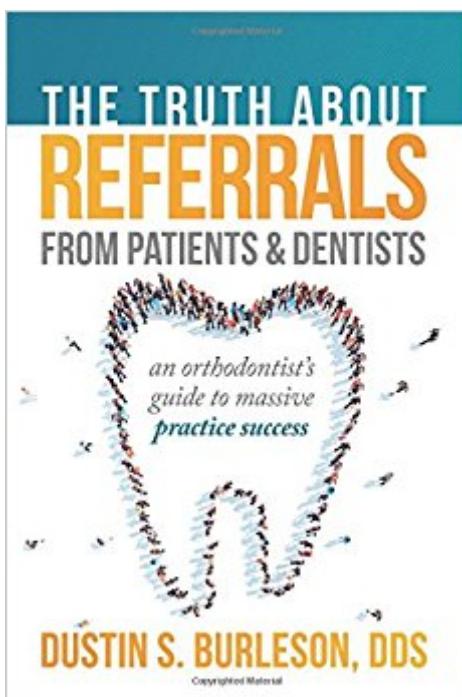


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# The Truth About Referrals From Patients And Dentists: An Orthodontist's Guide To Massive Practice Success



## **Synopsis**

Dr. Dustin Burleson is a speaker, teacher, author and business strategist for thousands of doctors located in 24 countries throughout the world. He writes and edits four newsletters monthly, is the director of the Rheam Foundation for Cleft & Craniofacial Orthodontics, and operates a large multi-doctor, multi-clinic orthodontic and pediatric dental practice in Kansas City, Missouri. He is a champion of the private practitioner and has a long track record of helping orthodontists transform their practices and increase their impact on their families, employees, communities, and the profession of orthodontics. His orthodontic marketing campaigns have generated over \$425 million in revenue for his clients and privately-held practices. When he is not working, you can find him on his sailboat, jumping out of airplanes, or racing exotic cars through the desert. In a tightly-contested vote, he was recently named Best Dad in the World by two-thirds of his children.

## **Book Information**

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## **Customer Reviews**

This book is a must for any business owner that runs a referral-based business. While the examples presented are skewed towards dentists, the concepts apply to any business, and the smartest business owners understand how to apply these proven concepts to their own fields. This is the book that will change your mindset for how and where your next customer will come from and how to nurture your existing clients to turn them into fans, and well as push you to think creativity to reach potential clients by non-traditional means.

This book is written by an orthodontist for an orthodontist, but any smart business owner, sales person, or professional would be wise to read it and apply the ideas inside to their business or

practice. The concepts are not just applicable to orthodontists and are very powerful. The topic of referrals and how to have the correct thinking about them is critical for any business or organization large or small and Burleson's insights are a great mixture of things that can dramatically help increase referrals to businesses both large and small. An easy read, more practical than most books on business with a fictitious story, etc., and full of great ideas that could each make a dramatic difference for most businesses.

This book is a must read for anyone that owns a business that wants referrals from their current customers/patients. This book makes you think about referrals in a totally different manner and changes one's thought process about how to increase referrals in your business. I am eager to put these ideas into practice to watch my referrals grow. Thanks again Dr. Burleson for helping me once again grow my practice!Dr. Kerry White Brown

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