

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I



Full Episode Transcript

With Your Host

Dr. David Phelps

[Dentist Freedom Blueprint](#) with Dr. David Phelps

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

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 stream with hassle-free real estate. More at freedomfounders.com.

David Phelps: Good day everyone. This is Dr. David Phelps of the Freedom Founders Mastermind community, and Dentist Freedom Blueprint podcast. Today I've got a good friend of mine, we've been buddies for quite a while. It's Mr. Jerry Jones. Jerry, how are you sir?

Jerry Jones: If I were any better there'd be two of me, David.

David Phelps: So good. So good. Well I get to see you today, and you look good too, I'll have to say just for us so our audience knows.

But just to give some people some background. Those of you who've been around me probably have run into Jerry one way or the other. Those of you who maybe are new to the podcast, maybe hearing Jerry for the first time, Jerry is not a dentist. But he has been very affiliated with, very immersed in, the dental industry for a number of years going back. And so he brings, I think, a perspective that's very valuable to all of us who are maybe in the profession, working as the clinician, the owner, the practitioner, because Jerry has actually owned multiple dental practices as a nonclinical and non business owner.

Jerry, just to give a little more background and I'm going back off of that email that you sent that I captured, and I

[Dentist Freedom Blueprint](#) with Dr. David Phelps

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

jumped back when I saw you send this out a few weeks ago. You mentioned in your background that you've bought, sold, or started 18 companies in your 25 years in business. Just give us a little bit of that background. How did you become such an entrepreneur? Because let's be truthful about this, as a former, well I'm still at dentist, but a former practicing dentist, it's not something for us to be that entrepreneurial; buying, selling, starting, creating. We typically get into a practice and we run that practice until the end game, and we'll talk about that end game in a minute. That's what we do. You're very different.

So talk about that mindset, and your upbringing. And then we'll get into your capacity as a non dentist owner of dental practices.

Jerry Jones: Yeah. Thanks David. Well first of all, I'm honored to be on your podcast. I just love podcasts. I think they're probably one of the single best media to get messages out to a large group of people. And so good job for you for doing this. And I'm honored to be part of it. I'm honored to be on it.

You know, boy, I think back as you were talking there, I think back, the journey has been a wild one. It has been just an adventure. I think it started out when I was really young. I remember telling my parents when I was a little kid, "I'm going to own my own business." And it started fairly young too. I think I was about 12 when I had my first business, and I made a deal with my neighbor, and this was all subject to approval of mom and dad, right? I made a deal with my neighbor to mow her lawn 10 times in exchange for her lawnmower that was broken. And it was a little riding lawnmower, it was a Craftsman. I remember

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

it was a yellow fiberglass body, and I think it had a 10 horse Tecumseh engine, and I wasn't happy about the Tecumseh. I wanted a Briggs & Stratton. My dad said, "Briggs & Stratton..." Ended up with this junky old Tecumseh that burned about a quart of oil every five times I mowed her grass.

And that was the start of my first business, and it wasn't too long after that I ended up buying her, with cash money, her push mower. And then I bought a used weed eater and before a long I had like five accounts in the neighborhood. And I was busy as a young man mowing grass and making money in the summer times. And I think that was the start of it. I realized that it didn't take capital to make money. It took some creative thinking.

And by the way, I've since started watching with my youngest daughter, she's 13, I've started watching this show called Undercover Billionaire. And I suggest every single human on the planet earth watch that show because it's the story of the guy that started Stearns Lending. It's basically a story of him in a 90 day period of time going from having nothing, they drop him in the middle of Erie, Pennsylvania, having nothing and then starting to build capital. And he starts out by selling used tires that he finds in a junk heap.

David Phelps: I happened to catch that, just as you mention it, and I think I saw that. He had to curate the right ones, right? Because not all have the same value, curate the right ones and he started is capital base just from picking up stuff that other people were tossed away as junk.

Jerry Jones: That's right. And so to me there's so many important lessons there. And following this guy's journey is

[Dentist Freedom Blueprint](#) with Dr. David Phelps

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

fascinating. And again, I haven't seen all the episodes, but so far it should be required watching of everyone in high school. Every single kid in high school should be watching the show. Not because I think everybody should be entrepreneurs. But I think what it does is it takes away the excuse of, "It takes money to make money." And that's, as you and I know, that's hogwash.

Anyway, without going down that road, that was the beginning for me. And over the years, I mean I think about all the different companies and everything from my first company, I think really of any significance, was probably a credit reporting business where I did tenant screenings.

And then I had another business that did international trading with Mexico, Canada when the NAFTA treaty was first out and effective. And that was sort of the beginning. And I took this interesting turn into dentistry. I ended up in Salem, Oregon. I was going to go to law school. Thank goodness that did not happen. We don't need another attorney in this world. So I thought, "I'm going to go to law school." And that didn't pan out. I did okay on the LSATs. I probably could've got in somehow, but I'm not a great test taker. I just realized that that wasn't where I wanted to focus. It just seemed like an evil thing to me at the time.

So I ran away from law school and ended up working for a dentist here in Salem and this dentist, Travis McPhee, is his name and he's still practicing today. He's got a second office he's beginning to open actually right now. And he was one of the founders of the Profitable Dentist magazine, or at that time it was a newsletter, with Woody Oakes and another dentist. Travis is an entrepreneurial

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

guy. He loves starting things. I ended up buying one of his companies that I was working for at the time.

David Phelps: What kind of company was that? I'm just curious.

Jerry Jones: He had a business where every month he would mail a box of magazines and blank paper with a heading on it to dentists. It was the basics of a newsletter to send out to their patients. At that time it was like, a dentist might subscribe and they would get a thousand magazines every month, a thousand envelopes and a thousand pieces of letterhead, and then they'd run the letter through their copy machine, stuff it and mail it. So it was a magazine, a newsletter, and this in an envelope. I bought that business from him, and then over the years it just morphed and changed. And pretty soon we were doing direct mail postcards, and we're doing internet marketing for dentists. I mean it just goes on and on and on.

Then after a while I'm like, "You know, I really want to understand my core base of customers, which are dentists. I want to understand what their struggles are in business." And it looked interesting to me, the whole concept of a dental practice looked interesting. And so I thought, well, I'm a sucker for some fun, "So let's open a dental practice." That was the beginning of it, David.

David Phelps: Yeah, you are a sucker for fun buddy. But you actually did it well. Now that was how many years ago? That was quite a few years ago.

Jerry Jones: That was 16 years ago that I opened the dental office. And I sold my last office in May of 2018. So it's about a little over a year and a half.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

David Phelps: We'll talk about the interim, and then obviously I want to get to how, maybe really why you sold the last practice in 2018. But the practice you bought 16 years ago now, was this a startup or was this an already existing practice? What was the mechanics there?

Jerry Jones: I didn't know enough to buy an office, and I didn't really have the ability. In Oregon you can't own charts if you're not a dentist, and charts define a practice. That law was changed in the late '80s, early '90s I believe, somewhere in that timeframe. I think it was early '90s, so that essentially DSOs could practice, so to speak. I couldn't buy an office or a practice, but I could start one, and I just had to have a dentist on the charts. The first dentist that I worked with ended up owning the charts, and I built the business around that doctor. Then pretty soon there was another doctor, and another doctor, and another doctor. At one point we had four different doctors there, all working at the same time.

David Phelps: Jerry, now these doctors are all associates, they don't have any financial basis interest in the actual practice, correct?

Jerry Jones: Yeah, that's correct. They're associates, yeah.

David Phelps: Yeah. So just that first doctor on the charts? Or did they all have a proportional piece of the charts as they came on? I'm just curious how you set that up.

Jerry Jones: So what we did is every time a patient was generated from our marketing efforts, they were booked with that doctor then owned that chart. And I told the doctors up front when we started our relationship together, I said, "Look, I place no value on the charts. I could care less.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

You're going to own them, by the way. I don't own them. You do. I can't own them, you're the dentist." I just told them I place no value on the charts, which to me, I couldn't value them, right? Because I couldn't own them. But I could control them and where they went to. I had some amount of control. So when one dentist would leave, we had a deal in our agreement, the next dentist would basically inherit those files. And so we just kept moving them from one doctor to another, and it ended up working just fine for that business model.

David Phelps: All right, we talked about that business model. Now our mentor Dan Kennedy would say, "Business is business is business." Everybody thinks their business, their industry is unique, you can't do it like everybody else. But you'd already been in business, multiple businesses and this was just a new model, right? Being in dentistry. What did you have to learn to make this thing work? What did you do on the front end to learn a little bit more about what dentistry is about? Your whole goal here was to learn about what your clients were about, because you were in the marketing for dentist. Now you want to get into the actual business. So what did you have to learn about? Or did you already know enough from working with clients?

Jerry Jones: Well, I mean, here's the thing that hamstrung me, and it turned out being a very good thing. This is in fact this very same thing that hamstring dentists—getting them away from the chair. In other words, it ties them to the chair. And that is the doing of dentistry. I didn't even know what a crown was when I opened my dental office. I didn't know what a root canal was, I couldn't read an X Ray, which I still can't and I don't want to know.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

David Phelps: That would just be dangerous, if just getting into the weeds of stuff that's not relevant, right?

Jerry Jones: No, it isn't. What we determined very early on is that because the clinical practice of dentistry is 100% under the auspices of the Oregon Dental Board. In other words, if you practice dentistry, you got to do what they tell you to do. And since I wasn't practicing dentistry, and I didn't want to, and didn't want to know anything about it, didn't want to go to dental school, I said, "Look, I don't want to know anything about clinical, because clinical is not the business that I'm in. I'm in the business of attracting and retaining customers. That's my business. So I'm in the marketing business." I made it very clear to everyone that worked for me, and the doctors. And I said to the doctors, "Your job, your role here is to treat the patient the best way you can possibly treat them, and I'm going to stay out of your way. I don't want to talk about anything clinical. But my job is to present patients to you and help you keep them within the confines of your practice, the charts."

So it made it actually very easy for me, David, to not ever have to be in the office necessarily. I started out from day one with the idea in mind that I would not be there. So this is an absentee ran, absentee owned type of business. And from day one that's what it was. Contrast that with a dentist who from day one has to be in the chair doing the dentistry, and doing all the things I was doing. You can't escape, you can't be out of the office if you're tied to the chair. I had a distinct advantage and a distinct disadvantage. It works both ways.

I can't do the dentistry, I can't talk to a patient about the dental care. But I can talk to them about how they are

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

treated as a human in our practice. That was a good thing and a bad thing. But it allowed me the freedom to continue to operate this company, Jerry Jones Direct, our marketing company, while having a dental office at the same time. It's a blessing and a curse from that perspective. It's a contrast.

David Phelps: Jerry, how does one, or how do you, build culture, develop leadership... If you're not in the office, you're not actually in there on a regular basis, how do you build leadership culture, staff-driven, motivated... You got associate doctors. To me, knowing what I know about practice, I was in the trenches and had associates, but I was there. And it just does seem to me that if I wasn't there, that stuff would just fall apart. In other words, I hadn't figured out how to develop what you did. So how did you do that?

Jerry Jones: Let's be candid about that. It's very difficult if, not close to impossible. Because leadership is required, number one. But I think in the absence of leadership, the next best thing is having, I mean we had an office manager as chief of operations that had a great deal of latitude. The last one we had was, she was very professional, she had been running doctors around in different clinical settings, physicians. She had dealt with the biggest egos, as well as dentists and oral surgeons. It was second nature for her to run things, and run doctors around and make sure they were doing their thing. Absent me being there, which would have been best, we hired, what we considered to be, a top flight chief of operations to run the business.

Now there were some obvious holes in that, and one is leadership. Since she didn't own the business, there was

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

certainly almost enough leadership, but not quite enough. That was a trade off that I was willing to make. I did not want to be there. I did not want to be the leader of that business. Because number one it was confusing for people. I noticed that every time I tried to put my foot in there and tried to stir the pot and take some leadership role there, it's confusing because the DAs and the hygienists are listening to the dentist. And if the dentist and I if we disagree about how someone should be treated as an individual, not as a patient clinically, but as an individual, who do they listen to? The person that's writing their paycheck? Or the person they got to be with every single day?

It was confusing. At some point I decided, "Look, I'm just going to step out. I don't want to be there. It's clear I don't want to be there. It's not anything I have an interest in doing." I was getting what I wanted out of it. So I let it ride basically. And then when we found the right individual to eventually purchase the business, it worked out really, really well.

David Phelps: Something you just said I want to pick up on that. You said, "I was getting what I wanted to out of it." I think that's a key statement, Jerry. Because we were talking earlier, before we started recording today, about building one's life by intention and how often most of us, at least in our early years and many people who go through life or practice are always slave to that business. Because we believe that there's only one way to do it, that's the way the industry says you do it, you do it this way and there's no other way.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

So what you said was, "I got what I wanted to out of it." In other words, what's you're telling me is, you said there's pros and cons to everything, there's a cost opportunity analysis. And you decided that, sure, could you have made that business more profitable, more efficient, et cetera, et cetera. by being there every day? Yeah. Yeah, you definitely could have. By taking that leadership role, that ownership role, you could have. But you decided because you're entrepreneurial, you have multiple other businesses, you didn't want to be tied to one particular business, a brick and mortar where you had to go in there every darn day, that good would be good enough. And you hired, in this case, the operations person who was pretty darn good and business was obviously profitable enough over many, many years that it ran well enough. You didn't have to exert that 100% control that some of us feel like we have to do, because that's what we've been trained to do. Is that a fair statement?

Jerry Jones: Yes, pretty much sums it up, yeah. That's pretty much sums it up. That's a hard... But like you said, intention is everything. When I start something, I have very clearly outlined why I'm starting and what my exit is, well in advance of even taking the first steps. Most dentists, they don't have that opportunity necessarily to look at what the exit looks like, and look at what the process might look like. I think that's an advantage as an entrepreneur when you can step back and say, "Before I start this, what do I want from it? How much am I willing to give it? And what's my exit?" And I think knowing that in advance is absolutely key, because you just don't know when it's time to leave or when you should leave. You don't know when you've got what you wanted out of it.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

I looked at it and said, "Look, 15 years, if I don't have what I need out of it by now, I'm never going to get it. I need to free up some head space, I need to free up some capital. I just need to be done with it." And it was time to move on. Like I said, I'd gotten what I needed out of it. For me that was a freeing moment. It's been 18 months of not having it.

David Phelps: Like you said, you got what you wanted to out of it. And look at your email that you wrote again, which was very, very good. You say here, "For most dentists..." And this is very accurate, "For most dentists, the first business they sell is their practice towards the end of their career. And so this concept I'll share with you here is cold water shock to their system." It is.

And let's be fair, I think a lot of dentists, as far as being professionals, are probably more entrepreneurial than other professionals, I think. And I think, you work with them too, there's entrepreneurial-ism inside them. The problem is they have the sunk cost fallacy of they've gone to school, they have all these years of education, coming out of school with massive amounts of debt today, starting up any business or buying a practice, acquiring practice, whatever, huge capital costs. Now they are, they are under the guise of this burden of all they got sunk into it. You never had that. Not to say that you didn't have startup costs, but you had multiple businesses. You've always been an entrepreneur, you've never been tied to your identity, Jerry as one person or one thing. That's not true of most professionals. And I only had the ability to escape that because I got into real estate early on. That was my entrepreneurial outside of dentistry.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

You and I both talk about having a plan B, so let's talk about that. What does plan B look like? What's next? Because the financial part is one thing. You're get enough out of bed, it's time to sell, financially you can make that happen, but what's the other issue there about what's next, the act two?

Jerry Jones: I think a lot of it is we assume that we can only do one thing. We're programmed, as a dentist I can see this, I can't speak to it first hand, but as a dentist I can see that you get branded, in your mind you're branded a dentist, and other people see you as a dentist. At some point when you say, "I'm done with this, I want to do something else or I'm going to start doing something else while I'm being a dentist. I'm going to cut back to two or three days a week or one day a week or one day a month." whatever it is, "While I'm doing that, I'm going to do this side hustle over here. Or this new business thing over here." I think that the challenge is lack of, and I asked this question David, time and time again to a doctor, and I'll say, "What does the future look like for you? What do you see? What is the ideal vision you have in your mind of what your future looks like?" And here's what I get, "Selling my practice and retiring." And I'm like, "What? What is that? What does that look like? Describe what you see. Describe how you feel. Describe who are you with? What are you doing? What does it look like?" Not, "What are you going to..?", "I'm going to send my practice and retire."

Well then what? Are you going to die? Because look, if you don't have a plan, this is what's going to happen. Sell practice, drink way too much, retire, die.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

David Phelps: Yeah, exactly.

Jerry Jones: Right? That's what's going to happen. I can't tell you how many doctors I know who have retired, sold their practice and there is no life left in them. They have no idea what to do with themselves. And that's so frustrating to me, because I see so much talent, so much incredible brain power. They've accomplished so much, but their identity is a dentist, and that's all they think they are or can be. To me that's just a bunch of hogwash, because the opportunities are limitless if you choose just to look around a little bit. Pull up the shades, look around, start talking to people, find out what's going on, get hooked up with people like you who actually are creating a better lifestyle after practicing then while practicing. There's so much opportunity, there's so much to do.

David Phelps: Yeah, it's all mindset. You said it well, that the identity in most people it's in their training, it's in their formal education, and it's about what they do. You and I have learned over the years, it's not what you do, because you need to learn how to change what you do. It's who you are and who you are is the bigger piece. You and I have the opportunity, we make the opportunity I should say, we don't have it. We make it the priority to, as you said earlier, to talk to people.

How do we do that? Well, we mix it up with other entrepreneurs in very different businesses and industries who are all doing different things. And that's where I think the chemistry starts to happen. Where you get out of the cave of being in the dental office or the dental chair where all you do is eat, breathe and speak dentistry day in and day out. You can't even begin to think beyond what you

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

are. We get out, we get, we see, we get ideas, almost we get too many ideas. Many times we have to filter them down. And I think it's the opposite for those who have been in that construct. So I think developing that plan B, as you said, it's got to start well in advance of the day that someone thinks they want to sell the practice or "retire." Which I hate the word anyway, and you do too, but whenever they think that is, is they need to have that plan B, something else to go on onto.

Now, one of the things that you mentioned, which I think is applicable is maybe not sell the practice, but maybe do something more like what you did all those years, as a non dentist, as someone who could not treat a patient. What about keeping the practice and having it more associate driven? That's something we can go into probably on a subsequent podcast deeply how to do that. Again, you work with a lot of dentists and you help them through the process, through your marketing and they get to a point where they sell. How many of them do you counsel along this basis when they get scared, they're at the cliff, ready to jump off and they go, "Wait, wait, I don't want to sell yet because I don't know what I'm going to do." And then you do you help them develop what you did very well for 16 some years?

Jerry Jones: Yeah. Coming to that point, I had a conversation last week with a dentist. I think he said he was 64, and we were talking about this very topic. I had his daughter on the line with him, because she's part of the practice, she works in the practice. And we were talking about this. I said, "You know you have options, the options are almost overwhelming. You can keep it, you can keep practicing, you can sell." I said, "But what do you want? What excites

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

you?" "Well I would really like to stay involved." And I say, "Well then stay involved. But if you want to do that, you don't have time. You do not have the luxury of time of thinking more about it. You have to start executing."

Because when I said that prior to March 6th, I didn't have a lot of creds, if you will, in saying that because you know, "What's this 47 year old guy know?" Well, here's what I can tell you, at 47 when you get a pacemaker and you realize that you're being kept alive by a little electronic battery, a little battery and a couple of leads going into your heart, your perspective advances and changes. We don't have time. We don't have time to screw around. We've got to get moving. My suggestion to him was, he has an associate, which is fantastic, and I said, "Identify another dentist, and bring them in and get both of them on an ownership track as fast as you possibly can. And grow the pie so that when you start selling pieces of the pie, you're selling an increasingly larger percentage of the pie, but you're getting an increasingly larger dollar amount because the pie keeps growing."

Like I said, it's time. You have to do that now. So if you're age 60 ,if you're age 55, you should be hunting down, if you want to stay involved in your practice, the people that are going to be in your shoes, and you should be ready, willing and able to make that transition. Because you don't know when you're going to get sidelined. You don't know when you're going to have a heart attack, when you're going to have a stroke, when your SA node's going to give you the finger, and you're going to end up in a heap of flesh and bone on the floor of a shower naked as a little jaybird.

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

You got to have a plan. You've got to start thinking about it. You can't just keep thinking. You got to start doing. And execution, David, you and I know the difference between someone who gets a lot done, and someone who thinks a lot is just, "All right, I'm going to do it. I'm going to go do what I've been talking about." I look at that and I just say, "You don't have time and you got to get started now." And the sooner you work on your strategy, your longterm strategy, whatever that looks like, selling, maintaining it, bringing in partners to buy you out over 10 or 15 year period of time, the faster you can do that, the better. And I think there's opportunity in doing so that will free you up from having to be in the office every day.

But first you got to have that conversation, getting out of your own way. You've got to say to yourself, "Hey, I am not the world's greatest dentist. I can get out of my own way and I can let others come in and take care of my patients." Here's another thing we learned in 15 years, David, of transitioning from one dentist to another, I don't know, seven or eight, nine times, how many other times we transitioned from one dentist to another in that 15 year period, patients really don't care who's doing the dentistry as long as they know, like, and trust them. It only takes a few minutes to build that in a new relationship. They're really coming for who's at the front desk? Who's the hygienist? Who's the DA? Are they the same? And will they convince me that the doctor that's about to do surgery on me is a great dentist? That's all it takes.

It's transference of trust, and if you can master that you can get transitions done fairly easily in your practice. But it does take time. It does take communication. You can't just draw a line and go, "I'm done. This is your new

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

doctor." And not to expect to have some sort of fallout, if you will, from your patients.

Just like always David, we are our biggest problem. We're in our own way 99% of the time. And it's nice to have someone like me or you that say, "Hey, you're a great dentist. No question. But so are there are other great dentists who can also help you, and do the same dentistry as good as you can, maybe even better. And that's okay." That's part of growth, right? That's part of the next thing.

David Phelps: Exactly. I think the other piece, as you said, we are our worst enemies. We get in our own way. And I think, again, because of the training that the dentists have, or other people that deal with precision and healthcare or numbers is the detail and the over obsession with perfection. Now I grant you, we've got to have that when we're working on a human body, or if you're doing tax returns, but the overall business construct, we have to be willing to try some things, to test and not have things go our way, these setbacks to happen, hate to use the word failure. But look, you and I could list our list of failures and things didn't work a mile long. We wouldn't be where we are today.

I think again dentists, and also social media is really bad about this, is making everybody look like that if you're not just crushing it out there, you're not just like the world's best dentist or whatever, that you're not worthy. And I think it's really bad that we build up these false need for self acclaim and self esteem. It's just going on what you said earlier, Jerry, you want to get what you want out of it to live your life. You don't have to be like everybody else. Try something different. Think differently. Get around

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

people who think differently, because that's what's going to help you change your life. You can't keep doing it if you surround yourself with the same people, the same environment, day in, month, year in, year out, it's not going to change. You've got to go execute. Be prepared to have some things not go your way, but just pick back up and iterate, make a move, change, go left, go right. It'll work out in the end.

Jerry Jones: Mm-hmm (affirmative) And don't be afraid to fail. You said it, fail fast and move on. Don't get emotionally wrapped up in having to take a course correction. Just know you're going to take some lumps, you're going to learn a few things the hard way. But that's one of the advantages of surrounding yourself with people who have already done it, who have accomplished the things you want to accomplish. They've already, in many cases, slayed the dragon so that you don't have to, you don't have to go and make the mistakes that they've made.

David Phelps: Great conversation. We're going to do many more of these. Jerry, for those who'd like to connect with you and the things that you're still doing to help dentists, best place to find you would be?

Jerry Jones: jerryjonesdirect.com. Go sign up for my free email and you can reach me through the website. Happy to talk, happy to chat. And that's best way to get me.

David Phelps: jerryjonesdirect.com. Jerry, thank you so much. Great conversation. We'll pick it back up again and dig it down some other rabbit holes that we just barely touched on today. So thank you so much.

Jerry Jones: Thanks David. I appreciate it. You guys have a great one.

[Dentist Freedom Blueprint](#) with Dr. David Phelps

Ep #240: Jerry Jones Podcast - I'm Ready to Sell My Practice...Or Am I

Take the next step at freedomfounders.com. You've been listening to another episode of the Freedom Blueprint Podcast with Dr. David Phelps. The place to be to create your freedom lifestyle with more time off, security, and peace of mind. More at Freedomfounders.com.