

**Ep #123: How to Effectively Deliver Your Message with  
Ron Sheetz**



**Full Episode Transcript**

**With Your Host**

**Dr. David Phelps**

**[Dentist Freedom Blueprint](http://www.DentistFreedomBlueprint.com) with Dr. David Phelps**

## Ep #123: How to Effectively Deliver Your Message with Ron Sheetz

Ron Sheetz: Know your prospective patients. Understand where they're at, what they're watching, and then be hard and fast with your broadcaster. Say a "No, this is the networks that I want to broadcast on, and these are the timeframes I want to broadcast".

You are listening to the Freedom Blueprint Podcast with your host, Dr. David Phelps. You'll get straightforward advice to transform your practice into a self-sufficient cash machine. Compound your net worth and multiply your cash flow streams with hassle free real estate. More at [freedomfounders.com](http://freedomfounders.com).

David Phelps: Good day everyone. This is Dr. David Phelps. What's going to be a very interesting interview today I think for all of our listeners who are constantly looking at, "How do I get my message, my unique differentiation points in my practice, my business, how do I communicate those to my ideal target prospective client or customer or patient? How do I get that done?" And there's a lot of different media channels that we particularly know about today and some people try a few or try everything and with mixed results perhaps, but I think the big problem today is the amount of distraction and noise that's out there. So how do we get to our customers? That's going to be the topic today.

I've got a really good friend of mine, Mr. Ron Sheetz who is with us today. Ron, how you doing sir?

Ron Sheetz: Excellent. I'm glad to be with you. I'm glad to be anywhere.

David Phelps: Ron, you and I have had the opportunity to become good friends oh the last gosh, probably half a dozen years as I

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kind of came in the fold and found the expertise of our good friend and our mentor, Mr. Dan Kennedy, for whom you really have an insider connection. I just have to say, because you do all of the audio/video work for Dan in any of his presentations or any of the products he creates. You're right there. You're like getting the firsthand knowledge all the time from Dan and you're an expert marketer, copywriter in your own right, and you've had your own business in media and video for a number of years. You've been working a lot with people in my chosen profession or industry, which is dentistry. So you have a real affinity for our group because you've gotten to know us, not just through Freedom Founders, but some of my other friends who also help dentists with their practice management and their marketing message. You're right there front and center.

So today, I want to talk to you a little bit about some of the unique things that you're doing right now to help dentists with that message. Do you want to say anything a little bit about the distraction out there, the noise, and how we have to try to cut through that clutter?

Ron Sheetz: Yes. The thing that is so easy to do - and you've heard the word before "incestual" - is that marketing and advertising tends to become incestual. We see what we think is working that other people are doing and then we try to copy it when we find out that it isn't necessarily working and so forth. So it really is a matter of cutting through and finding out what is working. And I've been very fortunate, as you said, to have worked so closely with people like yourself and others in the dentistry field specifically, but as well as Dan Kennedy. There's something that you find out that you can learn from somebody afar, but when you actually work with them,

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you get to see the inner workings and how things work. And I've gone beyond doing a lot of Dan's audio/visual stuff, but actually having produced stuff that he's written in marketing and that. So there's a lot.

So I can absorb and extract from what I've learned and experienced there and adapt it into stuff that I'm doing with my own private clients. But in order to cut through it's really a matter of better understanding of the people we're trying to reach and marketing and advertising from my perspective and the way I approach it, is a lot more about behavioral science or psychology than anything else, and really getting to understand and know the client or the prospective client or patient. That's where I start from. Is really kind of trying to get inside their head and then developing from there.

David Phelps: Ron, let's tell our audience today a little bit more about you. The one thing I know that's unique to you, and I think other people that kind of run in our circle, because I was the same way. When I was a kid growing up, barely a teenager, I was always looking for ways to make money. And I know you were doing the same thing. I think in the neighborhood you were selling tickets to magic shows right? Talk a little bit about how you got started and kind of bring us to current and then we'll dig into our topic today.

Ron Sheetz: Yeah. When I was kid growing up, the neighborhood that I lived in, I was the oldest in the neighborhood. This is back in the '60s, early '70s, about the same time, we grew up about the same time, but it was a matter of we didn't have cell phones, we didn't have video games, we didn't have the internet, we didn't have that stuff. So one of the challenges I always had was keeping myself busy,

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occupied. There's only so much time you can go outside and play by yourself. What I found that really I had a niche for was entertaining people and really keeping them entertained and occupying their time and that. And I got connected with a fellow who became my first business mentor who was a professional magician and he taught me some magic and one day I decided, well I was going to hold a magic show in the neighborhood. And I went around knocking on doors, selling tickets to the magic show, it was \$.25 for anybody under 15 and it was \$.50 for anybody over 15 to come and see this magic show.

And I sold tickets. They came. And I thought, "Hey this is pretty neat being able to generate money on my own". And that just progressed. And that was when the entrepreneurial bug kind of bit me and I went from there and the fellow that was my mentor, the magician, I grew up, he became kind of like a second dad for me, and taught me the ropes in business and entrepreneurship, and that led me from one person to another, which ultimately connected me with people like yourself. You become a product of the people you surround yourself with. That's where I'm at today. So it started out when I was about 12 and has just progressed through there and forever.

I've tried to have a job in the past, but I've found out that I am just truly a serial entrepreneur.

David Phelps: Yeah. When you have that DNA you just can't be suppressed. I don't care how society tries to railroad you, it's going to come out at some point and obviously the sooner you let that explode and be exploited in a good way, the happier you are and we are. Because even though the entrepreneurial pursuit for satisfaction,

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happiness, and security in life is one that's never a straight line, it's got a lot of curves and backstops, we wouldn't have it any other way. That's really the case for our doctors and dentists. The same thing. They have to be entrepreneurial today. More so than ever. So let's talk a little bit about what you're doing today, particularly in the dental industry and helping dentists with that messaging to the market and getting the attention. And obviously the goal is to bring ideal patients into the practice and then do the things that we do, that's treat and provide optimum health. So talk a little bit about what you're doing right now.

Ron Sheetz: Yeah. The thing that's really gaining traction is really not my doing, but people actually coming to me and asking about this, and really is in television and radio advertising. They're coming to me because one of my biggest clients has been for the last seven or eight years, has been in the medical field, specifically in the field of erectile dysfunction, men's sexual problems, and I've been dealing in that. The biggest part of what we do in that business is in print, radio, and television. And my responsibilities are on the radio and television side of it. It's about driving leads into the business. That's the things where really I've gotten into adapting what we've been doing in the medical field, in the ED business, and adapting what we've learned out of that to the dentists.

Specifically with radio and television, the mistake that I see a lot of people making in general, this is a big, general sweeping statement, not just for dentists, but again is that incestual thing, is going about and using the medium of television and radio the same way everybody else is doing it. So for example, putting a nice warm and fuzzy TV commercial or a radio spot on, trying to drive

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somebody to call the practice. Well we know that people going to the dentist is one of the things that they would like to avoid. If they didn't have to do it, they wouldn't do it. So the idea of calling a practice, and one of my clients out in California, Dr. Metasovich once said to me, and he hit it right on the head, he says, "The problem with the marketing is not necessarily getting them into practice, it's getting them to pick up the telephone and call to schedule the appointment to come into the practice". That's so true.

So again, the mistake that I see a lot of people making is trying to drive people into the practice, getting them to make an appointment, which is what you ultimately want. But the problem is that there are far fewer people out there that are ready to make that kind of a commitment, that are ready. Now there are emergency cases, there always will be, that's the low-hanging fruit and that's not problem. But there's a much larger percentage of people who are in the process of thinking about a dentist specifically. If that wasn't the case, then think about most dental practices. What is the biggest lead source or the biggest new patient generator for most practices? Referrals. Referrals.

There are people saying, "Hey what dentist do you go to"? And that's where a lot of people are driving. So there's a lot of interest. There's a lot of ... But there's also a lot of distrust out there by people because many have had, and you can quote the percents better than I can, where people who have had bad experiences with dentists, that make them gun shy. I was just talking with my wife the other night and we, I don't know how we got on the subject, we got on the subject of Halloween and I hate what do you call it, the places you go during Halloween and you go get scared.

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David Phelps: Oh the haunted houses right.

Ron Sheetz: Haunted houses. I hate haunted houses. So there's no way in heck you're ever going to drag me to a haunted house. You could pay me. I'm not going. So I'm going to avoid it so the ends of my life. And there's many people that way. They need a dentist. They know they need a dentist. But putting an ad out there that says, "Hey call us to schedule an appointment" is just going against the grain.

So what I've adapted from what we've learned in the ED business is generating leads. Is there are people who are interested. They're not necessarily ready to raise their hand and get to the practice, but we generate a lead. And what's the most important, what's the most valuable thing that any business has? It's its list. It's a list of potential prospects. Because if they raise their hand and they request, and I'm talking about information marketing, if they request information we now have the permission to follow up with them. And to give you a perspective on this, in the ED business, think about this. The ED business is predominately men who are ranging from 45-80/85 years old, they have a sexual problem, it's not something that they want to talk about openly, they don't even necessarily want to admit that they have this kind of problem, but they know they do. So trying to get that person to take action, contact the clinic, to take care of their sexual problem is a monumental process. It's a monumental task.

But at our prime, we've been generating upwards of 1,200 leads per week for 13 clinics around the Eastern Seaboard of the United States. So we're generating 1,200 leads. And the way we're doing it is we've done it two



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ways. Is number one we originally started out driving them to get a book on the subject. Well we then reverted to is we reverted to a special report. Then what we found is the greatest thing that has really driven the most is reverting to a guide, basically a consumer's guide of how do you fix this problem, how do you take care of this problem? And I'll tell you that the progression of that from book to report to guide has been just a learning process that the guide has been the hands-down winner generating the most stuff.

So they request this and then we follow up with them. We build a relationship with them. We follow up with them. We have the right to market to them and then nurture them in. Again, think about this, this is a man with a dysfunction problem that they don't even want to face or admit. So it's a monumental task. And I've taken and I've adapted this same strategy into the dentist and being able to generate leads and then following up on those leads. If it's not just for calling the practice in order to schedule an appointment, we're also using it to generate people and put butts in seats for implant seminars, for Invisalign seminars, and all of that type of stuff. So the idea is, the lead is a very valuable thing to get. It's a much greater percentage. And in those leads, we're still going to get the low-hanging fruit of the people who are ready to come see a dentist. Does that make sense?

David Phelps: Yeah Ron. And I just want to reiterate, it totally makes sense to me and I love the fact that you're making the correlation between two very similar issues if you will that no one wants to talk about or admit to because of fear, guilt, whatever it is, ED and the dentist, the fear factor. "I just don't want to deal with it. I'm not going to deal with it until I have to." So I want to make sure that our audience

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really understands the distinction you made. You did a great job. I'm just going to hit it one more time. That there's a big difference between getting a lead, building a list of people, prospective patients in this case who are not ready to just jump out and make that phone call today because they saw your direct mail piece or they saw you or heard you on radio or TV or doing a search on Google. They're just not ready, but they know there's a problem that's pending, and they know it's going to get worse in their heart of hearts. They know it's not going to go away, but "Darn it, I'm not ready to do it today".

So the typical marketer or advertiser out there in the business or in dentistry is they think that their marketing doesn't work because they only got so many people that, as you said earlier, that were ready to do something today because the pain was great enough. Well, we're leaving all these other people off the table whose pain's not great enough today, but it may be in a week, a month, two months, three months, and by generating leads, that doesn't mean a person's coming into the office, they haven't even called yet. But what you've done is you've given them an easy step to take by asking for, in this case, the consumer guide. And they get the consumer guide, it's very private, they don't have to talk to anybody, they don't have to expose themselves to anymore pressure that they might be feeling.

And now, as you said, you have the right to continue to market to them or let's put it another way, to continue to build the trust and relationship with them so that eventually that pain point won't be there and they feel like, "Now I know who I'm talking to. I know this office. I know this doctor. I know something about their staff. I've got this known quality. And I feel like today's the day I could

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actually make the call because I feel safety". Is that kind of where we're going?

Ron Sheetz: Exactly. I liken it to when my wife and I first met. We didn't know one another and I could have done one of two things, said, "Hey would like to go get coffee and just talk?" Or I could have come up and said, "Hey you want to get married?" Which one stands the greater chance of a "yes"? Let's go get coffee. Let's just get to know one another. Let me find out if you're not a psychopath. It's the same thing here because dentistry is largely a trust business, more so now than ever before, especially because of these experiences that so many people have had about going to the dentist, good or bad. There's a lot more bad than good experiences. But people are gun shy about that stuff. They do not want to repeat the same experiences. So they're much more hesitant and you did an excellent job of describing it. Let's date for a little bit before we commit to anything more.

David Phelps: So once a lead say downloads the consumer report, because now you have at least their first name and you've got an email so you can do some, as you said, some follow up. You want to do some follow up, the nurturing of that relationship is key. The next thing you do is not, "Hey call the office". I mean that's probably still a little too abrupt right? You want the dating right. So what's next after that? What happens after they download that? What do you recommend or what are the different channels that that prospective patient can stay engaged or you can stay engaged with them?

Ron Sheetz: Well before we jump to that, because it'll be pertinent to your question specifically, the approach that I take in developing any type of message and in developing the

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guide itself is, again I said this is a lot more about psychology than it is about mechanics. But I like to take the approach, and it's a very effective approach is, going into your practice and now talking with your patients, interviewing your patients, getting them to talk about likes, dislikes, fears, and all of that. Now I've learned an awful lot about your patient, what makes them tick, and why they're in your practice. From there, we can develop everything else. So once we have them captured, now getting to your question, once we have them captured we start the communication, and it's not a full-on board, try to pitch them and sell them and trying to get into the practice. But it's now just a matter of, continually delivering content to them that they can identify with, that they can recognize and that makes them feel more comfortable.

The approach that I take is if I've just taken an interview of 20 of your patients, 30 of your patients, and I've gotten their stories, I now can create what we refer to as case studies. And I can now share your patients' stories with people. Now I'm not pitching them and selling them. There's always that soft, you want to contact the office, but what am I doing? I am creating a bond of trust and in my book I wrote it as, how I identify it is, it's the transfer of trust triangle. So if you think of a triangle, it has three points. You as the dentist occupy the point at the top. Your patient who has been with you for a while, who I've talked with, I've gotten their story, they occupy the point in the lower left-hand portion of the triangle. Your prospective patient occupies the lower right-hand portion of that triangle.

So we're trying to get that prospective patient connected to you to the dentist, but they can't quite identify, they

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can't quite connect because this trust isn't built there. So what we do is I share the stories, the information, the content, the material, the experiences of your patient who's on the lower left point, I share that across to the lower right-hand point and share those stories. And what happens is, is that we create this bond and trust that the person, the prospective patient at some point says to themselves either consciously or unconsciously, they say, "Look, this person I'm hearing about, these people I'm hearing about, I can identify with them. I've got similar situations. I've got similar experiences. And if you Dr. Phelps were able to help them and because they are like me and I am like them, then therefore what's the obvious conclusion? You Dr. Phelps can help me".

David Phelps: Yeah that's really good. Ron, I wish I had known you back when I was in practice because, and I had known enough about marketing as I do today to understand what you're bringing to the table, which is concrete. But I will say to our audience that you have done the very thing, you have done the interview, interviews I should say with a number of our Freedom Founders members. The same thing, to find out, why are they a part of Freedom Founders? What's it doing for them? Why do they come? And you did that and you have a really unique gift because of your marketing background and communication and copyrighting to draw out the response that we're looking for. So it did.

So I saw two things when you did it for us and definitely there's more than that, but two things. You got the case studies, you got the stories, and that's the social proof that other people want to relate to as you just said. "Well that person seems a whole lot like me. They've got the same fears, concerns, etc. and it looks like their problem

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is being solved. I can relate." The second thing is, you were able to pull, the actual key words in marketing, the key words that the actual, in this case it's our Freedom Founders members, but for our doctors on the call today would say, it's my patients. "What are they saying about me, my practice?" As you said, why do they come? Specifically, we want those exact words do we not?

Ron Sheetz: Right. I'll give you an example straight out of an interview I had with a patient on a project I'm working on right now for a dentist in New Jersey. I interviewed her patient, her patient specifically wanted Invisalign. She was looking to correct one of those snaggleteeth, the canine fang, it had that jewel look where it was kind of twisted.

David Phelps: Yeah.

Ron Sheetz: To her it bothered her, but yet to her boyfriend, to her family, and everybody hourly asked and says, "How does that look"? Everybody told her "It looks fine. It makes you look cute. You're fine". But deep down, it bothered her. But everybody said "No, you look fine, leave it alone, it makes you look cute". She came across my client, this dentist who said, "What else are people going to say to you? That's what they're going to tell you because they love you. Now, you've got that, you don't like it, we can fix it". So now this particular patient in her interview with me she said, and this is very powerful from a marketing standpoint, from what you said, she said, "The doctor shook the ridiculous out of me".

Now, somebody who has that very same similar situation with their tooth or teeth and they've asked their family and their friends and everybody said "No, no, no you're fine, you're fine" and they know deep down they're not. They

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don't like it, but they haven't done anything because everybody's saying we're fine, this doctor shook the ridiculous out of that patient. So if I can identify with that patient's feelings with regard to their teeth, "I have the same of mine, I want to talk to this doctor because this doctor can help me". And that's not a dental issue, that's a psychological issue.

David Phelps: Exactly. Exactly. Yeah, no, that's so powerful. So powerful. You are so right. So Ron, if someone were to add TV and radio to their mix today of marketing, what would you suggest they do?

Ron Sheetz: Well there's ... a good question. There's three things to consider when you're creating the message itself is first of all, take an approach of a direct response, and you and I know what that means, but in direct response you want to have a powerful headline that's capturing attention, you need to develop their interest, you have to get them, it has to have an offer and it has to have deadline. So there's some very key, direct response things in there. So that's the mindset you have to have in creating an ad. Because if you're doing radio and television, everybody just like the family with the patient with the tooth, everybody's going to tell you, you've got to have pretty, it has to look nice, it has to be warm and fuzzy. And I can tell you from experience, ugly works best. So you need a direct response, it needs to be ugly.

And the reason I say that is because as we started this conversation you asked about differentiation. People are ... There's an argument going on right now, are people watching television? Are they listening to the radio? The answer is still yes. They're still the two, radio, television, and print still the three biggest marketing and advertising

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mediums. The difference though is that people are using them differently now. So you think about television. Television now is now being measured by what is called time shifted viewing. And what that means is that people are watching television, but they're not watching it necessarily live. They're recording it on their DVR, and they're going back and watching it on their schedule, not the broadcaster's schedule.

So now think about it, and I've interviewed patients and I've asked them, when you watch TV, time shifted, and you go back and you watch it on your DVR, when you hit the commercials what do you do? What do you think their answer is?

David Phelps: They just fast-forward right through them.

Ron Sheetz: They fast-forward right through them. So what does that mean? That means that whatever copy that your narrator says in the spot is useless. You've got to now start thinking about this is a visual medium as a billboard. As they're fast-forwarding we still need to capture their attention. Think of it like a billboard. If you're driving down the street or the highway at 70 miles an hour you look up at a sign, what's being communicated? So we need to think about that. And again, ugly works because if there's all these nice and pretty commercials, TV commercials, and this thing pops up in the middle, what are we doing? It is breaking the pattern. It is a pattern interrupt. So that's one thing. Again, psychological.

But the other thing too is that, know your prospective patients. And by talking to them and asking them is ask them what is it that they're watching. What are they interested in? Because a big mistake that I find a lot of



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advertisers in TV and radio, this is true in print, but that's not my area of specialty, is they're listening to the ad reps, the people selling them air time, placing their commercials on the radio or placing them on TV. Now, many of those people are used to, not used to dealing with us as small business people. People who are interested in investing in advertising time and getting dollars back from what we invest in it, their pattern or their habit is getting money from Chevy Motors, from Invisalign, from Clear Choice Communication, companies that don't really care about generating, they're not interested in measuring dollars out of their investment. They're just putting lots of dollars in there and they don't care where the spots air, they just want them to air.

Now the thing that happens is that these ad reps give preferential treatment to those people because they're spending lots and lots of money, that that ad rep does not have to be accountable for any results. When I come to the advertiser, I want results. I want money, dollars generated out of it. So now we're getting into, okay let's ... I don't want you just throwing my spots in wherever they go, I want to have them where people are watching, where I know my people are watching, and that creates a whole different conversation. But the general mistake that many will make when they go into TV and radio is they'll go to the expert, the ad rep and say, "What do you think we should do"? And the ad rep is going to say, "Here's a schedule and that schedule" ... give you an example, one of the doctors I'm working with right now, advertised a year ago. He bought 219 commercial spots across 13 cable networks, over 30 days, so 219 spots over 13 networks, over 30 days. Of those 219 spots only 34 of those spots were on prime broadcasting networks.

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And what I mean by that is, there's roughly 189 cable network channels that you can advertise on. Out of all those 189, only 17 of them are the primary that are watched, they're the HGTV's, they're the Food Networks, they're the Fox News, those. So of 219 spots that he was paying for over 30 days and 13 networks, only 34 were hitting on those 17. So 34 divided by 13 networks divided by 30 days, you do the math and you figure out how many times a day or multiple days you're seeing one spot that's falling at random somewhere in the broadcast. It's like going to Vegas and throwing the dice on the craps table.

So the thing is, is that know your audience, know who your prospective patients are, understand where they're, what they're watching, and then be hard and fast with your broadcaster. Say, "No, this is the networks that I want to broadcast on, and these are the timeframes that I want to broadcast". Now you will pay extra for that. You'll pay more than if you let them do it, but target marketing. Better saturation.

David Phelps: Absolutely. And is that something you help your clients with is negotiating these broadcast specifics, because that's, obviously that's a key here. I mean that's a big key to making this work.

Ron Sheetz: Absolutely, yeah. And it starts from when I talk to the patients, when I get the interviews with the patients, it starts there because part of my interview is, casual, it's like weather. It's like, "Oh I'm just curious, what TV shows are you watching these days? What do you like? When do you watch? How long do you watch"? So I'm asking those. Because what does that do? That helps me for that client. What do we want? We want more patients of the ones we like so birds of a feather flock together. So yes I

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get involved in negotiating for the time and the placement and there's always an argument with the ad reps because they now ... air time is interesting. And everybody listening should understand this. Air time is a fleeting media. Meaning once it's, once that second is gone or that 30 seconds is gone, it's gone and that ad rep can never sell that time again. So they have a limited amount and you want to be jockeying for position on the key spots.

Now you will pay extra for that, and this is truly a pay to play situation, but your dollars, your return on your dollars are far better than if you just leave it to the roll of the dice. And as I said, 34 spots divided by 13 networks divided by 30 days, we're lucky if we're getting one spot airing on a network every three days.

David Phelps: Yeah, wow, huge difference. And as you said, most people on the outside have no idea, no idea how that works, how to negotiate it. So that's a key element, a key element. Ron, I want to tell people also a little bit about your work. I mean we're not here promoting a book, but you wrote such a good book, "Your Patient Attraction Secret Weapon", best place to get that if people just wanted to follow up with the book?

Ron Sheetz: You can go to [www.bookontestimonials.com/getmycopy](http://www.bookontestimonials.com/getmycopy). Again that's [www.bookontestimonials.com/getmycopy](http://www.bookontestimonials.com/getmycopy) and there they can order a book or they can get it directly on Amazon, it's available on Amazon. If they get it directly from me, if they get my copy, there's some other bonuses in that that I add in with the book.

David Phelps: It's a great book by the way. I'd highly recommend it for people who are trying to figure out more and go deeper

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into what we're talking about today in a relatively short time period. Also, Ron you've got some more information that you can make available for people who want to follow up, how would you like to have them do that?

Ron Sheetz: If they've got specific questions that pertain to them specifically, they can reach out at me, they can go to [www.askronsheetz.com](http://www.askronsheetz.com) and that's R-O-N, ask A-S-K, R-O-N-S-H-E-E-T-Z, so two E's, T as in Tom, Z as in Zebra.com, [www.askronsheetz.com](http://www.askronsheetz.com). They can go there, they can pose a question to me, and those come direct to me, I answer them all, I take care of them all within 24 hours. Or if somebody has a more immediate need they can call me direct at 440-606-6244 for more immediate. If you get the voicemail, definitely leave me a detailed message, and I again, those all come to me. You know me David, I'm like Dan Kennedy, I mean it's not this big team of people, it's me, I take care of it and I take care of all of the inquiries and questions and customers one-on-one.

David Phelps: Yeah I was just going to say that Ron on your behalf that I do know you and I know number one your high integrity. You will help people that you entrust, that you believe you can help in the right way and those that aren't ready for a higher level you'll point them in the right direction. That's the person you are. You don't have some big team that you just turn people over to or for better or worse, it's you. If this is something that you're interested in, you want to learn more about how to develop the proper messaging, the lead capture, the nurturing and relationship campaigns that I know are so important today in anyone's marketing, Ron's the go-to guy. And as I said earlier, he also understands our marketplace in dentistry. You can see he's worked in other fields that are very similar and

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has really figured out that behavioral psychology that is so critical in I think gaining the initial contact and building that relationship with the ideal patients that each practice would like to attract.

All right, well Ron, thank you so much. It's always a pleasure and it's always fun to get to see you. I know I'll be seeing you probably within the next couple months for sure, so thanks for your time today and we look forward to having you back again to talk about more of the in-depth areas of expertise that you have in all things marketing and audio/visual.

Ron Sheetz: I thank you Dave, I appreciate the opportunity and I always appreciate getting together and talking with your group. You attract a very smart group of not only dentists, but also business owners. And as I said earlier, it's a matter of birds of a feather flock together. And they couldn't surround themselves with anybody smarter and more wise than you in the direction that you help people go with their life after business as you say, and break those chains.

David Phelps: Thanks for the compliment. It's only because I know people like you because I'm not the smartest person in the woodshed. It's because I, like you said earlier, I try to surround myself with the best of the best and you're one of those, so that's what makes the group so strong, the network. Thanks Ron. I'll talk to you again soon.

Ron Sheetz: Thank you sir. Thank you.

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