

Coming soon...
Dr. Steve Rasner's
newest book!

The Rasner Guide to the *Extraordinary Practice*

Born from the concepts of his wildly popular *Protocol Book*, this guide is the heart and soul of one of the greatest success stories in dentistry. From cover to cover, it is the complete guide for reaching your practice's fullest potential.

☞ Reproducible forms for every facet of your practice. No need to reinvent the wheel, this section contains every form you'll ever need to minimize the bumps, cover your derriere, and maximize your profitability.

- ✓ consent forms
- ✓ emergency intake forms
- ✓ profit/loss worksheets
- ✓ patient evaluation forms

☞ The complete "Rap Collection" - a virtual dictionary of what to say when.

- ✓ philosophy of care
- ✓ less is best
- ✓ my goals for your care
- ✓ raising your fees

☞ Motivational techniques for the staff

- ✓ a guide to keeping your staff together without going broke

☞ Marketing - literally a book in itself. Dozens of actual ads used to dramatically increase new patient flow. Ethical, powerful, priceless. Every step of setting up:

- ✓ nursery school visits
- ✓ senior center talks
- ✓ call-in radio shows
- ✓ upscale salon offers
- ✓ yearly letters to medical specialists
- ✓ seminars in your office

☞ Clinical gems - invaluable skills you *can master* just through reading

- ✓ sedation
- ✓ atraumatic extractions
- ✓ and much more