage was how do you get a testimonial? You ask for it, and that's great, and it's true. But as you said, they give lukewarm and I think you're being nice. I think they give terrible testimonials because if you ask a patient or in any business, would you give me a testimonial? They say, yeah, sure. Okay, so I'll use you for example. Dr. Burleson. Well, Dr. Burleson is great. He's a great guy. I love him. He does good work. He's always on time, and it's just fantastic. And though that's kind of sounds like a lot of the

testimonials, which it sounds good and it's good for your ego, but how does it really promote and move a prospective patient to trust, which is really what the key is in dentistry.

It's trust because patients are terrible at making decisions, any buying decisions, let alone a dental buying decision. And what I've found, and I've done more work in testimonials and diving deep into this than I think anybody in existence, but here's what I found is always missing from testimonials. And that is the context. It's the context from where that patient who's giving the testimonial started. Because without context, there's no connection. And that's really what's important is we want the patient to connect with you, the dentist. My approach is get them to connect with the patient you've already served successfully. And the best way to connect on that is in pain because we identify with other people's pain. I mean, if you go on social media and just look at that two things, people are always talking about their tough day and so on and so forth, and then they get a lot of support. They could be a lot of positive feedback and so forth, but people are drawn to pain. When people get together in social settings and they talk, what do they mostly become? They mostly become a bitch session about something. So we as humans connect on pain or on uncomfortability and so forth. And if we're able to connect your existing patient who starts out with talking about what were their challenges with dentistry, and then the patient who the prospective patient connects with that, whether it's on personality, it's on culture, it's on situation, it's on lifestyle, it's on anything. When they connect with that, then we've got their attention. So the first that is missing in all of 'em

is context. The other thing that's missing that I've found is proof of concept. So we want a patient to take it on faith that we're the best dentist for them.

However, they've had bad experiences with dentists in the past, and if they were good at it, then they wouldn't be looking for another dentist. So proof of concept is a thing that misses from testimonials, and that is the proof that what we say we do and what we deliver, deliver. And that's all by the patient's experience. And it's not that Dr. Burleson's a great dentist and he does great work. It's the specific, it's within the minutia of it. So those are two things, context and proof of concept. It really is about building trust. Lastly, the thing that, and Dr. White, who is a friend of ours as well as a client of both of ours, and he's a smart marketer. He's really a smart marketer, great dentist. And after I did the program with Greg and he went and looked at it, and it's in the interview I did with him, it's available to everybody he made.

The comment is that when I sat and I listened to what the patients said about us, about him, he said two things. He goes, number one, I didn't know that they loved me so much. Number two is he says, I got away from understanding what the patient really was motivated forward to do. He said, I got too much into the mechanics of being a dentist about teeth, about smiles, about implants, about bridges, about crowns. And he got back to, in fact, I just saw him last week. He says he's gotten back to asking the patients, if we make this change, what is that going to mean to you in your life? How's that going to make you feel? And he said that bringing back, and that all stemmed out of hearing the patients, what they talked



Patients don't just want a good dentist; they want to connect with someone who understands their pain and their journey.

about. They don't talk about, oh, the tooth looks great. They talk about, I feel better. I look better. I'm able to smile. I don't mind interacting with people. I get in pictures more. And that again comes into proof of concept that what we're delivering is not just teeth. It's about the statement that I like to make is the dentistry is not about, it's not transactional, it's transformational. And if we get away from understanding that people are really interested in transforming something about themselves, then we of miss the point. So again, forgive me, it takes me a long time to land the plane and I borrow your vernacular long

Dustin Burleson:

Time. No, perfect. It's perfect. You landed it brilliantly. We forget how human behavior drives decision making and that we are far more motivated by pain and fear of loss than we are by benefit positive gain of new experience. So I learned this. It was eyeopening in dental school. We had probably 80 or 90% of our faculty were ex-military or lifelong academics. And they're great, they're brilliant. They're doing research, they're teaching the next generation of dentists, but they aren't in private practice

using things that help patients say yes. Because at the dental school, there's always a long waiting list of people to come see us because kind of like the military, it's like if you don't show up to your appointment to the dentist at the military, you could get in trouble. So in dental school, there's always all these patients, but we would have faculty who would donate their time and volunteer and they would come down from private practice and you would see how they interact.

And I'll never forget this lesson because most of my faculty, and I love 'em, they were great, but they would talk about the benefit of like, well, when we fix this tooth, it's going to look great. You're going to have a great smile. It's going to be healthy. We'll clean up the gum disease down here. It's going to be great. You're going to have fresh breath, all the promise and benefit of gain. And I watched this faculty member who was very successful in private practice come in and he sat with a patient and he said, Sally, as we sit here right now, there are flesh eating bacteria destroying your gum and bones. And when I push on this tooth, pus comes out, patient suddenly goes, sign me up. How do I get out of that pain? And it would've been the same conversation in a different way with an academic going, well, the bacteria, we need to clean that out.

It'll let the bone reattach and it'll be healthy and you won't have this bad breath and we'll save your tooth. Benefit, benefit, benefit. Patient goes, I'll think about it, right? It's like, how much does it cost? Nah, think about it. I've gone this far without it. I'll be fine. The other conversation, fear of loss, pain stimulated and reminded patients getting out

of their credit card going, where do I sign up? I want to fix this immediately. So the context is huge. And I'll share a story with both with you and with, we mentioned Jimmy, I shared this story on stage when we first introduced Jimmy to our member, then it's a true story, but I could have said, Jimmy's amazing. He does great online advertising. He's from our world, so benefit, benefit, benefit. Instead, I said, Jimmy's the first person that was honest with me.

I hired an online marketer. I gave him \$18,000 and off he went, and we never got a website. He disappeared. I think he moved down to the Caribbean. The website never launched the as, never launched. I got totally taken of, and I said, Jimmy is the first person when I said, do you think what you're doing in podiatry and medicine? Do you think it'll work for orthodontists? And Jimmy said, I don't know. We'll have to test it. I have no idea. Everyone else said, oh, of course it'll work. Just give me your credit card and let's go run some ads. In your world. Same thing. You know this, but we had video crews who would show up to do educational videos for our new employee onboarding. We'd have them show up and do patient videos and TV commercials. And half the time the video crew is an hour late.

They notoriously run behind. We're not on schedule at all, right? They're showing up when we've already got patients who are models in these TV commercials, have been waiting for a half an hour, they're trying to get lighting. And I'm like, this is taking half a day. And then I work with you and it's like boom, boom, boom, on schedule, done, done. Time for lunch, time to be back on



Without context, there's no connection. And that's really what's important in testimonials—building that connection.

scene. We're all done. And it's because again, that story would be not Ron's great. Ron does an amazing job, which are all true. But hey, the last time I did this with a mediocre team, I lost a half a day of production. I never got the final product. They didn't edit it the way we wanted. We blew a lot of money. So fear of loss. And our members are going, Ooh, how do I not blow a bunch of money?

You could spend hundreds of thousands of dollars on video. Video can be very expensive if you do it right, it can be very expensive. So do you want to waste your money and have it flush down the toilet? Or you do want to hire someone who knows how to do it? So I think the fear of, I just wanted to highlight that. I think that's really effective. And then we can now shift back to patients. Let's talk about some of those things you see. I think the average testimonial is like you said, oh yeah, Dr. W is great, took great care of me. Versus I love the one you shared with our mastermind group, I think last July or two ago, showing the patient saying, oh, this, she shares her dental

experience when she was in child. And it's always like everyone's going like, yeah, I've kind of been there. I've been terrified having a tooth pulled as a kid and I don't want to go through that again. And you just want to, and that was you, right? That wasn't the dentist saying, Hey, can you give me a testimonial? That was you getting the story out. So what would you say to a dentist or an orthodontist that's going, okay, I get it. I got to have better testimonials. I've got to have 'em on video and in writing and everywhere, in every media form I can get. What would you say to the dentist that goes, I have no idea where to start. What questions should I ask the patient? Should I invest in a bunch of video equipment or how should we do this?

Ron Sheetz:

I'd say no, because it's number one. The reason that you shouldn't do it is because you're going about it the wrong way. So I'll be very transparent. My process, as you've kind of described is I literally sit down with a patient with a camera over my shoulder and they talk to me and I just ask them questions. And this may make some of the people who are watching it may make their shorts bunch a bit, but I sit down and I'll talk with a patient for 30, 45, 60 minutes, and when they come in and they sit down, yeah, there's lights and there's a camera, but I am very low key. There's not like a whole crew like we did with excellence in orthodontics. There's pretty much me and maybe a camera guy. So I want to keep it as low key as possible, but then I sit 'em down and I start talking to them and I have a systemized process of questioning that takes us through.

And again, going back to our friend Dan Kennedy, in one of his books, he outlines the nine gates of acceptance of what people go through in their mind, either consciously or unconsciously to make a decision. And I've taken and used that as the foundation of the questioning so that I'm making sure that I'm hitting all of those nine gates, but I sit down and I ask 'em questions within a matter of minutes. They completely forget about the lights, they forget about the camera, and we're just having a conversation. And what that does is it transcends the testimonial now into a story like they would be having with their friends at the local Starbucks when the friend says, oh, I got to go find a dentist. And the other friend says, well, you should try my dentist. Well, why? Well, my dentist, here's what happened to me. And so I'm recreating that, what I call the coffee conversation and capturing that and then doing that over and over and over with multiple patients because no one patient gives us the whole picture. But in Dr. Wes case, we had 19 patients. So if you take and if you were to see, and if you were to see Dr. Wes documentary video, it's 37 or 38 minutes long, but it's 37, 38 minutes of 19 patients all intercut telling this story. And the story's pretty simple. I totally blank here for a second, but it's pain, it's agitate the pain, it's turning point, and then solution. So those are really the four fundamental things that I'm trying to get out is what are the pain that they've had before? And then how can I agitate that pain to really, like you said, it's pushing on the pus that's seeping out of the tooth, but then what's the turning point? When did that patient reach the point that they said, I got to do something and the doing something was going through the process of searching for a dentist, an orthodontist, a periodontist or

whatever, and then finding you, and then what was it about you? That's the solution. So that's transparently, that's the foundation I interview. People get a whole bunch of content because who was it that said that you ask people enough questions and they'll tell you everything that you need to know about them?

It wasn't Socrates. I think it was Freud. And it's the same thing. If you ask patients enough questions, they'll tell you everything you need to know to sell them dentistry. And that's what I do as I pull all that out and then magically put it all together. And that's another area where people make mistakes with testimonials is they get a testimonial and first of all, they have no system or process for getting it. Then they take what they get at random and they use it randomly, so they have no system for how they use it. They get it and they put it out there and they expect it to work magic. The magic is really in how they're all edited together and how that story is crafted to communicate. The key points and a dirty little secret I'll share is that it is my motivation.

I won't say my goal, but it's my motivation with as many patients as possible to get them to tears is to really draw out that emotion to the point where they're in tears. Because again, from an authentic standpoint, you can't fake that, and that isn't going to come across in somebody who sits in front of a camera and gives you a testimonial, but it comes across when we have a heartfelt conversation about their dental pain and their dental experience, and you can't replace that. Dr. W, one of his patients came to tears and it's not like I'm, it's just the right questioning, and I hit upon the right nerves and



You can't fake authentic emotion. When a patient tears up, that's when you know you've captured something powerful.

emotions, and Dr. Wik was even like, I didn't understand that it meant that much to her. And that's a common story that I hear when patients or when dentists get their documentary as far as length, I love this analogy as people tell me, well, it's too long. It's too long. And I always ask 'em. I say, well, how long does it take you to make a case presentation? Oh, about 45 minutes to an hour. Great. Can you shorten that down into three minutes? No, absolutely not. Well, we can't shortcut getting to the emotion, the pus seeping out of the tooth and them feeling we want to put them right back into that pain. And at the end of it, who's the hero you are because you've gotten all these people out of pain.

Dustin Burleson:

Yeah, there's so much to unpack here, but I just want to highlight that the way consumers buy is so different than the way most dentists and orthodontists sell, right? A lot of us talk about who we are, how long we've been doing it, where we're located, maybe what insurance we take, maybe some limited claims of superiority. We're top one person Invisalign, or we're the only board certified this,

that, and the other, but the patients don't buy based on those criteria. And when we do like this, like a comprehensive video-based storytelling marketing, that's direct response. It might be true that a 22nd highlight from one of those reels gets their initial attention that consumers do not buy dentistry on a 22nd time cycle dentistry. And we have the data now from publicly traded companies like Invisalign and SmileDirectClub before they went bankrupt, that a lot of these consumers are in the funnel for 24 months before they finally make the decision.

So if you have 19 patients and 38 minutes of video that you can do, here's a little testimonial about fear of cost. Here's a testimonial about fear of pain. Here's fear of I chose the wrong provider. Here's fear of botched treatment, right? The challenge in our industry for patients that dentists don't understand is that the consumer can only judge us based on our quality after the fact. You can go to Apple and you can hold the phone and you can use the phone and you can compare it to a Samsung. You can go test drive a Volkswagen and test drive a Chevrolet. You cannot test drive dentistry. You cannot test drive orthodontics. They're totally taking a leap of faith with us because the only time they can judge the result of my orthodontia is when it's done and they go, bite's, good, I'm happy, or Oh, shit bite's not good. I need to go to another orthodontist. And we don't appreciate the fact that that scares the hell out of a lot of consumers. The fear of choosing the wrong provider, the fear of wasting money, the fear of it's going to hurt, the fear of social embarrassment, and the opposite is true. What if I don't do this? The fear of not getting a promotion

going to my high school reunion with this tooth that's still brown and decay. Those motivational drivers lend themselves to storytelling mechanisms that help the consumer relate. And you can't do it in a 22nd video. Just like you mentioned, you can't sell expensive dentistry in a long buying cycle in 20 seconds. You can sell a Snickers bar at the checkout lane, at the convenience store in 50 seconds. That's a short buying cycle. I'm kind of hungry. It's right there. All I've got to do is reach over and grab it. If it's down two shelves, you're like, I'm not even going to bend down to get it. That's how low level this buying decision is. But in dentistry, it's 18, 24 months sometimes. And so imagine now targeting the right consumers and a video shows up that's short that lets 'em come consume the rest and maybe six months later or two months later or two years later, they see the next one and eventually they've seen you enough, they trust you enough that they're willing to take that leap. I think it's a really powerful strategy. Let's talk about how that's working. I know you've done this for Dr. We, you've done it for some of our other clients. What have you seen, and I know you've got some examples, and for viewers who are interested, we can give you some information on this. What have you seen? Is this just like, oh, everyone feels good, or does this translate into actual dollars in the business?

Ron Sheetz:

It translates to actual dollars. In fact, I was with Dr. White last week. I was going through Columbia, South Carolina, and I stopped in to see him because with his project we're maybe 18 months into this since he initiated it. And where it's really done phenomenal dollars for him is with his

implants. He does an implant dentistry, and I won't say he stumbled upon it by accident, but in his implant seminar, people show up 20, 30 minutes before the seminar kicks off. And he said that historically people are coming in and they're on their phones for that 20 or 30 minutes or they're reading magazines, but they're distracted. Prior to that, Greg took the documentary and put it on his TV in his lobby and just hit play and let it play in the background and then watched. And what he found was is that people come in and as soon as they come in, they're glued to the television.

They're not on their phones, they're not doing other stuff, they're watching the video. And in the video they're seeing patient after patient after patient. And I talk about it in my case study booklet is that it's like before the curtain goes up, before the presentation actually starts, Disney does it. When we go to Disney and we're standing in line for the Millennium Falcon ride, is that we're seeing, we're getting prepared for what's this ride going to be like? Well, what it translated to, and Greg just shared these numbers with me last week. So historically he does about 10 seminars a year, so about every six weeks, historically, he gets about 12 people butts in seats. From that, he gets seven that will schedule an appointment for a case presentation or a consult out of that. He's got a pretty good closing rate. He says he's closing between 80 and 90%.

So let's say six patients. He books into treatment in some form. Once he started showing this video, 12 people from the seminar are booking appointments, 12 people. And that's the only thing he changed in the seminar was

playing this video. His closing raters conversion rate hasn't changed one bit, but instead of closing six, he's now closing 10. So you do the math on implants and that kind of math. And what he shared with me is that it's roughly half a million dollars in a year additional just from pushing play on the video. Now you have a good point about the fact is that not everybody converts. So what about those other two? That's where having this length of video and this much content is it can drip out on people just as you described. We can talk about fear of pain, we can talk about fear of investment, and it just drips out. Greg said to me last week that he actually had a patient day or two before I got there who had been in the funnel receiving this stuff. He said, the guy wrote me a \$65,000 check.

And that's the neat thing about this. So if somebody is looking to play small ball, this really isn't for them. But if they're looking for that long term, and this is really great for dentists who are patient-centric, care focused, because it's not about the money. I mean, this all demonstrates the value that the dentist, the dental practice and the treatment delivers to the patient. So I didn't ask him this, but I would imagine that that patient who wrote the \$65,000 check had no angst in writing that check because he got to that point, as you described, of complete trust, and he knew what he was getting and didn't have to worry about it after the fact.

Dustin Burleson:

Really important, the higher the ticket price, the longer the buying cycle, the more trust and authority is paramount in that decision making process. So from

custom home builders to classic car restoration to my wife is into eventing and jumping horses. You don't go to eBay and buy a horse, you don't Google where buy horse, right? You talk to people in the industry that no, this is a good horse for you. I mean, the saddles cost as much as a car. So the higher the ticket price, the longer the buying cycle, the more trust and authority are required, and importantly, I'm going to get to this because this is my world, the more it lends itself to referrals. So if I'm going to do a backyard, just some landscaping in the backyard, I might choose whoever's cheapest, quickest available. But if I'm going to renovate my home or remodel my kitchen or put in a refinished basement and I get just a quick invoice with no trust and authority and no smart marketing, I'm much more likely to choose someone who says, Hey, by the way, here's a DVD in a book, a bunch of consumers, a bunch of homeowners we've worked with in your area, and check 'em out and see what they have to say.

And if it's consumer after consumer saying, we chose a, B, C home remodeling because we were terrified of last project we did, we blew a bunch of money. The contractor never show up. Can I always think of Money Pit with Tom Hanks, right? So Jimmy and I both remodeled houses in the last couple of years, so I sent Jimmy a hard hat with a money pit logo on. I was like, good luck, buddy. So it was always like, how long is it going to take? Two weeks, \$10,000? They never show back up. So I think the longer this cycle is, the more it lends to referral based marketing where once you've got a patient who's written you a \$65,000 check, they're much more likely and invested to

share their story with how amazing this was. And by the way, here's a copy of the DVD, here's a copy of the book. Here's my guy to go to. I think that's in anything that's marketing to the affluent. They don't buy based on who's cheapest or who's on their insurance list. They buy based on who's my guru? Who's my expert? You've got to see my car guy. You've got to meet with my accountant. She's amazing. You've got to talk to my financial planner. We do this in venture capital with Craig Weiss. You've got to talk to Craig. He's the man that's all about trust and referrals. So I think, I'm sure, I'm sure you've seen, I'm curious in that funnel you've built that dentist and Orthodon could tap into, by the way this, if you just want to treat a bunch of \$29 exams and cleanings for Delta Dental, this is not for you. But if you want to do full implant cosmetic dentistry, Invisalign orthodontics, big surgery cases and transform lives, not generate transactions, as you mentioned, this is for you. What's the referral engine look like inside of there? Once someone taps into a Dr. White funnel, what's the power there in referrals?

Ron Sheetz:

You described it. You absolutely described it. So when somebody, again, I'll go back to that coffee shop conversation. When somebody says, well, who's your dentist? And why do you go? You hit it right on the head. It's like, well, Dr. W or Dr. Burleson's my dentist, and he's the one that I like and trust with my health of my teeth, of how I feel and so forth. Here's his DVD, here's his book and the DVD, the DVD and the book are very similar, whereas the book is just the longer stories of the patients that we don't have in here, whereas this is a edited version. This is a documentary, this is now every chapter

is a patient. So somebody can go into this and go, oh, that's me, identify with that. And that's usually what they find is they find one, maybe two patients that they identify with, they identify with their situation, and it immediately is perfect.

And to reiterate what you said is that it takes the selling of dentistry out of it where unlike, and I've never had to sell dentistry, so you can talk to this, but where when you're presenting a case and you're presenting treatment, you feel as if you've got to put on a good show and you've got to say the right things and you got to make sure you hit on the right pieces parts, and you hit all that. This takes all that out of it because the patients are doing that for you. And instead of, I would liken it to you, make a presentation in desperation because you want the \$65,000 check, well, you kind of telecast that when you're making the presentation where when you have this, you don't have to telecast that because these people are validating everything you've talked about. So my Dr. Panu, which I'll go back to who had the two chair practice, that's what it did for her when she said, you need this, and then they took this thing home and they found these people saying, she's a hundred percent right, she's right on the money. My dentistry was fantastic, and she knew it and she knows how to this and that. It takes out, she was able to sit back and go, this is what you need and be confident about it, not arrogant about it, but confident about it. And there's a tremendous amount of selling in that positioning of authority. Does that make sense?

Dustin Burleson:

Yeah. I have so many questions and thoughts. We could talk all day. I had this conversation a few weeks ago with Adam Witty. Adam has shared the stage with you at our events and others. He's the CEO of Forbes books. And he says, listen, there's paid media where you're on tv, radio, you go on the radio, it's in the moment, it's in the ether and it's done. And then there's owned media like the two things you just showed on screen that just continue and continue and continue. And there are so many ways to take owned media and repurpose it and re-leverage it. So not only does it get passed from patient to patient, but there are other dentists in the market who are not doing what you're doing and would be happy to refer complex cases to you. This thought just entered my head as you were speaking, that every orthodontist watching should get their local TMD specialist, whoever's doing jaw joint pain in every local market, there's one or two people specializing in that.

They're very complicated patients. They're very, very high fee. And most patients are terrified because they've tried a splint or they've tried a thing and it didn't work, and now they want to make this big leap to spend \$10,000 with someone to alleviate this pain. If as an orthodontist I could hand the patient a book and a DVD, it was a little pack and say, here's my guru, here's who we refer to. My idea for everyone listening, if you're an orthodontist, when you bring Ron into town to do orthodontic testimonials, get your local TMD specialist to schedule back to back or don't kill Ron, but maybe in the same week and then you pair up. And I would love to have, and for oral surgeons doing jaw surgery, I would love to say, because



Marketing assets appreciate over time, unlike the equipment that depreciates the moment you buy it.

patients want to know, well, they're going to break my jaw, or is there going to be a scar out here?

How's that going to work? And they have all these questions. I would love to hand them a book that explains all that with the referral to that specific surgeon with testimonials from the patient. So there's pass along effect and professional referral setting. There's pass along effect for patient referrals. There's all the things we mentioned on generating new patients. And there's a little neat thing on the side that happened that we didn't really notice until we started using these two that I'll mention. One is it shores up the sales process. So if you've got a treatment coordinator that's not that great, they can almost just push play when they're not in the room or going to get ready for the x-ray. And this puts a safety net under the things that they forgot to say that they should have said that said incorrectly or that they just don't have the skillset to bring up.

Second is it brings the best employees to your practice. If I go online and start looking at like I'm a dental hygienist and I'm kind of sick of working for corporate dentistry, I'd like to go work for someone like Dr. We and I land on Dr. White's website and I see all these testimonials from

patients that are life-changing. I want to go work at the life-changing place. Winners want to hang around other winners. And if you can show and demonstrate that you are the trusted authority in your market, you can not only attract the best patients, but you can attract the best employees who want to join you in that pursuit. And so it's like this amazing thing that just keeps on giving. And to Adam's point, it's owned media. It's this thing you own and Google can't touch it and corporate dentistry can't touch it, and it's a really powerful thing.

Ron Sheetz:

And to add onto what you said with regard to the mediocre treatment coordinator and what I've done and these things present themselves when I get them, they're not always there, but they present themselves. And again, with my background in sales and marketing, I'm attuned to, hey, there's a key thing. And what I've actually done with practices, I did it with Dr. Shane Clayborne in Virginia, is that he's making a presentation in his presentation room. Unfortunately, he had a presentation room, so I set up individual shorts like two minutes where if he had a patient he was sitting in front of and it was ATM J, he'd go, by the way, let me show you. And he'd click play, it was already preloaded, boom. And he'd watch that two minutes and the patient, he said the patient would sit there and go and you could just tell done.

And it didn't require selling on the dentist part on the treatment coordinators part or anything. So there's a tremendous, it's what I identify. When you say owned media, you're a hundred percent right, but it's also the difference between a disposable resource, which is a

general testimonial or an asset, and we're talking about an asset here that can keep paying dividends time after time after time. Because if I'm interviewing 19 patients in Dr. White's case and each of those interviews is on average 45 minutes, I have a book of transcriptions from that thing that's like this thick, and there are things that end up, as we say on the cutting room floor that don't make it in the final film, but they've got tremendous value in other places. If I got a moment, I'll share a thing about Dr. We, he's got a patient, Charlie Jacobs, who tells a great story, and in Dr. W's presentation for his implants, he shares the story about Charlie. Well see when he shares it now in his presentation, it's real because they already heard Charlie tell the story. And even out of that, we've taken and now created television commercials with Mr. Jacobs in the TV commercials driving patients in for the implant, which as Greg has said, he would not have even known had he not seen it and heard it firsthand. So these are assets versus disposable resources.

Dustin Burleson:

Let's talk about that. Yeah, this is huge because everyone in our market is, and our industry is excited about selling one day to private equity and getting a forward multiple where years ago dentists would sell their practice to another dentist and they might get one or two times collections, but today they're getting seven times forward earnings, which is really amazing. So if you think about any asset in the business, it's either an appreciating asset or a depreciating asset. And most of the stuff we get excited about as dentists are depreciating assets. That new scanner, that new laser, that new x-ray machine, that new dental chair, all the new everything, we get excited



The key to effective video testimonials is not just asking for them, but knowing how to guide the conversation to reveal the patient's true story.

about it depreciates. It's like driving a car off the lot. It's like just dropping the value. But marketing assets appreciate. So if you can show your future buyer tomorrow, 10 years from now, whenever you decide you want to sell your business, that you have a marketing system that brings people into a funnel and uses the power of video testimonials to boost conversion new patients and referrals in Dr. White's example, if roughly a third or even in a poorly managed practice, a quarter of that half a million dollars drops to the bottom line as earnings, then that's worth seven times what it generates. So suddenly this thing is worth three quarters of a million dollars, an additional cap on what you think your business is worth, where that new scanner you bought is worth next to nothing. If you can show them, Hey, I've got a system on autopilot that feeds my associates new patients, and I take the cream of the crop and I do the \$65,000 cases and they do all the smaller stuff, and I can run this from sitting on the beach in the Caribbean if I need to, and I'll come in for the big cases. That's what a lot of our best clients are doing is building A and businesses have assets that appreciate, and this is one of those. So it's

really, really cool. You showed me and sent me a copy of all the different clients you've worked with, and it's really amazing when you start to go back and look at this isn't just Dr. W, by the way, like a ton of people. So

Ron Sheetz:

One of the things I put together in order to help dentists understand the value that's in there, and I liken what I do, is finding the hidden Rembrandt in a doctor's office, and those hidden Rembrandts are the patients and their stories. Because here's the way I liken it, is that if you and I were looking to buy a house that was worth a half a million bucks, that's what it's selling for half a million bucks, and I knew something about that house. I knew, for example, there was a \$14 million Rembrandt painting in the attic, I'd be willing to pay a hell of a lot more money than \$500,000 for that house than you do. I know something you don't. And that's what this is. These are the Rembrandts that are hiding in all this. So what I did is I put together a booklet. It's basically a case study booklet, and I call it, it's cheesy, but it's from patients to promoters because that's really what we're doing is we're turning our patients into promoters for the practice and it's all story driven, but inside of here is case study after case study of, I'm looking at this backwards, so here's on Dr. W in regards to his use of what I just described, but also there's how does a practice who doesn't have what we know as a shock and awe package. This thing I put together is a shock and awe in and of itself. There's, okay, how do we use it in information marketing for generating new patients that are positioned are higher value patients positioned higher before they come into the practice? It's just case study after case study. Here's Dr. Panu. I actually

talked about the advertorial that I wrote and created that we put in a small little town newspaper, and I wrote it down so I would get it right, that little advertorial, I think we paid \$400 a month in that local newspaper that advertorial in a year for her two chair practice generated about \$150,000 to a two chair practice. That's a lot. So there's how do we use television with information marketing in the documentary Here was a little hidden thing for Dr. Bova. I mean, this thing is just chock full of all the different case studies of what I took, what started out as testimonials and a documentary and used them as an asset in other places. And that's what I put together to help people understand this isn't a testimonial. This isn't asset that they own already. It's just I know how to capture it. I know how to extract it and how turn it into stuff that will work for them, not against them.

Dustin Burleson:

That's awesome. It's exciting and we're going to give everyone a chance to learn more about it and request some information. But this is the point where a lot of doctors go, got it. I'm going to do some video testimonials. I'm going to build market. So they think they're going to go run off and do all this on their own because smart people who could, right? If they really wanted to, they could. The problem is you don't have the time to do it and it's not valuable for you to be away from the chair googling how to do a video setup and get all the cameras and lighting and filters and screens. But I see a lot of members, I had a doctor who said, well, yeah, I got the quote from Jimmy. I'm just going to do the website myself. I'm going, this is the dumbest idea. The board certified specialist now learning how to do HTML code, way better



The higher the ticket price, the longer the buying cycle, the more trust and authority are paramount in that decision-making process.

things I could do with your time called treating patients or being with your family. Exactly. How do doctors listening who want to take the next step? How do they get ahold of you? Where do they go to get more information?

Ron Sheetz:

What they can do is I wrote for people that still have questions, and this goes into a lot more detail than that, but I wrote a special report. What if everything you knew about testimonials was wrong and you can go and get this report online. You can go to ultimate testimonial machine.com and the report's there, the whole thing is there. You can read it online, you can download it and read it at your leisure, but at the end of that, you had the opportunity to go and I had the opportunity to sit down with Dr. W for 60 minutes and talk and I talked to him about why did you do this? What was your motivation for doing this? Since you've done it, what is now have do you

see happening? And I shared some of those things I will share one little anecdote that Greg shared with me and he shares in the video that we did is that it took, so you talk about the funnel, the nurturing.

It took 10 years before Greg actually did this. He knew about it, but it took him 10 years to get there. He shares the story about how he saw me present this program at a Dan Kennedy event, and it really caught his interest and he asked the guy next to him and says, what do you think of this? The guy next to him said, it's really neat, but it's expensive. Greg says, he goes and he Googles the guy's website and the guy's got testimonials that he says, it looks like his kid shot with an iPhone.

So he finally did this and he finally decided to do it. It was at one of your events. It was one of those, I got to do it after 10 years and if he would've done it 10 years ago and he was adding a half a million dollars in his practice, if he'd had done it 10 years ago, you do the math and I'm a magician with testimonials and video and knowing what to do with them. But those stories exist and it's just a matter of extracting them. So if anybody wants, go to ultimatetestimonialmachine.com. There's a report, you can download it, but there's also the opportunity to go and see my interview with Greg and we talk for about 60 minutes, but it's worth going and watching because he'll tell you, I will share here that if you go watch that video, the strength and power in what that video will share with you is exactly what I do. Patient for the dentists.

Dustin Burleson:

Yeah. We'll post a link below. Ron. Thank you. It's such an honor. Every time I get to hang out with you, I learn something. I'm grateful to have you in our lives. Ashley says Hi, and we're so grateful to know people like you and everyone that watches our stuff knows that we only bring people on here that I actually like and trust and use in our own businesses. So you're at the very top of that list. Appreciate, and I'm just grateful for your time. Thank you again.

Ron Sheetz:

Appreciate it. Thank you.

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