DENTIST

THE PROFIT MULTIPLIER

LEARN MORE

7 Steps To Add Profit To Your Practice Quickly

Complete A Money Inventory

Review Your P&L

Write Down Your Limiting Beliefs

Set Financial Goals

Create A Road Map

Share The Road Map With Your Team

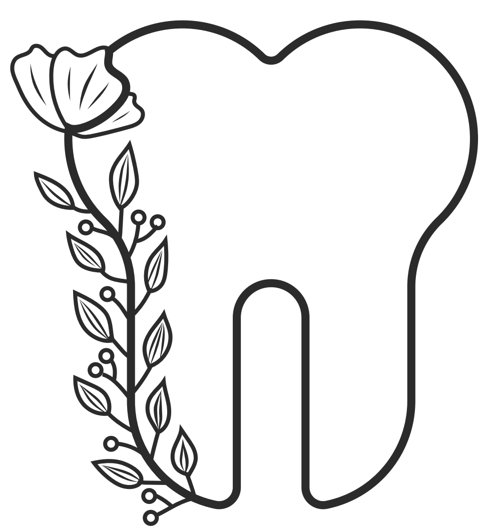
Monitor and Adjust

7 STEPS

Unlock Your Practice's Full Potential

7 Steps to Growing Your
Dental Practice's Bottom Line

If you're looking to increase the profitability of your dental practice, start by being intentional about where your money is coming from. In this guide, we'll walk you through 7 essential steps that can help you boost revenue, maximize efficiency, and break through any barriers holding you back.



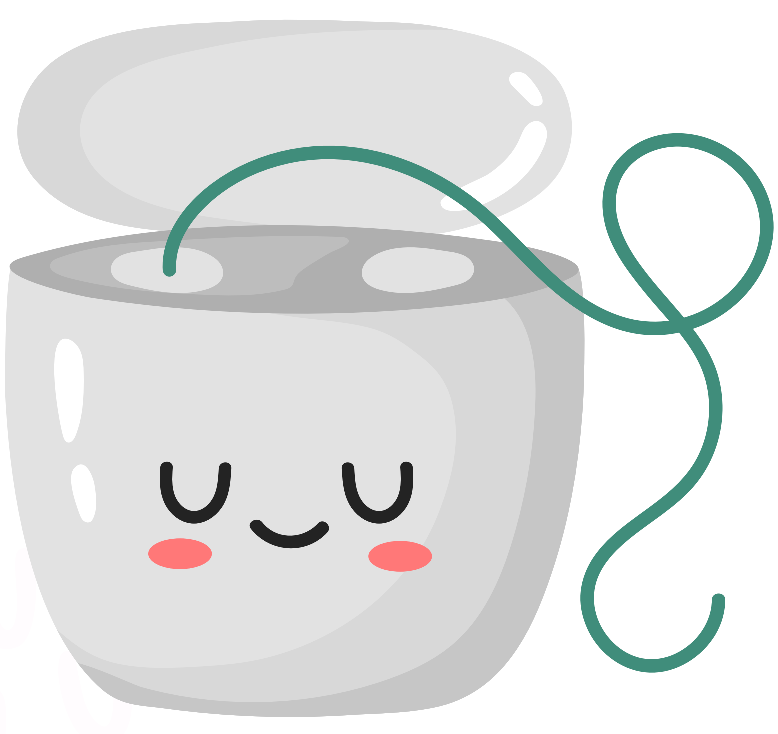
Unlock Your Practice’s Full Potential

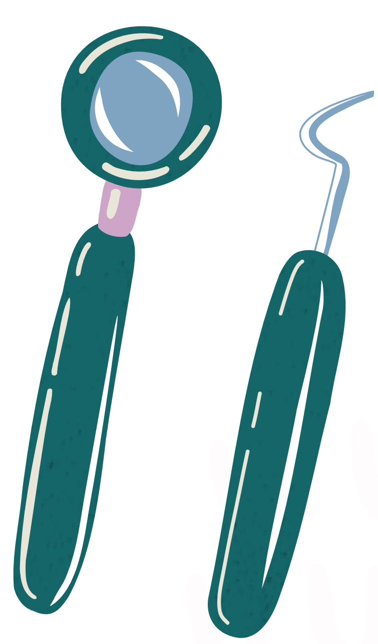
STEP 1
Complete a Money Flow Inventory

Take a close look at how much you’re earning year-to-date from each service. Review a breakdown of income from:

Comprehensive exams	Limited exams
Periodic exams	FMX's
BWX	PA's
Fillings	Crowns
Endodontics	Implants
Veneers	Dentures
Partials	Bridges
Night Guards	Whitening
Invisalign	Botox

The goal is to identify areas of opportunity or potential blind spots in your revenue streams. Is there a treatment area you're not tapping into fully? Are you referring out too many extractions or endo? This exercise will give you a clearer picture of where you’re excelling and where you can improve.





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Unlock Your Practice’s Full Potential Review Your Profit & Loss Statement (P&L)

Ask yourself this question.

If I add _____ I can increase my revenue.

Take a deep dive into your P&L statement and ask yourself:

1. **How can you increase your revenue?**
2. **Do I need to add more staff, like a dental assistant or hygienist, to create better access for my patients?**
3. **Is it time to bring in another dentist to handle implants, endodontics, or larger cases?**
4. **Do you want to take on bigger cases and hire a newer dentist to complete recare and fillings?**
5. **Should you increase your marketing spend to attract more new patients?**
6. **Are all your operatories fully functional, or do you need to invest in repairs that could bring in thousands of dollars in patient care?**

3

Evaluate Your Limiting Beliefs

We all have beliefs that hold us back from achieving our true potential.

Take a moment to write down 15 reasons why you think you’re not achieving the profit you desire.

Now, write 25 reasons why you can and will reach your financial goals.

This exercise helps shift your mindset and opens you up to the possibility of greater success.

4

Set Big, Audacious Financial Goals

Setting an audacious financial goal is key to pushing your practice to new heights. Think big! What would it take for you to double your revenue, increase your case acceptance, or hit new production numbers?

Once you achieve your goal, what freedoms will you have?
What will you be able to do?
Who will you be able to help?

This exercise allows you to reverse engineer your goals.

5

Create a Road Map to Achieve Your Goals

Now that you have your big goals, it's time to create a step-by-step road map to get there.

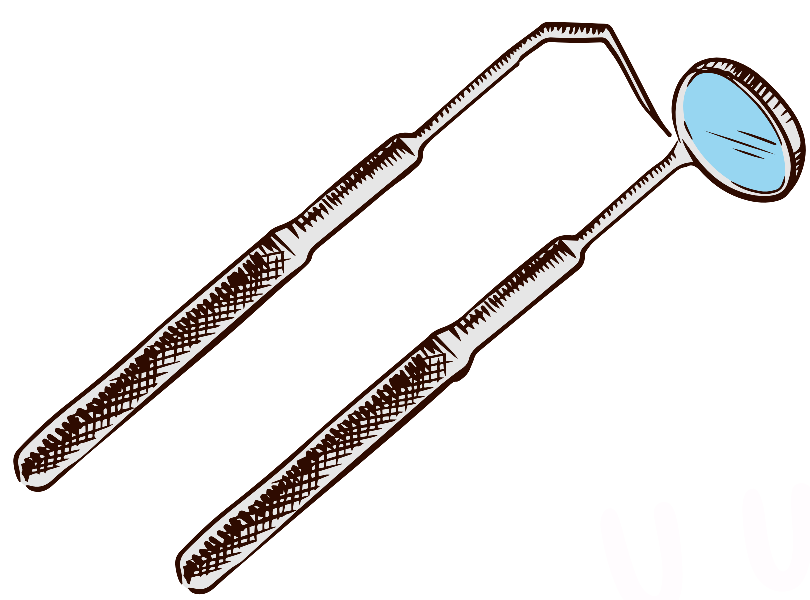
1. Seek out a mentor who has already achieved what you're aiming for.

Their experience will help guide your journey, save you time, and offer valuable insights that speed up your success.

6

Share Your Goals & Roadmap with Your Team

Once you have your goals and action steps in place, share them with your direct support system your team.
Aligning your practice's mission with the team’s daily activities creates a unified approach and ensures everyone is on board to reach your goals together.



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Monitor and Adjust Your Goals

Lastly, be sure to regularly monitor your progress. Don’t just set and forget. Check in with your goals frequently and adjust your strategies as needed. As you progress, new opportunities may arise, and you want to stay flexible to seize them.

7 REVIEW

1 COMPLETE A MONEY INVENTORY

Review all of your KPI's & the profit you produced on each one.
Bonus Tip: Review Your Hygiene Teams KPI's. Are they calling you in for exams? Are they taking x-rays in a timely manner?

2 REVIEW YOUR P&L

A Growth Mindset requires you to ask, what if I added this? What if I maximized that?
Bounus Tip: Review your P & L with your team monthly.

3 WRITE DOWN YOUR LIMITING BELIEFS

In order for this to work, you must be brutally honest with yourself!
Bonus tips, ask a mentor how to strategies to overcome your obstacles.

4 SET HUGE AUDACIOUS GOALS

The bigger the goals the better! It is important to feel inspired! I am talking $30,000 family Vacations. Big goals drive big focus and give everyone something to reach for!

5 SET NEW EXCITING FINANCIAL GOALS

Setting financial goals are a part of creating benchmarks that lead to your final destination. Set a monthly production and collections goals for every provider in your office, including your hygiene team.

6 CREATE A ROAD MAP

As the owner of your dental practice, you are the visionary. The entrepreneur. Your job is to climb the mountain and see the vision. You need to hire a manager who can monitor the day-to-day progress of your vision.

7 MONITOR AND ADJUST

In order to achieve your profit goals, you must be flexible with your approach to reach your end destination.