

**Ep #258: Mike Capuzzi - Leveraging your Authority
Through Direct Response Marketing**



Full Episode Transcript

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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. Here today with a good friend of mine and we're going to talk about how you can leverage and up your game in terms of your credibility and authority with everything you do with your business, with your practice. This is something that a lot of people don't understand and they really don't understand the power of how this can really allow you to become like the go to guy or gal in your business niche.

David Phelps: So with me today is my good friend Mike Capuzzi. Mike, how are you doing, Sir?

Mike Capuzzi: David, I'm well, thank you very much for this opportunity.

David Phelps: Well, this is fun. I've got to tell the audience that Mike, you and I met probably a decade ago and I was coming out of my practice, I was out of my practice maybe a couple of years and trying to figure out what my next thing was going to be.

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David Phelps: I know, like all of us, I was trying to find the right people to kind of give me some guidance and give me some feedback on what I might do after clinical practice for so many years. And I was able to find my way kind of second hand. In other words, I latched on to somebody else who was part of a pretty high level group that should of partnered with Bill Glazer and a number of other really top shelf marketers. And Mike, you didn't start with marketing, but you left in 1998 which was a very lucrative of job in the software business to start your own marketing consulting business. So 22 years ago, buddy, you were definitely want the guys that I looked up to and are just such great marketers.

David Phelps: In so many businesses and certainly professional practice, we don't really think about marketing unless it's really a secondhand thing or we need to fill the pipeline all of a sudden to get some new patients in the door. You know, it's really a reactive approach. And what I learned through you and so many people is, no, you need to put marketing at a forefront. You may not like it, but you need to put it at the forefront.

David Phelps: So that's why I want to have this interview with you today because so many of my clients, my members, my colleagues struggle with this concept of marketing and you really put together something unique. So since you left your software company, you've really helped thousands of business owners and marketers around the world with highly impact marketing and strategies. And you've spoken on some of the biggest stages, certainly with a good friend, Bill Glazer and Dan Kennedy. 2007 you came out with a really unique product called Copy Doodles and so many people have utilized Copy Doodles

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for direct response, hand-drawn, online and offline marketing.

David Phelps: Tens of thousands of people use Copy Doodles to make their marketing stand out with these hand drawn graphics. Really unique. Really eye catching really draws people in. Google Copy Doodles and you'll see exactly what we're talking about there.

David Phelps: Last year, 2019 Mike always doing something new and different. You launched Bite-Sized Books. This is where we're getting Bite-Sized Books. The non-edible version, the readable version, right? We're not going to eat these books. This is a new publishing venture founded on your proven formula for creating short, helpful books known as Shooks, S H O O K S Shooks for main street business owners like the people we're talking to today with their practices. Shooks are ideal for local business owners who are looking to increase their level of authority and sell smarter by providing helpful information and easy to read Bite-Sized Books.

David Phelps: Mike, your latest book that you published is Main Street Author, which shows local business owners how to author, publish, and leverage a shook in their business while also clarifying and debunking several beliefs many people have about writing a book and let's just start there because that's, I think one of the biggest obstacles for most people. If they even think about or someone's talked to them about writing a book that's just seems like a horrific thing if you've never done it, and I will tell you, I've done several books, not I'm not prolific writer, but several books, but I remember my first one was that same way. It was just like, Oh my gosh, I've got to get this thing done.

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And the reason I'd get mine done, Mike, cause I actually had a deadline. I had a deadline because I was going to speak somewhere and I had to have this book done. It's only thing that pushed me and it was just a monstrous obstacle to get it done.

David Phelps: Now what you've done is created a really great pathway to do it in a time quickly but still have the power and the authority and the credibility that a book brings to an author. So why don't you jump in and let's talk about it that.

Mike Capuzzi: Sure. Well again, as you well know David, because you've been there and done that. So have I. The first fundamental step is understanding what a book can do for you, your practice, your business. And without a doubt, even in today, in the 21st century, being a published book author can be a game changer. There's still nothing like being an author and being able to hand somebody your printed book. Okay. So that's first and foremost. First thing is books are still one of the best ways, especially for someone like a dentist where there's a lot of competition and they really want to differentiate themselves.

Mike Capuzzi: So A, books are still a very effective, there's a lot of things we can do online and offline with them. So that's the first thing. But to your point about getting started, and I get this. I work with a lot of clients, potential clients, and one of the first things they think of is, well, "Geez, can I really do this? Am I smart enough? Do I have enough experience? Am I a good enough writer," et cetera, et cetera.

Mike Capuzzi: So the answer is yes, but we're talking about a type of book, David, that it's not, you're not trying to be on the

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New York times bestseller. You're not trying to be on Good Morning America. Those types of books are important. They take a lot of money, time and effort to do a lot of PR, a lot of really big marketing stuff. That's not what we're talking about today. What we're talking about today are essentially books that can be self-published or published through a publisher like myself where you can create a book for your local community, use it in your local community and really differentiate your practice. If you know these are direct response books, so you and I are both direct response marketing students. That is really key also because what that means David, is they are designed to be helpful, provide helpful information in a bite-size chunk, but also to get the reader to the next step in the process.

David Phelps: So we're not talking about, as you said Mike, about writing and publishing a book to sell to make direct income off of being a book author, seller like the big novelists, like John Grisham. That's not where we're going here. These books are typically not for sale. They could be sold, but instead of giving somebody ... you might be at some social community, it could be Rotary Club, could be Chamber Of Commerce. You might be someplace where there's other business people and other people are passing out cards, right? They're handing out their cards, business card and you grab it go "Great, I'll follow up with you later," and put it your wallet. And then of course, whatever happens, you lose the card. Instead you've got this book or we'll talk about what a shook is in a minute. And you can, you can hand these out because they're not expensive. They're not like a hardbound book that you've got 10, \$15 into, they're much, much less.

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David Phelps: So you can give these out like a business card. And of course, I've never ever thrown away a book. I've never thrown away a book, Mike. I mean, I've got them behind me, I've got them you can't see my office. I've got them everywhere, and I know you do too. So books you hang on to and as you said, you're giving this book out to have people see you as somebody who has an authority position on a topic. And we can talk about that. And then to kind of what topics people might do in this regard. But, but they also can share these books, shooks with other people.

David Phelps: You could have them in your office. Actually, when patients come in for appointment, they can be there. Your assistant, hygienist, front office, can actually give them out to pass on to other people. They go back to work after lunch. Hey, I just had a great experience with my dentist. Who's your dentist? Here's one of his books. My dentist is an author. How powerful is that? So these are the ways that I see that mainstream local businesses can utilize books to, as you said, differentiate. Because, look around you. How many other business owners, dentists, doctors have a book? I mean it's next to nil. So it's easy to differentiate.

David Phelps: So all right, so take us from there. So what kind of topics are you writing on? Am I going to talk about dental ... in the dentist's realm? Am I going to talk about how to have a whiter teeth or better breath or straighter teeth? What kind of topics should I think about if I'm going to do this, Mike?

Mike Capuzzi: Right. Well, let me take one step back David if I can. So first of all, you mentioned already a shook. So let me just

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quickly explain the difference of a shook and a book. Shooks are my brand of marketing books for Main Street business owners, right? So there's a couple of key differences and they are critical differences. First of all, they are physically a bit smaller than the traditional business book. So most business books are six by nine, five and a half, eight and a half. Ours are about five by eight or a little bit smaller.

Mike Capuzzi: So they're actually a little smaller than five by eight. So first of all, there's a pattern interrupt you see? And they look different. Second of all, they're typically about 120 pages. They are designed to be read by the average reader in about an hour. So that's another key difference. They're not one of these big thick things that you get and you're like, "I'm never going to read that."

Mike Capuzzi: And the third difference with them is that there's very intentional design both physically and the way they are laid out. So these are laid out the way a smart direct response marketer would lay them out as far as the flow, as far as the calls to action. These are all things that are embedded in a shook that are meant to elicit a response. So most book authors forget so many of these fundamental mistakes.

Mike Capuzzi: We have a very specific formula. Again, they're much quicker for dentists or any Main Street type of business owner to create because they're shorter. And here's the key, David, to your point there about what's the topic, they are focused, okay. So when you said, could we have a shook on bad breath or you know, braces or whatever it might be, implants, the answer is yes. All the above.

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Mike Capuzzi: So rather than have one big thick Bible slash encyclopedia that really very few people will ever read. They may crack it open. Why not have a very specific book that will take about an hour to read on a topic so that the person who's interested in that topic is more likely to read it and then take the next step. Right.

Mike Capuzzi: So for example, in the dental space, I mean I think definitely a dentist could have a general dentistry, like the services they provide, but then if they provide additional services, implants, sleep devices, appliances, why not have a book on each of those? And then you can have very specific marketing strategies built around each of them. So you know that the person who is interested in dental implants is that different than the person who is interested in sleep apnea devices, for example?

David Phelps: Correct. Yeah. Yeah. That's so smart. We want to feel like when a company, a business, a doctor's office is speaking to us as individuals, we want to feel like they're speaking to do us as an individual and not just the general dental, I'm a general dentist and I do all these services.

David Phelps: That's the way you see websites today. It's just a long laundry list of all these things. It's like, okay. Now you have a specific book and you know without going deeper, but you said you can have actual marketing campaigns directed to that just one topic. So if somebody is looking for Invisalign specifically or something about treating dentistry just for their kids, there's your opportunity to niche in and you can have multiple books on that.

David Phelps: Okay. So give me a little bit of the insight into the direct response part. You and I both understand that that's important. I think a lot of our listeners probably aren't quite

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clear on how that's formulated into the book and why that is important.

Mike Capuzzi: Yeah, so good questions, so thank you. So, first part of that equation, David, is that there needs to be a certain level of personality and insight into the author. This is not written like an academic textbook. This is meant to build trust which is a key strategy for all of us, right? People want to know like, and trust. I know it's a cliché, but they want to know like, and trust people they do business with or a dentist they would go to. So just the style of writing is different.

Mike Capuzzi: It's not meant to be English ... It's meant like, look at the way you would hire speaking, right? The way this podcast we surely aren't eloquent speakers on this interview we're having a conversation, right? Which is what a shook is David a shook is a conversation in print.

Mike Capuzzi: So that's the first thing is that sort of personality is part of it. The second thing, and this is a huge mistake I see so many people, even very smart marketers make this mistake, because a shook slash a book really is meant to be a conversation starter. It's meant to offer someone who is looking for information, has a problem, wants to achieve something, that person, that reader is going to typically want more information. You know, they want the next step. They want to know, David, how can you help me? You know, "I'm a dentist, I'm looking to, you know, get out of my business someday." How can you help me? So shooks are very intentional. We have different pathways we can get into that if you want. One's called an active pathway, one's called a passive and it's really

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meant to allow readers, depending on where they are and what they want, to take very specific next steps.

Mike Capuzzi: That is a key difference. That's why it's a direct response type of book and even if you don't work with me or if you ever just want to publish a book, if you're listening to this, make sure you have clear next step calls to action so that readers can learn more, get more work with you, whatever.

Mike Capuzzi: I would say those are two of the biggest fundamental differences. And then again, third, the physical nature of shooks, they're very easy to read. I mean we take into consideration, again probably more detail or anything you guys want to know, but just the fonts, the size, the way it's laid out. It's meant to be very physically readable. Again, how many books David, have you read or tried to read, especially as you get older that are really physically hard to read, right? So if it's physically hard to read, you know people aren't going to read it. So we make it very easy with some very smart direct response design principles too.

David Phelps: That's really an important point. I think, unfortunately a lot of my colleagues, and it's not their fault, but they think that marketing is putting something out there on the side some sort of physical advertisement. And what they're waiting for is for that patient or that mom or whoever to raise their hand all the way up to call the office for the appointment. Well, we know there's only a certain percentage of people on any given day that are ready to take action on whatever it is they're looking for. It could be a car, it could be buying new clothes, they're not ready today, but they're interested in the topic.

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David Phelps: And so what's you're laying out here through the direct response to the shook is different pathways of next step. We're taking people from where they are, what their interest level is so that you don't lose the conversation and you're not dragging them or expecting them to make the call today, but you're loading the pipeline. You're loading the pipeline with potential new clients, patients in this case so that you're not having to wait for that one person who's right up to that 2% your call today. It's a very small number of weight and we know that and that's why you're marketing it.

David Phelps: Okay. So we talked about the differentiation. Style of writing is very important and our colleagues do like to know the detail, like to know kind of science behind it. So you're not giving too much information. And this is actually what we like to know is like why is this different? Give me the details. It's readable, it's very consumable. It's conversational so it can be read. It's, engaging in that regard. It's engaging. It's not that that scientific technical aspect. How does a business owner then actually make money with their shook?

Mike Capuzzi: Yeah. Well, again, you kind of mentioned it earlier, so this is not about selling this in your office or at an event for \$10, \$20 again, I think that's actually a mistake. Quick side story. Years ago, probably 11 years ago, I used to run a local marketing group. It was a Dan Kennedy Bill Glazer Marketing Group in the Philadelphia, Pennsylvania area, and I grew up to be the largest, most successful for years before I sold it to a member. But I had a dentist who actually, he he became my dentist because I liked his approach. He would come to these marketing meetings and very traditional, typical dentist. Very academic, but he

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got bit by the marketing bug David, and he said, "Mike, I want to write a book. I'm going to write a book for my practice."

Mike Capuzzi: Now he does mercury free dentistry. So you know, that was his unique angle, right? No mercury, we take your mercury out, holistic dentistry, et cetera. And that, that jived with me, I got that. So we started working together and he said, I'm going to write this book. And at the time he did not elicit my help, but I gave him my input on what type of book he should write.

Mike Capuzzi: Two years later, two years later, his book was done. It was a hard cover book. It looked like a dental textbook and the cover design was intimidating, but it was a consumer oriented book. It was not written for other dentists. It was written for the person who you know is having different issues and it could be the mercury in the mouth type of thing. A, it took them two years. B, it was probably 300, 350 pages.

David Phelps: My gosh.

Mike Capuzzi: He gave me a copy. I was even interested in a topic and I didn't read it. Yeah. So, did it ever really do what he wanted to do? Well, maybe it crossed off or checked off the ego stroke of having a hardcover book that probably cost 15 bucks a copy. But as far as a way to attract and convert new patients, I'm not so sure.

Mike Capuzzi: Conversely, two years ago I worked with another mercury-free dentistry and we created a shook and what he did David, which is a really cool strategy which I'll share here, when it comes to making money. So here's what he did, crack at a shook and then what he did was

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he found or already knew, he had about 20 strategic partners in his community. So holistic dentist, chiropractors, health food stores, yoga studios, people that are in that mind of thinking where do they hang out?

Mike Capuzzi: So he had about 20 relationships with these types of fellow businesses in his community and he put his shoo in a little case and asked them to put it on their display, by their point of sale, wherever people are in their business. And he gave it away, gave it away.

Mike Capuzzi: Within the first 30 days of doing that he had, I think it was three new clients, three new patients that he would not have had otherwise had they not seen his shoo at the health food store or the chiropractic office. So that's one way you quote make money is you use your shooks as a referral device. You align yourself with local businesses, ask them to display it. You ask your existing patients, you give them copies to share with their friends and family.

Mike Capuzzi: We have since moved. My dentist has since retired and sold his practice. We're not using it, A, it's further away and B, we don't know the current dentist. So right now literally as we record this, we are looking for a new dentist. What are we doing? We're going on next door.com my wife's asking her Facebook friends who is a good ... we're looking for that referral. Had one of these folks handed us a shoo and said, "Hey, my dentist is great. We love them." Highly likely we probably, at least check them out.

Mike Capuzzi: So referral sources, referral marketing is another very smart way you quote, make money with your books. You can do speaking if you want. I mean some people like to speak at local events on specific topics, seminar, event

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marketing, and then you know, giving attendees copies of your book works very well. So these are just different ways. But without a doubt, David, and you know this yourself having a shook or a series of shooks, these are marketing assets they have and they add longterm value to your practice.

David Phelps: It's another way that one can become omnipresent in your marketplace. The books are kind of everywhere. They're getting passed around. So that's an important thing is just kind of top of mind when someone thinks about dentists. Well, they may not have this but, I saw a book, I saw a book at the health food store. It's just, the conversations just start to happen and it builds momentum. So how does the publishing program work, Mike for the shooks?

Mike Capuzzi: So we offer two pathways for our clients. So one pathway is we work one on one with a dentist, well in your case, it would be a dentist with clients who want to write their very specific shook slash book. So we do that one on one. It's not cheap, but it's by no means expensive. You can spend \$100,000 working with a book coach and doing these. You can go to a traditional publisher, which I don't recommend for the Main Street, but we are very, relative to that, we're very cost effective. We're not some service that you find on Guru or Five or something like that. So, we have one on one.

Mike Capuzzi: The other unique thing David, we have and we have crafted and it's unique because in the dental space we already have several shooks done that we licensed to dentists. So we have several shooks that we have created. We own the rights to, but we allow dentists to put their name on it, customize certain areas. So that's a

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pathway that's very quick. So rather than even having to worry about anything, we have a good direct response, dentist shook, general dentistry, sleep, dentistry, implants, mercury free, where a client could tweak certain areas, put their name on it, and now in a matter of hours versus weeks, months or years, they now can have a shook or several shifts working for them.

David Phelps: So to get a list of those topics that we'll give your contact information here where they can get a list of those topics. I think to our audience, I would recommend starting out with the licensing because you're going to get it done quickly. You can see how it works. And then if you had the desire to do something more customized to you all the way, then go to the one on one. But the licensing is the quick, get it done, see how it feels, see how it works. That's what I recommend. So what's one thing that you think our listeners should take away from our discussion today, Mike?

Mike Capuzzi: Yeah, I think the one thing is, take a lead from David. He is a multiple book author and there's a reason he's a multiple author. He understands the value of a book, what it can do for you. And I love it that when you said it, they're omnipresent. I mean that's exactly ... that's why they're a marketing asset. That's why they're a business asset. You can use them online, offline, referral marketing. They're one of the most leverageable things you can do for your business, your practice.

Mike Capuzzi: So the one thing David, I would say is you, your listeners can do this, whether it's their own shook, whether it's a licensed shook, you can do this. Highly likely, your competition is not doing anything like this. So it gives you

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a key differentiation point immediately. We also David, build out very specific marketing assets to go along with our shooks for our clients. These are specific tools, templates that they can use for publicity, PR, direct mail, online, etc. So the big takeaway is, if you're not a published book author, you should be.

David Phelps: So I know you've got a gift for our listeners today, which is very, very cool and I appreciate that. So let's talk about what it is and where they can go to obtain it.

Mike Capuzzi: Sure. Well, thank you for that too. So as you mentioned earlier, my latest shook is called Main Street Author and it takes about an hour or so to read. As a matter of fact, we just got an amazing testimonial yesterday from a gentleman who read it in November and finally got his book done that was sitting on his desk for a year. I finally motivated him and he got it done. He just launched it yesterday. So about six, seven weeks after he read Main Street Author and he gave a glowing testimonial. It's got five star review on Amazon, but I'm going to give your listeners, David, a couple things A, I'm going to give you a private link where you can actually read the book online. I like printed books and more than welcome to go on to Amazon, but if you can look at your screen or, and not or, and I'm going to give you the audio version.

Mike Capuzzi: So we just recorded the audio version of Main Street Author. I'm going to give you the online version and the audio version and then David, something that we created that's very cool, call them my shook building blocks. So these are, you download it, it's a PDF, you print it off, you can cut it up have somebody in your office cut it up and it's like a deck of cards. And what it allows you to do is

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build your shook based on my formula and what parts you want, what parts you don't want, and it just gives you a unique tool if you want to build your own shook or even your own book. I mean you can use my strategies and do your own thing. So those three gifts, audio book, the online book and the shook building blocks. And you can go to Mikecapuzzi.com/gifts so Mikecapuzzi.com forward slash gifts and "gifts" is plural.

David Phelps: All right, so it's Mike Capuzzi is C A P U Z Z I .com slash.com forward slash, gifts. We'll put the link up in the show notes as well. Of course I have that there. That's excellent. Thank you so much. Very, very helpful. Great resources.

David Phelps: I hope a number of our listeners today will reach out to you. Do it sooner, at least get, get the conversation started right as part of direct direct response. You may not be ready to do it today, this month, but you know, get a conversation started getting, get hooked up with Mike so that when you can squeeze a little time in, he'll make this process easy. I promise you. That's what Mike does, he's such a great marketer, spent so many years watching the things he does. He's got this really dialed in tight. You don't really have to do much of anything, especially with the licensing.

David Phelps: Then if you want to take the next step and do the one on one, have a blast because he'll take you through that and you can have that really customized book. I just say everybody got an ought to do one, do one. It's not going to be a costly and certainly not a difficult endeavor to do it and just see how it feels. You don't take any steps at all in life to try something different. It's hard to make a move.

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So I would recommend Mike been great to talk to you today. Thank you so much for sharing this latest venture of yours, which is going to, will make a big difference for those who take action and actually do something with it.

Mike Capuzzi: Well, David, as always, I appreciate you and what you do and everything that you do to serve your members and clients and thank you very much.

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