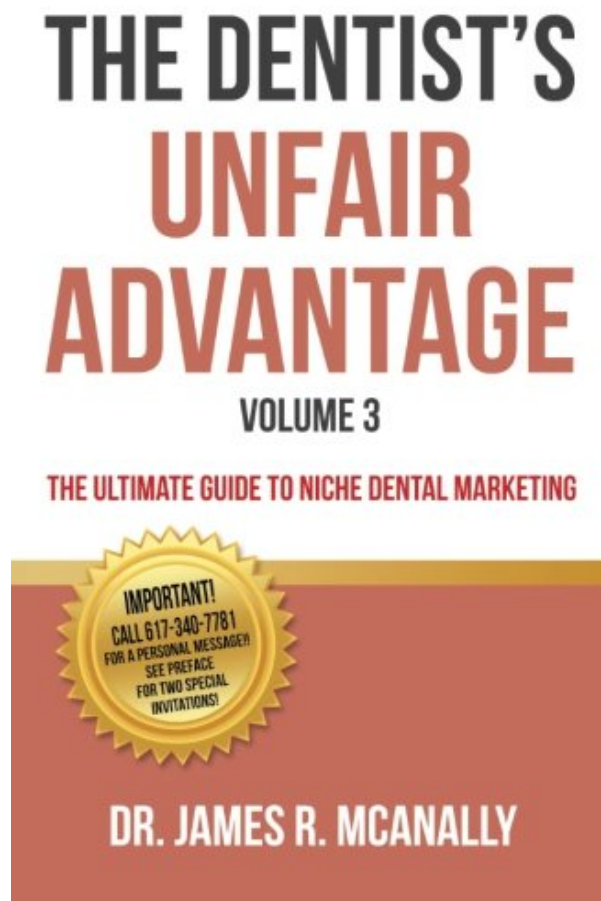


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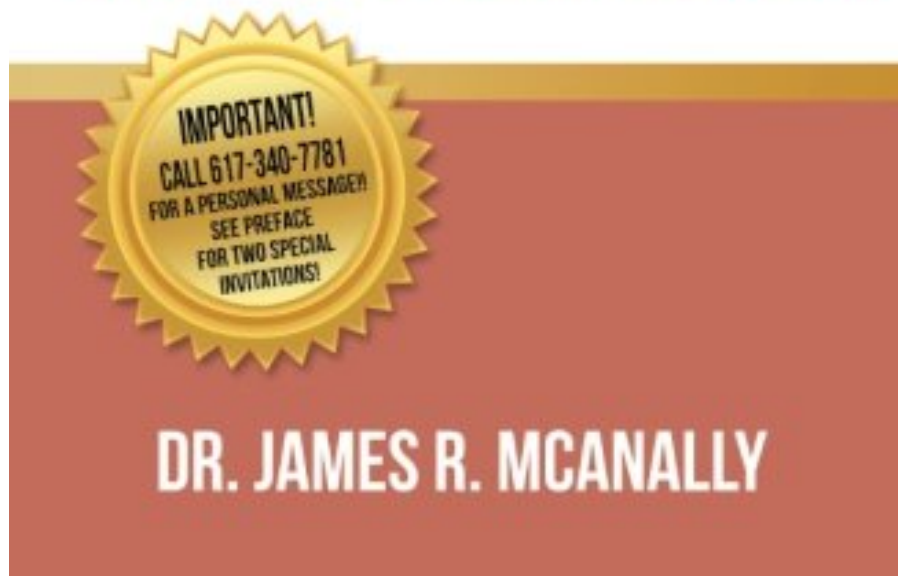
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## About the Author

Dr. James McAnally is the founder of Big Case Marketing; a niche practice consulting firm focusing on clinicians with advanced clinical skills, developer of The McAnally Selling System; dentistry's only checklist approach for ethically selling professional services based on Harvard, Stanford, and Yale consumer and human behavior research, co-founder of the Master Dentists Academy; dentistry's only professional group providing scientific based advertising and formalized training in The McAnally Selling System, founder of the Painless Dental Alliance; dentistry's only professional group committed to a 100% painless experience for patients clinically and administratively. He's been involved with clinical dentistry for more than 20 years and is routinely named a global leader in dental consulting and advisor to the top 5% of clinicians in the profession. Clients and Academy members successfully using Academy Programs reside on 3 continents.

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Dental practice has changed. The disease & age demographics and insurance & wage trends that drove decades of easy success as a service business are fading. As a result, the traditional practice model has become unpredictable. Common denominators for success in today's environment are a focus on specialized niche services, unique ways of delivering care, understandable and ethical communication in promotion and selling, and a 100% painless treatment and administrative experience for the patient. The 5% of clinicians embracing these changes are thriving, performing the niche services they love, helping more patients, and enjoying a rich professional and personal life. If you want to understand what they know or simply chart your course to join them, then the rules and logical sequences discussed in 'The Ultimate Guide to Niche Dental Marketing' are mandatory reading. The Ultimate Guide to Niche Dental Marketing provides the reader with:

- Key economic, reimbursement, and disease demographic trends to know
- How insurance discounting directly affects one's short and long term choices
- The ultimate truth about your marketing budget as percent of gross
- How to create "category killer" practice advantages in any niche and location
- Discussion of best media and specific tactics for successful niche service promotion
- How to maintain your marketing focus via The McAnally Hierarchy of Niche Marketing™
- Specific Do's and Don'ts for niche service promotion (both online and offline media )
- Easily avoidable marketing pitfalls for conserving your financial resources
- Tangible advantages known only to those readers with Volume 3 in the D.U.A. series

The Dentist's Unfair Advantage Series is designed to help practice owners understand more fully the unfair forces working against their practice in the post Great Recession economy. Without an ongoing accumulation of advantages clinically, administratively, and via systems for selling and the promotion of professional services, practice growth and professional satisfaction are artificially limited and as a direct consequence fewer patients are helped. Each Volume In the series is designed to not only create understanding of what's working against the practice but to give the owner tactical steps to take for accumulating tangible business advantages that act as counterweights to the unfair forces at work.

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