

## Ep #233: Steven Schluentz - The Road Less Traveled



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**Dr. David Phelps**

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## **Ep #233: Steven Schluentz - The Road Less Traveled**

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David Phelps: Good day everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community And the Dentist Freedom Blueprint Podcast. Today with me, I have doctor, Steven Schluentz. I think I got that right, did I? Did I get that right?

Steven Schluentz: Yeah. That was good.

David Phelps: Pretty good. Well, you know what? Steven, I took a little German when I was in junior high and high school. You know actually what it was... You ever watch the sitcoms, and you might be a little young for this, but maybe pick it up on YouTube, Hogan's Heroes.

Steven Schluentz: I've heard of it.

David Phelps: Yeah, you've heard of it. Well just for listeners that have never met crazy Hogan's Heroes. So there was Colonel Klink, there was Sergeant Schultz and it was always Schultz. So I said, Schultz, Schultz, so I just try to get same thing, right? Just put it together like that. So that's just a little side note. Some people will get this. Some people will have to go Google it and see what that show is about.

But you might appreciate it. Crazy stuff. Anyway, it's so fun to have you on today. We were talking a few minutes ago. I love to see other people that are in the space, in

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the industry and lots of people bring a lot of different perspectives, and I think thought leaders and looking at life, in this case dentistry or professional practice, from different lives, different perspectives. And there's no right or wrong, it's just fun to talk to other people who have chosen a certain path. And that's kind of what I want to talk to you about today is a little bit about your path, but before I get there, since people are wondering, you know, are you a part of the Hogan's Heroes tribe? I just alluded to that just to talk about the pronunciation of your name. Let me get a little bit of background. All right, so, so Dr. Stevens Schluentz is a dentist, host of the Dental Practice Freedom Radio, which I have listened to a number of segments.

By the way, if you go there, they don't practice Freedom Radio, really nice podcast because they're like 9, 12, 15 minutes on really nice tight topics. We like that, Steve. I picked up some pearls there. So that's a great place to go. Dental sales secrets. We'll talk a little bit more about that, what that's about today because I love the idea of someone taking something they've learned—through a product, a course—and maybe a little bit about how you went through that because I know you talk about minimum viable products and how as dentists or professional practices people, we're very analytical. We kind of want to have everything perfect before we actually step out and do something. You're the CEO of and founder of Mountain Sky Coaching, a company that helps businesses make quantum leaps in the results. You're a certified consultant for Bob Proctor, the world's number one teacher on human growth and potential.

You're recognized one of the top Proctor Gallagher Institute consultants in the world. In addition to your

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success in transforming businesses, you also lecture to and coach dentists across the country on creating successful and thriving practices and lives. You have a practice, Mountain Sky Dental, so I probably left something out. I know you spent time with Dr Schuster. You've gone through his whole management program. You graduated in 2012 from UNC Chapel Hill Dental School. You went to school at Michigan, Albion College. I moved to North Carolina and you've gone to Spear Institute. You also came to Texas. You did a couple years with the center for clinical studies. I think it's called the Stuart Center now or Steward.

Steven Schluentz:      Yep, that's right.

David Phelps:      So, you've done a deep dive into your profession, but also you've gone outside the profession to learn. And then, also you're doing coaching, consulting and have programs. That's a lot of stuff for basically seven years out of school. So I guess the first question is where did all this, who you are, where did that come from? I mean has this always been in your DNA? Did you grow up in a household, a family where there was this entrepreneurial spirit, and then also what kind of led you towards dentistry? If you can kind of give us a little of that background. I think that's really interesting to find out what kind of drew you to where you are today.

Steven Schluentz:      To make a long story short, I'm just a dentist trying to figure out what the hell I want to do with my life. Right? So, but honestly I think I've been asked that question before. My Dad was actually an electrician for 42 years, and so I think seeing that. I love my dad. I respect him so much for what he's done for me and my two sisters and my family, just supporting them. But I saw what that life

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was like, working in a factory. He worked 12 hours a day, seven days a week for... Oh my gosh, pretty much my entire life. So he was able to work early so he can watch me at like sporting events and things like that. But I saw that style. So he wasn't the most entrepreneurial person on planet earth, but it also made me realize, you know, there's gotta be a better way to do this.

There's gotta be a better way to financially be able to support those you love. And so that actually kind of led me into dentistry. I had a cousin that was an optometrist, and her husband was an optometrist. And I asked, you know, when I realized professional football was not in the cards for me, I said, "You know, what would you guys recommend?" And they both said dentistry. So the first time that I shadowed a dentist, it was a immediate denture. The patient had drug problems. All the teeth had to come out. It was 28 teeth. I remember this like it was yesterday. 28 teeth were being extracted, immediate dentures going in the same day. There was like blood flying and all this stuff. And I was like, "Oh, this is really cool. I think I want to do this." But what's funny now is I don't do... I almost never do extractions.

I don't do a lot of surgery and implants and things like that. So, I'm thinking I don't even do some of the stuff that kind of led me to the profession to begin with. But once I was in it, I started to look at how do I develop myself clinically to be the best, and then also how do I put systems in my practice that allow me to kind of become the go-to expert in my area. And that was kind of the path for me to start to look at how do I then diversify income sources, things that you talk about all the time, right? Building residual income outside of the practice. Because I also have seen the writing on the wall. I don't necessarily

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want to be doing clinical dentistry until I'm 70 years old. And I've seen a lot of dentists that they have a major scare, a medical scare or something happens, they can't practice dentistry anymore.

So that kind of led me in some of these other avenues and taking some of the skills that I've learned as a dentist and then outside of the dental community, whether it's through Bob Proctor or some of the stuff that I've learned in the marketing aspect of it to come back and help some of these dentists that really want to take their skills to the next level, whether it's case acceptance or mindset, sales, things like that that... You know, in the dental community they kind of get poo-pooed a little bit. Or you know, I don't sell. Well, we are all selling all the time. And so the reality is the better you get at selling what it is you do and how you do it, more patients can say yes. The more patients that can say yes, the more impact you have, the more lives you changed. And that's kind of been my journey. To make a long story short.

David Phelps: You know, Jim Rowan has... One of many things he says and teaches what he's taught over his life, he says, "You become the average of the five people you surround yourself with, who you spend the most time with." I would say from your standpoint, and I would certainly say from mine that bears a lot of fruit. And in choosing those five people or let's talk the circles of influence that we decide to choose, and you've made your diverse, which I think is very important. I think that's hard to do when you're... Especially today coming out of school, most of the students today coming to school are carrying fairly sizable amounts of debt. And so there has to be obviously a focus on number one just creating some income to pay back back debt.

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How did you decide and was it like back in college or were you always just a seeker of more information as you were planning your pathway into dentistry and then graduating from dental school. How did you decide who to follow? How did you find Bob Proctor, for example? He's not a dentist, so that's kind of unusual, right? Tell us a little bit about that.

Steven Schluentz: Yeah. Great. YouTube is amazing. But, and Jim Rohn, that's how I found Jim Rohn was through YouTube, right? But as I was going, I really liked quantum mechanics in college and physics and things like that. And I think it was this innate like yearning to try to know more about the world at large, the universe and my role in it. And then also, how do I take some of these diverse skillsets that I just naturally were inclined to want to follow and then put it into any profession? There was a book, the Science of Getting Rich by Wallace wattles. It inspired The Secret. And you know, sometimes we want to kind of escape where we're currently at. When I coach dentists, that seems to be one of the things that happens. That happened to me in dentistry, as well. We always think the grass is greener on the other side.

And then Wallace wattles talks about, do the best you possibly can in the situation you're in. Take your skillset and apply it and eventually you'll get where you want to go, even though you can't necessarily see the path right away. So I kind of took that approach even with coaching, which was when I went through the management center at the Schuster Center, or the management training at the Schuster Center, the first two books that we read, one was Think and Grow Rich, and then two was the The E Myth. And those two books phenomenally impacted how I viewed dentistry, how I view myself and Think and Grow



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Rich kind of led me into this Bob Proctor path. And when I discovered him on YouTube, I just kept watching videos of him, and I was like, "This is amazing." And I've never heard this before. And it seems a little bit kind of like hocus pocus because we're dentists and we're very analytical.

But this is speaking to the emotional part of who I am, and much more spiritual than I was used to. And I said, "Well, I got to figure out how to apply this in the dental field." And then just me personally, how do I become a better person? And organically over time, after three years, I just became a consultant for his company, mainly because I wanted to learn the material at a deeper level and get to know Bob. He's still alive and kicking. He's like 86 years old. It's amazing. And so now I've been able to have these situations where I invested a ton of money on coaching when I got out of school. It was either buy a CEREC Or spend 200 grand on coaching. And so I spent the 200 grand on coaching to basically diversify my skillset and who I am as a person those first few years.

And from there, I know now I have have the skillset to be able to do anything that I really want to do, and I'm continually learning and continually invest in coaching. And, as we go, as you know, mentorship and coaching is absolutely vital because if you don't have a coach, what ends up happening is you might learn this stuff, but it takes so much longer. And so you can compress your learning time, especially if you're a new grad, down to two or three years. But some people it might take 20 or 30 years to get that level of knowledge. I wanted to compress that time schedule as much as humanly possible, and then take that skillset and then be able to do it. Whether it's my practice, my coaching, wherever



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that that skill set is. Everything that I've learned I can apply across all platforms, which was important to me as well.

David Phelps: Yeah, that's really, really smart. I think, you know what we're saying here is that you really can buy speed. Speed to goal. Coaches, mentors give us so much clarity. It's great to be able to absorb and seek other information, whether it's within your specific niche industry or outside. It's fun, but there is no lack of information out there today. I mean, tons of it. It's just free. It's free. But you know, how do you actually take it and implement it? And, and as you were saying, utilize that information, those process systems mindset to actually attain the goals that you want for your life and the people you serve. How do we get that clarity? Usually doesn't happen in a vacuum. You've got to be around other people that you're on the same path, or coaches, people that have gone through that process, and it can help you do that to get you where you want.

So, I love what you said about you had a choice because that's kind of where I'm going here with this is thinking about again, our younger population of dentists. Out of school, in their first few years of school trying to figure this out. And you said you had to make a choice between, you know, investing in a CEREC, or technology, which can be very useful at the right time, right place, or investing in yourself. That made a big difference for you.

So someone's coming out of school today and you're advising them, you just happen to catch them somewhere and they're asking the same thing, "Steven, what should I do? I'm carrying, you know, quarter million, half million dollars of debt. I've got to go out and get, you know, start working to pay this back." Maybe they're married, maybe

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they're not at this point. But how do you help them with some clarity as to choices they would make at this point? Because we both know once you get started down a certain path, and then life can start to take over in the steamroll effect, and then maybe you start to make some money and then things start to ramp up, and now lifestyle starts to suck you... Then, you don't have the choices anymore. Give us a little your insight because you've obviously gone through this relatively recently and made those choices.

Steven Schluentz: Yeah, absolutely. That's a great question. That lifestyle creep is very, very important. And it's one of the reasons there are certain dentists I just can't help. You get to a certain point that there's no way. It's like a fast moving train that I can't help them at a certain point with my model. So I think the first thing that I would recommend with younger dentist is just try to figure out what kind of dentist do you really want to be? Because there's to me, there's two very major camps that are emerging from what's happening in dentistry. There is the smaller solo practice that is built more on clinical excellence, whether they're out of network, fee for service. That is a very, very awesome model to still be in because the other model is also becoming very prevalent and an awesome model, which is more group practice, much more consolidation.

There is room for both of those models and the reality is both of them have pros and cons. I think the key is you have to know who it is you're targeting in those models. How are you going to be able to best help them? And then, as a dentist you need to figure out which camp do you want to be in. You know, what fits your personality? Do you want to have six, seven practices? Do you want to

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have 20 practices? Do you want to be more of the hands off entrepreneur where you're kind of managing systems, and being a leader in that respect? Totally cool. Or do you want to be more of a technically based dentist that also has a systems oriented approach? But now you're kind of the driver and you know, you're kind of hanging your hat on clinical excellence and taking patients to another level in that capacity.

Those are two models that I tell any new grad or any new practice owner, you have to identify which one you want to be. You can't live in both. When you start to live in both, that's when most dentists start to struggle. They want to be all things to all people. I always joke like if you try to be all things to all people, you end up being nothing to nobody. You have to know who it is you're trying to serve, and then you have to build systems around it. And when I was an associate, I worked in a PPO Medicaid based practice. So I know for me, personally there was no way I could do that. I could not be a dentist in that environment longterm without burning out. There was just no way. So I looked at the complete opposite.

I was like, what's the complete opposite of this? That's what I want. So if I want one patient at a time and I'm doing TMJ, TMD, full mouth rehabilitation, like I want to do that because I don't like where I was at before, and then I saw the impact that I was having on these patients by taking them to that level of care that I couldn't practice another way. But my recommendation for a dentist is first you'd have to get some control of your financial situation and understand the financial ramifications of where you're at. I had an associate that talked to me a couple of years ago. Then she was interested in working in the practice. She had 600 and some thousand dollars of student debt. I

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said, "I can't even hire you. Even if I wanted to, you were a perfect fit. The level of income that's going to come from working as an associate in this practice will not support your debt load. I could never do that to you, right?"

So you do have to understand that financially there's going to be some ramifications for having the student debt. So get some income first and foremost so that you can start paying some of these things off, but then immediately shift your focus on to improving yourself, your skills and where you want to go. Do not fall into the trap that you think, somehow, in my opinion, technology or whatever that is is going to be the savior for how you get new patients in your practice. I just never see that work. Right? Even the practices that are successful have an underlying philosophy that's consistent with the patients they're trying to attract. And so I firmly believe, get control of money. Then start to get control of your time and then figure out, where do you want to be in this dental landscape, and then go and 100% commit yourself to whatever model you're trying to get into and make a decision and go with it.

It's that state of limbo, that state of indecision. I see this a lot with dentists. We do this all the time. We have a very difficult time making a decision. And because of that, we have no practice model that's actually consistent with our ideal patient, our ideal offering. I talk a lot about that. I know who my ideal patient is, and I know what my ideal offer is. And so I can modify treatment plans into that context, but I know exactly how I can best help somebody. And so that caters into my marketing message that caters into how we take patients through our process. Those things are very, very important, but we don't talk about them as dentists very often. And so

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then we try running Facebook ads that aren't ever going to attract any patients and we wonder why we're struggling. So I don't know if that answered your question. Get control of money, get control of time, then figure out where you want to go as a clinician and then just make a commitment to do whatever it's going to take to get there.

David Phelps: No, that was very good. Very good answer. So from the time you graduated and you spent some time as an associate in a PPO Medicaid practice, determining that was definitely not going to be your path. How many years from graduating until you have Mountain Sky, your practice, what was the the time span?

Steven Schluentz: It was about a year and three months.

David Phelps: A year and three months. As you were starting up your own practice, Mountain Sky, were you still working part time in another office or did you just cut one and go to the other? Again, I'm just thinking through the eyes, or the minds of dentists with all that debt and the scary part about cutting off income here and starting out something new, but they have a passion for it. How did that work for you?

Steven Schluentz: I bought an existing practice that was literally and figuratively dying. It's an older patient-based, and things like that. But it provided me a level of income that I could move from associate to practice ownership and the cashflow was there to support me as I started to do the coaching. I almost looked at the cashflow that came into the practice. I still tried to live as frugally as I possibly could at those those first couple of years in practice ownership, and then take all the money in and invested in coaching.

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David Phelps: In coaching for yourself. Personally.

Steven Schluentz: For myself. Yeah, absolutely. Yeah, totally. I went to management course, like we talked about the Schuster Center. I went and did a major technical curriculum and a major management curriculum at the same time, and also was doing Spear at the same time.

David Phelps: Wow.

Steven Schluentz: So I did everything all at once trying to figure out what's the vision of this practice? Where do I want to take my professional career? I wouldn't necessarily recommend people do that, but for me in the way that I'm kind of hardwired, I was like, "Okay, let's do all of it. And let's start to really figure out how I can make this thing go." But I had a supporting office that allowed me to do that. I think unfortunately what happens sometimes is the idea of a startup is very glamorous, and there's nothing against it. If you have an associate position that's strong and you can generate cash there and then you come in and you can slowly build the practice the way you want it. But I know when I talk to younger dentists coming out, and I was just there a few years ago, I had no freaking idea what I wanted to do. And so I build a startup, but I had no office philosophy.

If I was to go back and do another practice it would obviously be a startup because I know exactly what I'm trying to create. But before then to think of doing a startup, it would scare the living daylights out of me because not only is it logistically a much more difficult thing to do, I didn't have a philosophy to back up what it was that I wanted to be really, really good at. And so I do find that in my opinion, if I was a younger dentist and I'm looking to go from associate to practice ownership, buying

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an existing practice allowed me to make a lot of mistakes but not financially put myself in danger. Or, if I'm a startup now I have to rely on insurance plans and getting all my patients through insurance plans because I don't have a unique selling proposition. I don't have anything that people are drawing to me.

And then all of a sudden when I go to cut these plans, because maybe I do develop a niche or something within dentistry, it still could be a detrimental thing. So there's a lot of ways around it. But I think the key is again, knowing financially what you can do and can't do, and then having the level of income necessary to go invest in coaching and go invest in mentorship. Because by not doing that, you might think, "Oh, how could I invest in a coach right now? I don't... I can barely pay my bills or pay off my student debt." That's exactly why you need a coach. Like you can't... If you're struggling financially, you need the coach to help you get into a better financial position. That's the one thing that I would recommend anybody do. If you're struggling right now, you've got to go get help from people that are doing what it is you want to do.

David Phelps: So in buying and acquiring an existing practice that you said was really dying, it had a culture of some kind because you had patients of record, there was a staff there, it had cashflow. You went in and started, but you were also at the same time, you were starting to develop your own philosophy by taking all the courses you were taking. So you're now developing that over the next year or so, becoming more clear about that. You still have to start transitioning that practice, providing cash flow. And maybe it took insurance, maybe it didn't, but you still had to transition it. So my question, I think which would be helpful to our listeners, which would apply not only for the



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young dentist we're just talking about, but let's say, existing dentists who are maybe in that mid career or the burnout, or they're taking all the insurance company's plans, and if they're committed to transitioning, what did that look like for you? So you're making that transition. Did you have to change staff and start to tell certain patients in some way, probably not the practice for you anymore. Some tough decisions, some tough conversations have to happen. You have to be committed to it. Right? Could you talk a little bit about that?

Steven Schluentz: Yeah, great question. The beauty of doing it when I did it, when I had the practice, is my team was learning with me. So I was developing these new skills and philosophy and I was taking my team with me. And most of the team actually made it through the transition. I have a very small practice, so I have 14 members. They kind of were along for the journey and it was a very... The dentist I bought the practice from is an amazing guy, but it was a very tooth-centered practice where it was, a tooth at a time and that still can pay the bills. But I wanted to do more, and as I was developing the technical skills, I tried to get my team as involved as possible in identifying and creating this new philosophy of what our practice is going to be about.

And organically, actually... I truly believe this. I didn't have to fire any patients. They fired themselves. They know this isn't the office for me anymore, and then I don't really have to deal with it. There was very few that I actually had conflicts with, and I feel so humbled and blessed that my team is as a great team and my patients are great patients. I have very few problems with my patients. I think back to the days working as an associate and I was like, "Oh my gosh." It was like headaches all the time.

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And the team was always at each other's throats and like the patients weren't happy. No one was happy. The dentists weren't... Nobody was happy. And contrast that to now, the team is usually... They're not always on board.

There's this idea of there's going to be team nirvana and everybody's happy. That never happens. That's not human nature, right? But we can buy into this shared vision of what we're trying to create. And so as I was growing, and this is the key, if you do it early, your team can grow with you. And everybody kind of embraced that idea. If you have a philosophy and now you want to change it, you're making a commitment. Maybe you're on a more PPO based and you want to go to a fee for service model. Just start a little bit at a time, but make a commitment that for let's say a half a day, every week we're going to move in this direction. Maybe it's a team meeting. Maybe it's starting to do your new patient process differently. That's where I really... I spent a lot of time with my doctors talking about new patient process.

I'm kind of old school, like the Pankey Barkley model, the three-step adult education process. Trying to simplify that and shorten it so any dentist can use it, but the number one complaint I always get is I don't have time to do this. I'm in a PPO practice. I don't have time to do this. I don't have time to do this. I'm like, "You don't have time not to do this. This is the only way you're going to transition. You can't keep doing what you did in your PPO practice and expect to be successful in and out of network or fee for service office. It doesn't work, right?" But you just take little bite sized chunks knowing where you're going and then getting your team on board. And it's so cliché though, but the reality is getting them on board, showing

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the philosophy as a leader, this is where I want to take our practice, getting some small wins with your team.

The best thing I ever did was restore some cases at the level I wanted to restore. I didn't charge my patients. I just wanted to show my team what's possible, the impact we can make and then that kind of fed on each other. And then we started to do more full mouth cases and more full mouth cases and more full mouth cases. As a result of getting everybody to buy into that vision. So, it's a dance. You've got to play with your... You're going to know your team better than I know your team, but you do have to make a commitment and then move forward. It's not going to change if you talk about it, but then never do something in your practice to move you in any meaningful direction.

David Phelps: I love the fact that you involved your team early on when you were going through the process of yourself. I think that is so critical. You have to have buy in of the team. You can't have this vision yourself and then expect people to somehow transcend your your vision. They have to see it. They have to experience it. Once they know it, and they see what can be done and the transformation that you can make in your patients' lives because of the type of treatment you can do. Yeah, it's a game changer. And I think too many people try to do with themselves and they forget they've got this great... Well it could be a great team, but this team's not with them. And now they're... Fuck they're trying to pull everybody up the mountain by themselves, and burnout occurs and this doesn't work. And they're back to the same old way, right?

Steven Schluentz: Well, we hear it all the time. Dentists tell me, "I just want my team on board." Onboard of what? Where are you going? Until you know where you're going, your team

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is not going to get on board, right? They're not going to get on the bus if they don't know who the driver is.

David Phelps: Exactly. Well, leadership is another one of those that we all have to learn. And we weren't taught that in school. So are you splitting time? What's the split between your clinical practice, and obviously the time you spend continue to work on your clinical skills and enjoying that part of your life, but also the other part of your life, which I think is very, very cool, Steven, because you've taken an experience you've gone through at a very young age, but a very documented experience. We just talked through a little bit of it today, just touched the corners of it, as to how you start to gain clarity, how you made a transition. You've built your team. And so you're doing coaching, you're creating the systems and coaching program. The one that we mentioned earlier was... I've got my notes here, scattered everywhere.

But the one that we talked about when you started with minimum viable product, that's called-

Steven Schluentz: Dental sales secrets.

David Phelps: Sales secrets. So what I know, and I think the same for you is when you've learned something, you've gone through an experience in life and you've made mistakes because we all make mistakes, and you get the coaching because you know how well that works to get you from point A to point B. It's never a straight shot. And now you are finding that by helping others that are committed and want to take the same similar path to get from where they are today to whatever their vision is. That clarity, that by helping them, you also more solidify what you're doing, right? It's the teacher learns more than the student. It's so much fun to do that. So, how does your coaching work? I

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mean, do people come to you? Do you do group, individual? Little bit of how that works, so people that may be interested in just getting a little more into your culture might have a chance to do so.

Steven Schluentz: Yeah, absolutely. It's been very similar to how I've grown my practice, through trial and error, right? I've had two very specific things that I coach dentists on. One is the Bob Proctor mindset, understanding goals, understanding things like law of vibration, natural laws that we don't talk about at all. And then there's more of the practical element of how do you put this into your practice through a new patient process, marketing as an expert. Talk a lot about creating a blue ocean. That's a big buzz phrase right now. Blue ocean versus red ocean. There's so many highly trained technical dentists, whether it's Spear, Pankey, Dawson, Kois. I don't which educational system you come from. You're highly trained at that point. How do you actually implement that in your practice? And so DSS, Dental Sales Secrets was designed to do that because as I was going through coaching, I'd see a lot of these dentists... Theoretically, we understood what we were supposed to do, right?

The new patient process was perfectly laid out. Yeah, this is great. I'm going to talk about... But then when I saw videos of what they're actually doing or the way they were doing it in the practice, there was a big gap between... Bob Proctor would call it the knowing-doing gap, what you know and what you're actually doing. And so I started just one-on-one working with clients and say, "Okay, shoot your new patient process video." Let me take a look at it. And then we started working on some things and I saw some results. I saw things that people were struggling with, and so My Dental Sales Secrets Program has

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evolved based on what my dental clients are telling me. "Hey, I'm struggling with this. I need help with this." And it's basically an A to Z process to go from marketing the right way, who Your patient avatar is, how do you market to your patient Avatar? How do you get them in to the right type of appointment from day one? How do you go through the proper interview process? The guided tour, their discovery process.

Then how do you market as an expert and then how do you continually refine the process. And just as I tell people to refine the process, now it's gotten more to a group coaching model where I'll do weekly Q and A's with people. It's all online based. I didn't want to travel any more than I already am. I'm flying all over the freaking country right now, and I have three days in my practice and trying to make that work, which is an entirely different podcasts episodes. How do you start to diverge without losing your sanity in the process? But I found that this model is the best so the dentists can learn from me.

They have the online platform that's always available to them. They can continually learn. I'm always adding content. I'll usually add two to three hours of content in a portal a week. I love doing that. I love constantly trying to iterate and refine what it is I'm coaching because exactly what you talked about. As I coach other people, I figure out what's working, what's not working, how to put it in my own practice, things that I'm learning that I can give them. That's always, to me, that's the beauty of doing an online program like that, that I can give them live feedback, but I also have a living, breathing entity that grows with them. Because dentists ask me all the time, "Do you do CE credits?" I'm like, "No, I don't." Because the reality is that

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if I had to go get CE credits every time I changed something, I'd never create content.

I'd just be talking to CE directors about how to get these things approved.

David Phelps: Exactly.

Steven Schluentz: So that's really how I do Dental Sales Secrets, group coaching model. And there's probably 40 or 50 hours of content in there right now about how to improve your new patient process. How do you get the ideal patients, how to increase your comprehensive dentistry and then thinking into results with the Bob Proctor material. That's much more organic. That's just if I feel somebody is a good fit for it, I'll talk to them a little bit about it. And that's worked well for me to be able kind of dance between that mindset component and also the practical component of being in a practice and doing it the way that I've learned and how other countless dentists that I've worked with have applied it in their own practice.

David Phelps: Yeah, well said. Well said. Well Steven, you bring a lot to the table. You bring a lot to the industry. You're still relatively young, but you have really gained the experience and maturity I would say of someone many years older than you, just, you are clear about your vision. You're clear about the path. You surrounded yourself with good people and mentors early on that gave you guidance and gave you direction and you just zeroed in on that target, and you've made it happen. So I think you're a great role model for any other dentist who wishes to change their current life in their business practice if that's what they care to do. If they want to evolve, change or stay ahead of the curve of the change that's coming in place. You got to find good people like either they're out

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there researching, boots on the ground, putting these models in place. Great time chatting with you today, Steven. I appreciate their time and the engagement so much.

Steven Schluentz: Likewise. I appreciate you having me on the podcast, and it's always great talking with you. I appreciate it a lot.

David Phelps: And just, I'm going to guess the URL, mountainskycoaching.com

Steven Schluentz: That would be correct to go to the coaching thing. There's also, if you go to [go.mountainskycoaching.com/freedom](https://go.mountainskycoaching.com/freedom), it's basically a case study that I did of my own practice and how I put these things in place and so that really helps me kind of help you understand more about what I do. And at that point, if there's something that you want to connect with me on, there's a link to to get onto my schedule and talk to me personally, so I can give you a free coaching call.

David Phelps: Oh, nice. We'll put those both those links in the show notes. Give me the second one again one more time.

Steven Schluentz: It's [go.mountainskycoaching.com/freedom](https://go.mountainskycoaching.com/freedom). I figured you'd like that.

David Phelps: I do. I do. I like that a lot. Thank you for freedom. It's all about freedom. It is all about freedom.

Steven Schluentz: It truly is. Yeah, absolutely.

David Phelps: Alright, Dr. Steven Schluentz. Thank you again so much.

Steven Schluentz: Thank you so much. Appreciate it.

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