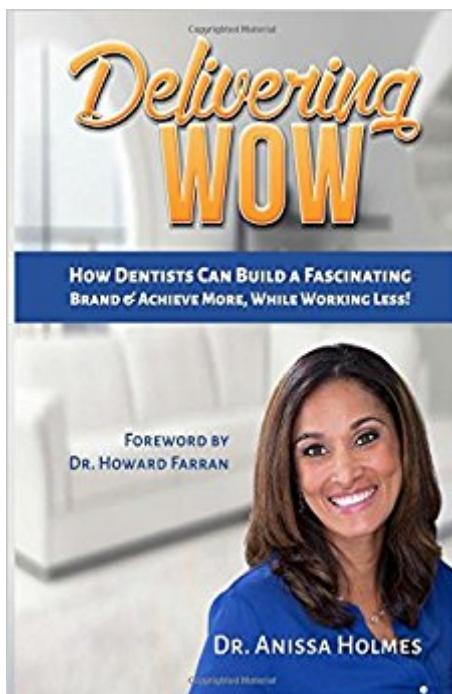


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# Delivering WOW: How Dentists Can Build A Fascinating Brand & Achieve More, While Working Less!



## Synopsis

If you are a dentist who wants to achieve more by working less and you struggle with building a winning team, growing your new patient numbers, and getting your patients to accept treatment, you're in the right place. If you want to learn how to use Facebook and other forms of social media to increase the ROI of your marketing campaigns, this book is for you. And if you're tired of feeling guilty, stressed out, and frustrated because you're trying to juggle too much, this book was created specifically to help you! Looking for a way to make your dental practice stand out? In *Delivering WOW: How Dentists Can Build a Fascinating Brand & Achieve More, While Working Less!*, Dr. Anissa Holmes reveals how you can build a dental practice that helps you grow your brand, attract more patients, and work less. The concept she shares in this book allows you to build a thriving practice in record time. Combining smart business practices with social media savvy, Dr. Holmes helps you build the practice of your dreams. She shares six key core elements as part of the Delivering Wow concept. When you implement each of these elements, your practice will stand out as unique and special in the minds of your patients, community, and others. Dr. Holmes shows how she grew her Facebook fan page to more than 50,000 likes and earned a whopping 1,500 percent return on advertising. She shares how she built systems to increase revenue by more than \$20,000 a month, earn 90 percent of the day's revenue by lunchtime, and much more. Start Delivering WOW!

## Book Information

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## Customer Reviews

If you want to stop winging it in your career of dentistry, and create a future of certainty and predictability , then read this book. And then re-read it. This book explains the true essence of the

business of dentistry in a nutshell and that is to stop treating teeth and to start serving your customers. And serve them completely.

Writing about lion taming from within the lion's cage takes courage and Dr. Holmes has tamed the tiger and lived to tell about it. From the struggles of a 15 year veteran of dentistry comes a tale of how she made it from stress to success by following worthwhile mentors, availed herself of mastermind strategies and employed WOW marketing techniques that only a few have mastered to date in our profession. This is an inspiring book that will yield results if you decide to implement the tactics and strategies that lie within. Highly recommended.

Finally a "How-To" from a dentist with proven success! I have enjoyed reading this book, which I must say was an easy read and never boring. The book is filled with loads of information that not only tells readers that she became successful but offers a road map as to how I as a new doc can do the same. I recommend this book to anyone looking to grow their practice but also learn the importance of customer service and its correlation to success.

As a dentist I have read many books telling the reader how to improve your business or practice. Unlike so many others, Delivering Wow - well, delivers! Dr. Holmes tells "how to" based on her actual struggles and successes in a way dentists can relate to. Each chapter is focused on a particular subject that relates to the whole in terms of developing and running a successful practice and business. You definitely come away with a workable blueprint of how to work on your business, not just in it. Sound, practical information is given that can be put to use immediately.

As someone who is not in the medical field at all, perhaps I was not the core target reader. However, the book touches on more than the business of dentistry and is a great resource for small business owners also looking to deliver Wow. It delivers a great message on managing and growing a business in a way that is easy to read and understand. Definitely worth a read.

Dr. Holmes has beautifully explained and described using practical examples of how she has used the delivering wow strategies to grow her practice and ignite a revolution in the dental industry! This book is a must read for dentists and non-dentists because the strategies that she uses along with her genuine and authentic passion for success will make any business thrive and prosper!!!

Wonderful read & insightful! Great information on how to grow your business by tapping into your customer market and how to fulfill your purpose at the same time. This book certainly teaches the art of Mastering your craft!

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