The **Richards** Report

Making Practice Perfect

June 10, 2004

Dear Colleague:

How *are* you?

An innocent enough question, on its surface. A mere pleasantry. Requires no thought—

Or does it?

Ask yourself. Because if you're like many in the dental profession today, the truthful answer is not a simple, "Fine." In fact, for many of us, things are anything but "fine."

Oh sure, it could be worse. Much worse. Technology has not made teeth obsolete. Our jobs cannot easily be outsourced to low-cost providers overseas. As long as people eat, smile and make out, mouths are going to be one of the most popular and important orifices. We're in business! We've got a future! Right?!

Well, job security is not necessarily the same as personal happiness and professional fulfillment. We're employed, yes, but are our practices—and our lives—all that they could be?

Or, in other words—how *are* you?

Your practice—is it perfect?

Are you doing the caliber of work you hoped to be doing when you originally had that crazy idea to go into dentistry in the first place? Are you attracting the kinds of patients you expected? Is your appointment book filled? Or conversely, are you working too many hours? Does your office run like a well-oiled machine? Is the stress level a lot higher than you'd expected—and higher than you'd like?

Do you look forward to going to work in the morning? Does the day fly by? Do you come home with interesting stories to tell your family and friends?

Because here's a bulletin—for most of us, work is the main thing we do. Yes, we also devote time to loved ones, pets, pastimes, religious and community organizations, shameful affairs, whatever—but work sucks up the bulk of our brief ride on Spaceship Earth.

So it stands to reason, you ought to make the most of it.

(Can you tell we're rapidly arriving at the point here?)

Who writes this stuff?

If you've been in the dental profession, you've probably heard of the Madows (us). My brother Dave and I built and sold a very successful dental practice. It was successful not just because it made us a lot of money, but also because it made us happy. And if you know us, it's not as though we're some sort of mindlessly sunny, endlessly optimistic people.

No, happiness was not a given. But through trial and—let's be honest here—error, we managed to unlock the secrets of building a professionally and financially rewarding practice—a dream practice, we daresay.

How'd we do it?

Well, we can't tell you here. I mean, if we did, this letter wouldn't be a letter, it would be a book. (Come to think of it, we did write a few books, including Twenty-Seven Sure Fire Ways to Attract New Patients, Love Is the Best Medicine for Dental Patients and the Dental Team, and The Book of Dental Secrets – Everything I Asked Seven of the Brightest Minds in Dentistry. But we'll tell you about that some other time.)

We did it the old fashioned way—hard work. And let's not kid ourselves—if you want to build your own dream practice, you're going to have to put in some work too. We'd be lying if we told you otherwise (and we're not morally opposed to lying, we're just not very good at it). But if you follow our advice, you'll quickly reap the rewards of your efforts, and you'll avoid making the same mistakes we made along the way.

To share our insights, secrets and—can we say it?—wisdom with the dental community at large, every month we publish a newsletter, The Richards Report. It's not like the free stuff you get cluttering up your in-box, nor is it like the mass-market trade publications that re-typeset corporate press releases and recycle last year's articles with new headlines.

Nope, ours is different. We don't go in for that bullshit.

Oooooh—did somebody say bullshit?!

See, right there we've distinguished ourselves from your typical professional services publication. We're not afraid to tell it like it is. In fact, we see that as our calling (actually, attending Guster concerts as our calling; dentistry is more of an avocation).

If you want mainstream, groupthinky, deodorized platitudes, well, you probably already know the names of the publications where you can find them. You don't need our help (actually, you do, but not in the way you think).

But if you want a perspective we guarantee you won't find anywhere else, we strongly recommend you subscribe to The Richards Report.

You know what we are? We're freethinkers. We can be that way because we don't accept advertising. So we're not beholden to any large corporations whose ad accounts we're courting. If a product sucks, or a procedure has some surprising side effects, or a professional conference is really just the same old gasbags spouting the same old hot air—hey, we're going to say so. Truth unvarnished. No lipstick on this pig. It won't always be pretty, there may be some typos and tortured syntax, but we guarantee what you get every month is The Real Goddamn Truth (in fact, that was the original name of our newsletter, but it didn't seem to fly in the Bible Belt).

So—now what do we do? We've obviously convinced you. At least, we've held your attention for going on three pages. Now we're going to hit you with the shockingly high, damn-near-unaffordable, who-do-those-guys-think-they-are subscription price of—

$187.^{00}

Come again?

Yep, that's right. Same amount we charged for a one-year subscription when we launched The Richards Report in 1993. Every other facet of our multi-trillion-dollar national economy has increased in price or decreased in value since then. Except this.

Maybe we're in a rut, price-wise.

So here's what we're going to do. We're going to offer it for *even less.*

If you order two years of The Richards Report, we'll give it to you for $336—10% off the already-low subscription rate. Order a three year subscription, we'll make it $476, or 15% off. Order twenty years—nah, the price would be so low we'd end up owing *you* money.

Now, tell us: How *are* you?

If the answer is, "Near a phone," then we urge you to call this toll-free number now:

1-888-88-MADOW

Ask for my assistant, Harriet. Her sole joy (and, truth be told, income) in life comes from bringing on new subscribers to The Richards Report.

If you'd rather not speak directly with Harriet—and we don't blame you, she's pretty intimidating in that way only a 93-year-old woman on a coin-op dialysis machine can be—if you'd rather not have any interactive contact (as would be required for a phone conversation), then just use the form conveniently enclosed with this letter. Once you've filled it out, just fax it or mail it back to us and we'll get your subscription started right away.

And next time someone asks, How *are* you, you tell them: "Doing *much* better!"

Sincerely,

Rich

Dr. Richard H. Madow

P.S. Did I mention the whole thing has a money-back guarantee? If at any time you are not absolutely delighted by The Richards Report, I'll give you back your entire subscription fee, no questions asked.

P.P.S. If you like The Richards Report, you may also enjoy our annual seminar, TBSE, which you can feel free to pronounce *tibsy* but which actually stands for The Best Seminar Ever. We hold it every year in Las Vegas and it attracts leading members of the profession, along with staff, to hear high-profile speakers, engage in networking and career development, and have a seriously fun time!

P.P.P.S. There is no post-post-postscript, but having this paragraph here gives the casual reader the illusion that there is *even more* to this already unbeatable offer!