

Ep #249: Doc Chris Hoffpaur - Going Against the Grain - Creating a Life and Practice Style by Intention



Full Episode Transcript

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Dr. David Phelps

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David Phelps: Good day everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community and Dentist Freedom Blueprint Podcast today with Doc Chris Hoffpauir. Chris, how are you doing sir?

Chris Hoffpauir: Man, I am doing fantastic. David, thank you for inviting me onto the show. You know me, I'm a big fan. As we've spoken of before, we tend to think a lot alike and so, I always love hearing what the seasoning of experience gives to the words that I think and I quote you quite often.

David Phelps: Well I appreciate it and you know I'm a big fan of yours as well and it's why I like doing these podcasts. I think we were both talking about the fact that we like to get behind the curtain and see who's behind the person that has a voice of any kind out there. And that's what's fun for me. And this is, so this is going to be as much informative for me as I hope it is for our listeners today. So, I'm excited. So, let me give people a little bit of background. Most people probably know you, but there's always some people that listen and go, "So who is this guy, Chris Hoffpauir?" So Chris, you graduated from University of

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Texas, Dental Branch. You practice, you opened up your practice back about 2015.

Chris Hoffpaur: 2013 actually.

David Phelps: 2013, okay. You're in Alvin, Texas. Tell us where is Alvin?

Chris Hoffpaur: Well, Alvin, Texas is exactly 32 miles dead South of the center of Houston. It's only claim to fame or two claims to fame is it has the single largest amount of rain in a 24 hour period ever in history. And, it was the birthplace and hometown of Nolan Ryan.

David Phelps: I didn't know that. Nolan Ryan. Well that's a, that's some claim to fame right there. How's your arm?

Chris Hoffpaur: Well, you know, it's really good. I can throw some fast margins and I could throw some curve margins, but that's about it.

David Phelps: Very good. The most rain you got, was that in recent history?

Chris Hoffpaur: It was actually in 1978 or 1977, something like that. I believe it was 41 inches of rain within a 24 hour period. Largest amount of rain recorded ever in the history of the United States. I may be wrong on that. I know that we hold the record, but I may be wrong about the specifics.

David Phelps: And were you there at that time?

Chris Hoffpaur: No, I'm actually from Lafayette, Louisiana. I'm an immigrant and I'm-

David Phelps: Okay.

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Chris Hoffpauir: ... not a native Texan, but I got here as fast as I could.

David Phelps: And did you get there by entering the UT Dental Branch? Was that your foray into Texas?

Chris Hoffpauir: Well, gosh, David, you asking me to tell the long story or the short story?

David Phelps: Well, probably short because I got a lot of stuff to ask you today.

Chris Hoffpauir: So I came here with my wife in 2003, I came to Texas. One of her, she graduated veterinary school. I put her through veterinary school. Then 2005, moved to the area here because we wanted to be here because, I knew I wanted to be a dentist and the rest is history.

David Phelps: So, I'm going to ask a little bit about when you decided you wanted to be a dentist, one of the quotes that you have is, "I wanted to practice dentistry in a way I believe it could be practiced. I wanted to be more than a tooth mechanic. I wanted to be an oral physician." So take us back. Where did you first come across the idea that you wanted to be a dentist? Where'd that come from and why?

Chris Hoffpauir: Well, I can tell you very clearly, actually. It was about 2002, I, David am a dental phobic. I'd only been, before 2002, to the dentist three times total. 2002, my wife and I were saving up for my wedding and I had had a tooth ache for about 11 months. It got to the point where my right eye swelled shut and I began to see scintillation. But, I know now because where that infection was that I could have died from a cavernous sinus thrombosis. It was pretty scary stuff. But, I went to the dentist and you know I

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had \$5,000 in my pocket because that's what I was willing to pay to stop the pain and I didn't know how much it was going to be, right?

And so, he pulled the tooth and it was nearly a religious experience. Something I'd never valued before suddenly had changed my life in ways that I don't think I ever could have predicted. Until you're in pain for that long and in that severe pain, you don't understand the value of being able to be the person who can relieve that pain from someone. And that day I decided I was going to be a dentist. I called the guy up, the dentist I went to the day that I got into dental school and he actually believed me. It was kind of a teary jerky kind of moment just talking about how he had gotten to be a dentist and how he had kind of passed on that love to me, because what he had done for me. So yeah, it's, there you go.

David Phelps: Yeah, no, I think those are, those are great moments because we never know when we're going to touch somebody else's lives.

Chris Hoffpauir: Absolutely.

David Phelps: You have to always be prepared, I think, to put your best face forward, if you will, no matter who you're talking to, who you're around, because you never know what that's going to be for that person. So that's a great, that's a great point there. So that was 2002 and you entered then dental school, what year?

Chris Hoffpauir: Entered dental school, goodness, let me see here, 2008, graduated in 2012. I had to go back to school and basically start again in 2002. I believe I began classes in 2003. Kind of took just a couple of them and then built up.

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Ended up graduating from University of Houston, Clear Lake with a degree in molecular and cellular biology. And I believe I was published four times before I graduated. 3.98 GPA.

David Phelps: So that tells me that you're a pretty analytical, pretty deep thinking guy. Has that always been you? I mean before you got, before you had the moment with your dentist who relieved your pain and just set the lights on about being a dentist. Before that time, what was your path?

Chris Hoffpaur: Well, to be honest with you, I was actually going to be an environmental scientist. I was, I had no path, David, and like a lot of smart kids, I completely screwed off in high school. Ended up with like a 1.7 GPA, took the ACT and I scored so high, that I got a full ride scholarship to USL, which I lost within four semesters. Lost my grants, lost my loans, lost my scholarship, got kicked out of the honors program and at that time I was a dual major old English, like Teutonic English-

David Phelps: Yeah.

Chris Hoffpaur: ... and Environmental Sustainable Resources. You can even imagine, a very different path in life or rather, one might even say, no path at all.

David Phelps: Do you think that's, I mean, I don't think that's uncommon at all. Well, we'll talk about that maybe in a little bit. Now, your wife, she's a veterinarian and you said you put her through school?

Chris Hoffpaur: Right.

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David Phelps: And, does she have her own clinical practice there nearby?

Chris Hoffpauir: She actually owns a veterinarian practice. It should do about 2 million this year.

David Phelps: Wow.

Chris Hoffpauir: She has currently two associates, about to add another and really, really proud of her. It's actually the largest veterinary clinic in the South Texas quadrant. One of the oldest continuously operating veterinary offices in the entire state of Texas because she purchased it from some people who had begun it back in like the 1920's or something like that.

David Phelps: Wow, that's fantastic. So, two associates and how many years has she been in practice?

Chris Hoffpauir: Well, she graduated in 2003, which of course is why we moved here. We knew that we liked a lot of the laws in Texas. The laws in Louisiana are great for being rich and then moving back. But, the laws in Texas are great for building wealth just because of some of the income tax laws and things like that, property tax laws. I suppose, yes, I was very cognizant... I was a planner even before I-

David Phelps: Yeah, no, we could, we could do a brer rabbit hole on that one right there, but I think I'll hold off. But, I just, I love the fact that you're such a forward thinker at a relatively early age about the environment that you and Amanda could put yourselves in that would allow you to grow more freedom more quickly.

Chris Hoffpauir: Absolutely.

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David Phelps: Right? And the environment we put ourselves in, is one of the keys to that. But yeah, we could spend a day on that, I'm sure. So now two children, right?

Chris Hoffpauir: Absolutely. Valan and Fiona. Valan is 11 years old. Fiona is 9. Valan is one of those kids who's just insanely brilliant. He is what they call, I'm trying to remember the exact words that they used, profoundly gifted is the words the school system uses for them. He came close to maxing out the IQ test whenever they did it, but he's one of those kids who's always in his own head, always worried about everything. We're going to send him for a couple of months to your house, Dave.

David Phelps: Awesome.

Chris Hoffpauir: And, Fiona is, Fiona is our artsy one and she's brilliant, absolutely brilliant. But, she doesn't define herself for her parental light. She defines herself by her work. It's really interesting seeing the different personality types at work. You know, as a parent, you always look at that and you wonder where they're going to go in life and what good and what bad is going to come of it.

David Phelps: All right. So here's where I want to go next is we're looking at each other today over the virtual internet and behind you is the business of dentistry, TBOD and it's one of the largest-

Chris Hoffpauir: It's actually the largest dentist only page in the world.

David Phelps: Well there, there you have it. You nailed it for me. So that's what I want to go into a little bit today because first of all, I want to know about how that came about.

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Chris Hoffpauir: Okay.

David Phelps: Yeah. I think the origin story for any things that people are doing that's maybe a little bit different or unique, I think that's always fascinating. So, give us the origin story of TBOD.

Chris Hoffpauir: Well, many of us, whenever we decide that we're going to become a practice owner, you know, we research, we ask other dentists, we want to get as much information as we can. It's actually interestingly enough, something that was featured very prevalently in your book, you know, paralysis by analysis. We think too much sometimes. So, I wanted to know what is it going to be like? I want to open a practice. I knew going into dentistry at such a late age that I was going to have to be a practice owner very quickly if I was going to build the amount of wealth that I needed so that I could retire. So I started business club in dental school and out of the ten people in that business club, within a year of graduating, eight of us owned our own practice. Now, whether we had done scratch startups or whether we had done purchase or whatever.

So also during dental school, some of these dentist focused websites, I don't want to, I don't want to criticize anyone by naming them, but I think we all know the big dentist website that was out there. And I would ask people advice on business and inevitably the device, the advice I would get was rather divisive, it was just do good dentistry, treat people right and you'll make money. And it seemed to me again and again that these people were basically just blowing smoke up my ass and I'm a rather plain, spoken person, so I hope I don't get your podcast relegated to the explicit section.

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David Phelps: No, I don't think so.

Chris Hoffpauir: It occurred to me that they were just doing a disservice to people and the amount of hatred that was on that website for anyone who wanted to learn to practice business was alarming to me because, in the end you help less patients when you go bankrupt. And, if a person can't control their business and a person can't grow their business, then they are relegated to the crap heat man. They can't employ people, they can't do any worldly good. And so, it struck me as something that was very damaging to our profession. So, I went on the Facebook and talked to a few people and some big groups in there. And finally, I was getting the same kind of responses and I said, you know what? This is something that's missing in dentistry. We don't have a support network for people who want to be better business people.

In fact, this is kind of one of my things, it's a chapter in my new book actually, there is nothing noble about poverty. And it seems that dentists have embraced the idea that they are simply going to be poor or that being wealthy is anathema of being a successful and caring dentist. And it blew my mind because I can't think that way. It's not in my genetics. And so, I decided to create a group where business discussions would not just be welcomed, but actually they'd be the only discussions. Because, what I found is that clinical discussions actually create emotion and that most dentists are passionate about what they do.

And if you can remove passion and you can just deal with logic, then you can have some really good discussions about how to run a business, how to manage people without people flying off the handle. And that's, I'm sorry if

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that took a while, but that, that's kind of my thoughts behind creating the business of dentistry. That, and I made a lot of mistakes when I created my practice. I spent a lot of money I shouldn't have and I wanted to make sure that I had a forum to tell people don't do these stupid things, you know? So that's pretty much where it came from, Dave.

David Phelps: No, a lot of lessons there. I want to kind of pick back up on some of those. So, what year did The Business of Dentistry actually go live online? When did you form the group?

Chris Hoffpaur: Oh gosh, I'd have to look. I believe that The Business of Dentistry is about three and a half, or four years old.

David Phelps: So, that's not very old. But obviously, you did fill a void, a big void there. I agree with you 100% and I think you're so smart to have niched it down and you keep it very, very tight. You said nonclinical, business only. And I know you're very, you're very good about about that and people that start to deviate, you're very quick to reign them. You have to. When you have a large group of any size, anything, is somebody has got to be there to keep everybody focused on what's the intent-

Chris Hoffpaur: Particularly, a bunch of folks who are highly, highly intelligent-

David Phelps: Yeah.

Chris Hoffpaur: ... and in absolute type A personalities, it can be quite a task at times, my friend.

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David Phelps: No, no doubt about it. But, here's some of the lessons I think I pulled out from you. Number one, you espouse the one of my favorites from Jim Roan is, you become the average of the five people you spend the most time with.

Chris Hoffpauir: Absolutely.

David Phelps: Well, you very quickly decided, you looked around, even back in school, you looked around, left, right? Thinking ahead. You're a big planner. I am too. So you're planning ahead. You're looking at down the road, down the road, down the road. Too many people I think are focused on today only, and I get that, because if you had to go put out the fires today, but you're down the road, you're thinking I'm going to be in practice, there's things I don't know and right there in school, you formed the group. So, you're already becoming a leader because you said look around, well this is missing, this is missing. You find what's missing, what can I do to be a catalyst for what's missing? So, you start that in school and you said 9 out of 10 of you went into private practice?

Chris Hoffpauir: 8 out of 10. The other two are actually specialists.

David Phelps: Wow.

Chris Hoffpauir: And one of them has actually just started his practice last year. So proud of him.

David Phelps: That's so awesome. And I think another, another thing that you said was, you talked about the way people think, the way you and I think, the way we think is really everything in life. Yeah, we go to school-

Chris Hoffpauir: Absolutely.

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David Phelps: ... we become specialized and we can have high IQs and we can be, you know, this, that and the other and Phi Beta Kappa, fine, fine. But the way we think about who we are, what life puts in front of us and the problem is Chris, and you're a big advocate against this but, letting other people define who you are or what you can be or what you can do. I'm so big about that today and I love trying to help young people not get on that path where they feel like they've got to follow the majority, fall in line, do what everybody else says to do because you're going to have, I tell them, you don't have the life of the majority and we're a very blessed nation here. No question about it. I'm not, I'm not ungrateful, but I'm just saying if you want a different life than what the average around you is, no matter what your degree is, no matter what your profession is, you got to think differently. It starts there.

Chris Hoffpauir: There's some things there Dave and success isn't what other people tell you it is. Success is reaching the goal that you set for yourself. And I think that as dentists, a lot of times we end up living other people's outtake reels. You know, I was guilty of that. I came out of school and I said, well, okay, what is it to be a successful dentist? And the first thing of course that came to me was, well, you have to own your own practice. And so, I started a scratch startup, because I asked people and said, well, what's the hardest practice to own? They said, well, one, you build yourself from scratch. And I said, well, I want to be that guy. I want to be the most successful dentist out there. And then the next thing I look at is, well, okay, what comes next?

I did this, I started my own practice. It's scratch start up and you know, I'm making a little bit of money. What's the

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next thing? Well, you have to make \$1 million a year. Okay, well I've got to make \$1 million a year production, right? Which is bullshit. Production means nothing.

David Phelps: That's right.

Chris Hoffpauir: And so, I fell for that though. I did \$1 million production and I was like, okay, well what's after that? Well, you have to drop all insurances. And it's like, okay, I can do that. I can go fee for service, you know? Well, how do you do that? And, I kind of made my plan there, but I was living other people's outtakes. I was looking at other people's goals and I got somewhere, I went somewhere, but it wasn't necessarily where I wanted to go. And then, when you do that, you end up, you are trapped in someone else's life and you have to look at yourself and say, am I happy?

And you have to say, well, what would make me happy? For me, I look at my practice and I say, I love what I've built here. Someone offered me money for my practice and I said, well do I want to sell? And I had to kind of take a step back away from myself and away from this journey I had been going on and realize that, well, yeah, I'd be happy to sell because what I wanted to do is I wanted to create a practice where we practice good medicine. I wanted to build myself as a clinical dentist to where I could do things other dentists couldn't, and I wanted to build wealth for my family. Well, the problem that most of us as dentists have is that we fall in love so much with this child that we've created our practice that we far, far too slowly let go of it, and we don't sell until it's devalued.

We don't sell when it's high. And that's the basic premise of investment. You've invested your time and your efforts

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and your money into this practice, you sell when it's high. But, I think that we really missed the boat on that. I, you know, I'm considering selling my practice right now. I'm in negotiations with someone and people said, well, it's only been open for seven years. Well, yeah, but I've built this thing. I'm looking at the economy and what it's going to do over the next five years and I realize the economy is probably going to tank over the next five years. All the signs are there. Do I want to sell now or do I want to be trapped in my practice over the next 10 year cycle as we build up to this point again?

David Phelps: And that's so different from the majority who say, well, you spent all this time, capital and your education, you have a successful practice, aren't you supposed to do that until you're 62 or 65 or whatever the average age of retirement is, Chris? Right?

Chris Hoffpaur: I know.

David Phelps: I mean, that's what people say. And you're, so, you're already thinking differently than others and that's not easy to do. So, here's a question. So, and I agree with you 100%, I think we can't fall in love with any quote investment, but the big question would be, so, you make a good move, let's say you do and you like it and you sell the practice. What's next for Chris?

Chris Hoffpaur: Well, okay, so currently, and if you haven't noticed, I get a lot of flack for this. I am, I invest in companies. I look around myself and I've always believed that you should invest in things you know and understand. And so I know and I understand the trials and tribulations of being a practice owner and being a practicing dentist, particularly a solo dentist. And so, what I've done is I have found

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companies that I truly believe in that offer really good products and I buy part of them. I own up to 15% in some companies. There's probably, if you look up LinkedIn, if you want to know what companies I've invested in, look in LinkedIn, because it's there. I try to be very, very open about who I've invested in because I think that that's very important. There are a lot of dental influencers out there who either get kickbacks or they are invested in companies and they simply don't tell anyone and that is frankly, illegal.

And so, I've taken a lot of flack for the fact that I do say, Hey look, I'm invested in this company or I'm a part owner of this company, but it really blows my mind. Why would you as a dentist not want to listen to someone who has the wherewithal mentally and economically to buy parts of companies?

David Phelps: Sure.

Chris Hoffpaur: It just, it blows my mind. Again, it goes back to that mentality of we should be a slave for a business and there's a nobility in poverty. There is no nobility in poverty.

David Phelps: Right. So, I get that part. I get, you know, very smart investing in other companies. I mean, yes, very smart. So that's your investment side. You create wealth. But, I'm more curious about you because I'm going back to, I wanted to practice dentistry the way I believe it can be practiced. I want to go back to that-

Chris Hoffpaur: Absolutely.

David Phelps: ... that moment with your dentist who solved your biggest problem. You had a tooth that was just driving you crazy.

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Now, you sell your practice. Are you not going to be the oral physician anymore?

Chris Hoffpaur: No, I'm actually, I'm going to be an employee and part owner.

David Phelps: Great.

Chris Hoffpaur: Actually, I'm only selling 60% of my practice.

David Phelps: Okay.

Chris Hoffpaur: My intention actually is to duplicate what I've created. It seems to me that anytime that you create success and you look around yourself and you kind of, you design systems as you go and you have to, but your systems are never quite right until you've gotten where you want to be and you've refined them. And so, whenever you can take a retrospective look at any business that you've built and you have these refined systems, now what are you going to do with that? And so to me, the ideal thing is to build new practices that are based upon those same fundamentals, but to build them much more quickly and much more efficiently, because now, I know the secrets that I didn't know whenever I first began that I had to stumble over or somehow discover through failure. You know, there's an old saying that says masters failed twice as often as beginners try. And I think that's very, very true.

David Phelps: So I love this. You can harvest equity out of your practice at a high point. You can continue to invest in the companies, you can continue to practice dentistry on terms of what you want to practice so you don't have to lose it all. And, what I see you doing, which is what I love

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too, Chris, is you're evolving to your next. You're not allowing, again, industry, society, anybody else's gender, say no, this is what you are. You're a dentist. You sit in this box for 35 years and then someday you sell and retire.

Chris Hoffpaur: Dave, I'm planning my second retirement. What are you talking about?

David Phelps: Exactly.

Chris Hoffpaur: I think everyone should have two or three retirements.

David Phelps: Exactly.

Chris Hoffpaur: And you should, I don't know, if you don't understand that out there, I can't explain it to you, but maybe one day you'll get there.

David Phelps: Well see, this is perfect. See, I had no idea that's where you were. That's why I love these interviews because I get to dig in and find out stuff about people that I already follow, but now I'm getting the heart and so we have a lot in common because, this is not about my story today, but I did the same thing for other reasons, but I'm just, I tell people all the time is don't get stuck in that rut. Always be looking for how you can be bigger and have more impact and it's exactly what you're doing. Because, that's where you start. That's the way you were built. Now, some people I think need to be around other people that can encourage them and that's what you do. You're an encourager. Well, right behind on your banner Changing Dentistry by Elevating Dentists, elevating, elevating people to be more than they are today and not being dictated to by rules and conventions that don't fit.

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Chris Hoffpaur: Well Dave, my contention there would be that you will find that all true leaders, and I'm not trying to say I'm some sort of amazing person or you are, I think you are, you're amazing, but I think that what you'll find, and it's pretty ubiquitous, is that real leaders are the people who are putting their hand down to help others up. They're not the people who are trying to beat you with their own success. They're the people who are trying to elevate you to yours and maybe to make you think a little differently.

David Phelps: Yeah, no, that's so good. Do you have a title for your book that you're writing right now, Chris?

Chris Hoffpaur: I have a working title. It's called "Don't Be a Gas and Other Observations on Business Leadership For Young People."

David Phelps: Ah, beautiful. Beautiful. We do have a lot in common. I mean, it's like, I love to help my colleagues and kind of peer group contemporaneous, but you know, the next generations that are coming up, I mean, that's the future of this country. It's the future of anything. It's future of dentistry.

Chris Hoffpaur: Right, and I aimed it at non dentist and you know the great thing is I read obviously you know, the Apprentice Model here and I, it was so funny and I'm glad that I began writing my book before I read yours, because there's so many things that we think so much alike on. Honestly, it acted for me as kind of a confirmation of a lot of the things I think and say, because I consider you a role model, Dave. You know, I, whenever I think about where I want to be, I think about retirement, I'm like, okay, well I want to retire by 50 and that gives me five more years.

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One of the things that I would challenge every dentist out there who listens to your podcast to do, and I know that you already do this because I've spoken to Glenn Vogue who's been to Freedom Founders, the first thing I ask someone when they ask for my help, and I've never charged people to consult on their practices because I just really want to help people. The first question I ask them is, what is your number? And they'll look at me like I'm stupid. And I'll say, okay, what I mean by that is what is your fuck the world number? What is the amount of money you have to have to pay for your entire lifestyle in a modest fashion so you'll never have to work again in your life? Because, that is your number of security.

David Phelps: Yes.

Chris Hoffpauir: And whenever you reach that number, you can do anything.

David Phelps: That's exactly right.

Chris Hoffpauir: That should be one of the first goals that you have on this path of life. That is not a destination.

David Phelps: Right.

Chris Hoffpauir: That is a milestone.

David Phelps: Exactly.

Chris Hoffpauir: And so that to me is, that's my first retirement. And, that's why I joke about having multiple retirements because once I reached that point, I can retire. And by retiring, I mean, I can stop at any point I want. As long as I enjoy it, I'll keep doing it, but at that point I can stop and I can put my focus on other things and I can say, well, where do I

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want to go next? Let's explore this path here. But that my friends is freedom. Choice is freedom.

David Phelps: Absolutely. Well doc, you are my poster dentist for Freedom Founders. I got to have you at one of our next events and just have you up on-

Chris Hoffpauir: I would love to. I would love to. I'm sure that you've got some things I haven't even thought of yet. You've been doing this so much longer than I have.

David Phelps: But, you have all of the frameworks and models that you've espoused and you're living your life that way. So you're practicing in Alvin now three days a week. We're doing this, so Mondays and Fridays, you are not in the office.

Chris Hoffpauir: Right.

David Phelps: You cut down to three days a week. Something that a lot of dentists today struggle with. They're mired in the PPO managed care. We can spend hours on this. We don't need to do that today.

Chris Hoffpauir: No, no.

David Phelps: But my point, my point is by intention, by outright intention and design, you decided to do something that most people today say you can't do. You started-

Chris Hoffpauir: Absolutely.

David Phelps: ... a scratch practice-

Chris Hoffpauir: Well, that's how you do all things that people say you can't do.

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David Phelps: Yes.

Chris Hoffpauir: When someone to me says, this can't be done, I translate that immediately into, it hasn't been done yet.

David Phelps: That's right. That's right. So good. So good. Well, this is only the start of what I think is going to be a fun relationship back and forth.

Chris Hoffpauir: Absolutely.

David Phelps: And, with your evolution to your first retirement and all the way to your next and your next, I think there's a lot of things we could do because our heart's the same. We want to help our colleagues. We want to help young people, the generations coming up and we get, when you get to freedom and having choices, that's when you can do that. That's when you can expand. It doesn't become about the money anymore. It doesn't become about overhead, not every month and feeling like you've got to start over again. Life changes immensely. And, you're a living example of that.

Chris Hoffpauir: The big thing for me, Dave, was that fear. There's always this little kernel of fear in the corner of your heart.

David Phelps: Oh yeah.

Chris Hoffpauir: And, it's overhead and what happens if my employees don't love me anymore and they leave? What happens if my patients don't love me? And it's this, it's this horrible seed of self doubt that I don't think you can ever truly manage. And I speak about that a lot with imposter syndrome and what have you. When you've done things

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that no one else has done, first of all, you will always have detractors.

David Phelps: Yep.

Chris Hoffpauir: Always. And second of all, you always have that little kernel of self doubt where you say, what if tomorrow I wake up and everyone realizes I'm just a fraud? Which you've done it, but that's still how you feel because there's just a part of you that hasn't accepted yet that you're the new standard and that's scary. Because, it comes with responsibility.

David Phelps: Yeah. Yeah, exactly right. I think that again is where you're right, there's always going to be detractors and the thing we have to do is we remember what our purpose and goals are in life and to surround ourself with people that are like-minded and do believe in us because yes, there's always going to be negativity out in the world and it's, you just have to learn, it's not easy, learn how to let it roll off. But yeah, I agree. It's not easy. I think we all want to be liked. We all have this inner desire that we want people to like us, but the truth is not everybody is going to resonate with whatever you-

Chris Hoffpauir: Absolutely.

David Phelps: ... or me, so you've just got to find those people and say, you know, you're on the right track. Keep going, keep going. Everybody needs that. World leaders need that today because they face so much strife and you know, the stakes and responsibility.

Chris Hoffpauir: In your book, you very presently say that you have to choose what your code of ethics is. Right? Everyone

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wants to be liked, but even more important than being liked is being right.

David Phelps: Yeah.

Chris Hoffpauir: And when you're right and people realize it, you change their lives. If you just tell them the things that they need to hear or you make them feel good about where they are in life, you are not helping them to get any better.

David Phelps: 100%.

Chris Hoffpauir: All right my friend. Thank you so much for giving me your time this morning and having me on your podcast. I really enjoyed the conversation.

David Phelps: It's been fun for me too. So, Dr. Chris, Doc Hoffpauir of The Business of Dentistry. You can find that group on Facebook. Just remember you've got to abide by some rules, but rules are good. So, thank you again, Chris.

You've been listening to the Dentist Freedom Blueprint podcast. If you're tired of trading time for dollars and you're uncertain that Wall Street has your best interest at heart, then take the next step to more cashflow, security and ultimately more freedom. Text the word newsletter to 972-203-6960 to receive David's monthly online newsletter for free or text the word book to receive your new free copy of David's book From High Income to High Net Worth delivered right to your home. Text 972-203-6960.
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