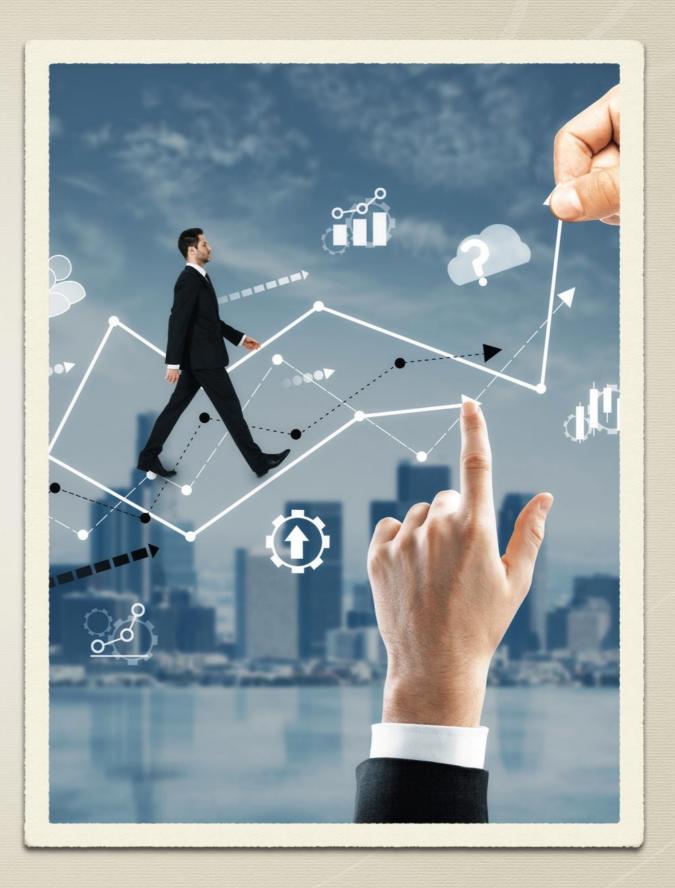


What is an Entrepreneur?

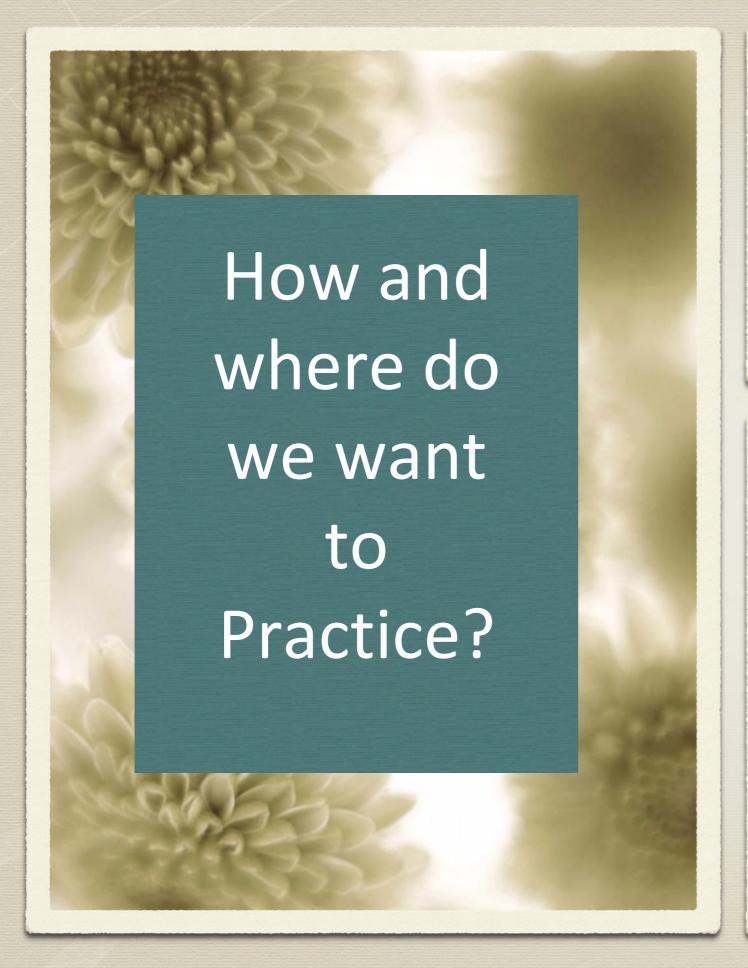
Entrepreneurship is the process
 of designing, launching and
 running a new business, which is
 often initially a small business.
 The people who create these
 businesses are called
 entrepreneurs















MANY PRACTICE CHOICES!



What Keeps You Up at Night?

ADA Survey

- * Providing the best care.
- * Staff issues.
- * Debt.
- * Insurance companies.
- * Not enough patients/cash flow.



Dental School Class of 1981

- Best care, staff issues, not enough patients same as Class of 2019.
- * Relatively small debt, but high interest rates (21% business).
- Capitation and Sears Dental
 Clinics.

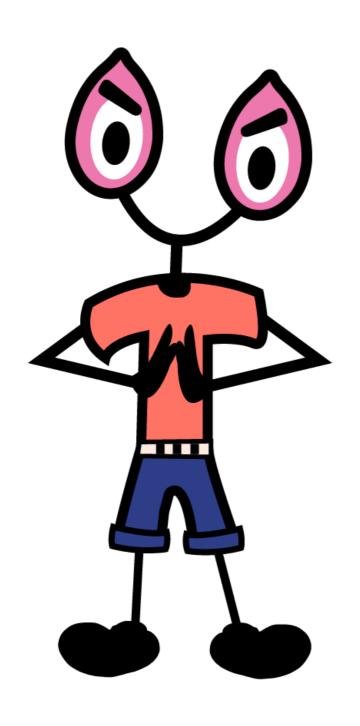


Despite our fears, the current dental sellers had successful careers!

Why do so many dentists fear practice ownership?

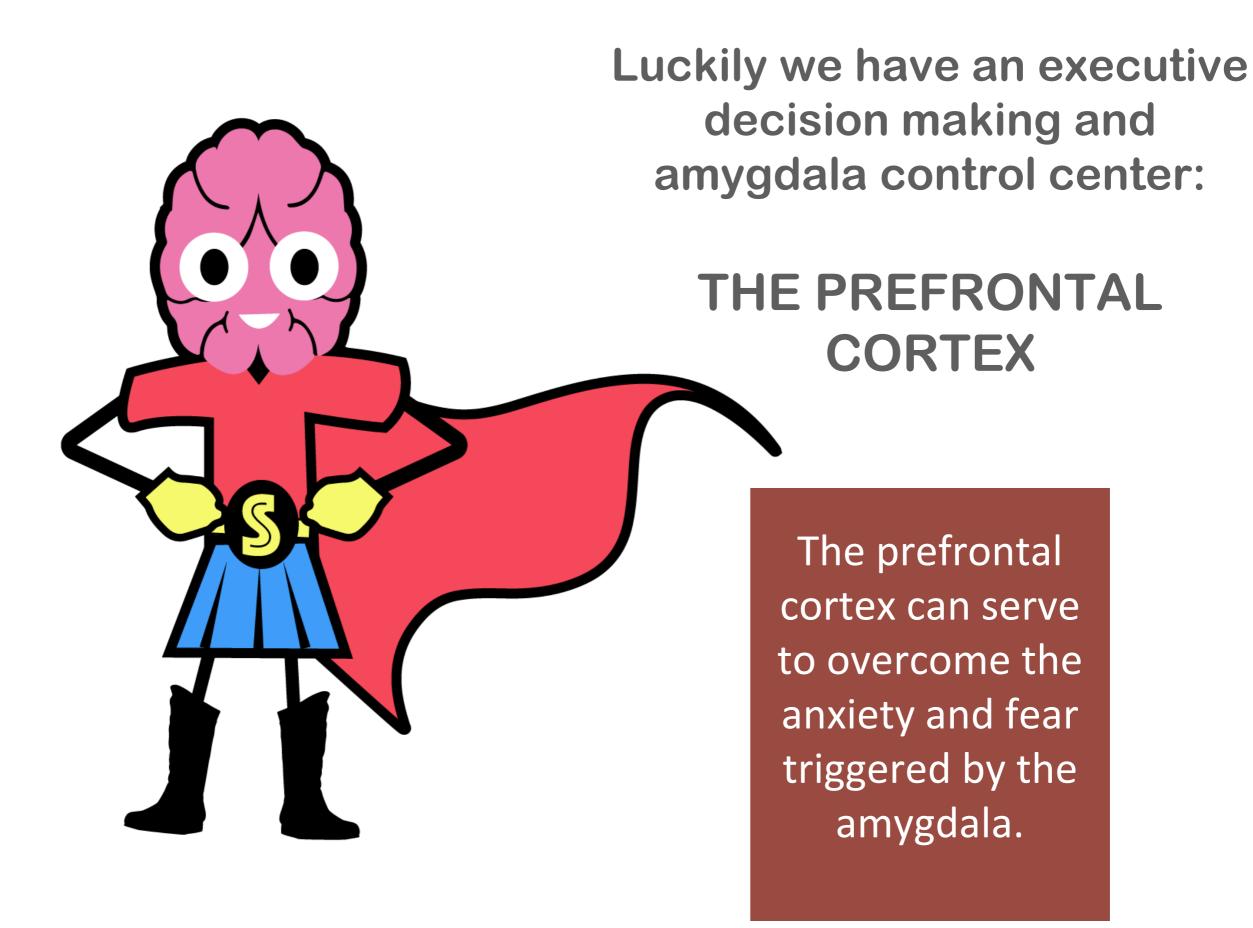
It is important to make decisions based on facts and numbers using the rational, thinking part of our brains.





MEET YOUR AMYGDALA

The Amygdala's job is to alert you to danger. It also plays a major role in anxiety, memory of anxiety and PTSD. Overreaction can lead us into trouble.



DECISIONS ARE BEST MADE WITH THE CEREBRAL CORTEX

RATHER THAN THE AMYGDALA!

High Interest vs High Debt

- 20% interest rate, \$500,000 loan, 10 years: \$1,179,493 total payout.
- * 5%interest rate, \$500,000 loan, 10 years: \$636,393 total payout.
- * \$543,100 difference.
- * The Class of 1981 survived and thrived (mostly as owners of private practices) despite high interest rates!

How to Sleep Well

- * Keep the patient's needs first, and do the best you can.
- * Be an intentional leader, with clear expectations.
- * Empower your employees and hold them accountable to meet your expectations.
- * Don't slouch.



Investigate the numbers!

Look over a lifetime!

How many days of work per week would it take to earn your target income in each delivery system in 5 years, in 10, in 20?

How do your decisions today affect your ability to retire tomorrow?





Fear Not! You've Got This!