

Important NEW Upgrades to Our “Scratch” Practice Opening Guidelines

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9-27-22 *Hello!* In 1982, everyone in dentistry told us that opening a dental practice from “scratch” was impossible. Nevertheless, by combining our earliest dental patient/consumer research with LONG-PROVEN approaches pioneered by the largest business in the world...this 1st 1982 scratch office almost **INSTANTLY became the largest practice in the area!**

Always Updating! Never Let a Mistake Happen Twice:

A VITAL rule at chrisad is that we NEVER let a mistake happen twice. We have **overseen the opening of 700+ scratch offices...**currently 1-2 per month. But our dental world is rapidly evolving. So we have been continually fine-tuning & perfecting our approaches. Patients’ mindsets are **constantly growing more FRAGILE**. What worked yesterday will not work today.

What Worked Yesterday Will No Longer Work Today!

Every time something that we suggested was misunderstood...the patient market evolved...or if we pioneered NEW research/data-based TRIGGERING mechanisms...we upgraded our scratch approaches. So in addition to the general book we wrote 30 years ago on the topic of opening scratch offices, around 15 years ago we wrote our FIRST version of our regularly updated SCRATCH DENTAL OFFICE “PRE-FLIGHT” OPENING CHECKLIST.

With This, Practices Have Produced Up to \$1M, 1st Month!

The NEW version of this document...released today...is our 20th **upgrade**. It embodies a large number of very important NEW & CURRENT ADVANTAGES employed in the certain-to-be-successful opening of a scratch dental office. **It has led to extraordinary & certain successes!**

If you are in the process of opening a scratch office, please read this updated document carefully. As you apply this PRESCRIPTION, **your success is GUARANTEED!** In addition, if you have a low-producing practice, why not REBOOT it & treat it like a scratch office? Also, the processes tied to opening a scratch office are not much different than the approaches related to adding ASSOCIATES. It will pay to download & read. Hope this helps! jc

Please Download Our New & Just-Updated SCRATCH DENTAL OFFICE
“PRE-FLIGHT” OPENING CHECKLIST: [Click Here to View](#)