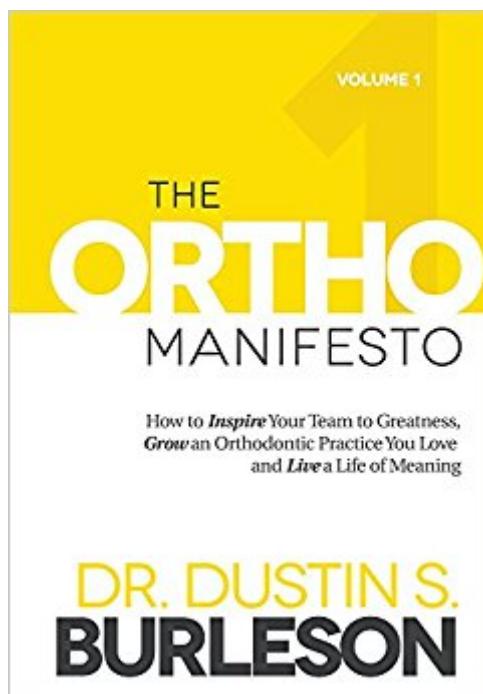


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# The Ortho Manifesto: How To Inspire Your Team To Greatness, Grow An Orthodontic Practice You Love And Live A Life Of Meaning



## Book Information

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## Customer Reviews

Dr. Dustin S. Burleson is a speaker, teacher, author and business strategist for thousands of doctors located in 24 countries throughout the world. He writes and edits five newsletters monthly, is the director of the Rheam Foundation for Cleft & Craniofacial Orthodontics and operates a large multi-doctor, multi-clinic orthodontic and pediatric dental practice in Kansas City, Missouri. He is a champion of the private practitioner and has a long track record of helping orthodontists transform their practices and increase their impact on their families, employees, communities and the profession of orthodontics. His orthodontic marketing campaigns have generated over \$300 million in revenue for his clients and privately-held practices.

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vote, he was recently named Best Dad in the World by two-thirds of his children.

I am not an orthodontist. I am a general, sedation and cosmetic dentist, and have followed Dr Burleson for years. The Ortho Manifesto is one of his best works yet! Our dental associations, boards and society in general all conspire to keep all of us at the same mediocre level. The kind of contrary thinking that Dr Burleson preaches allows the reader to break those chains of mediocrity, and truly succeed. The book is designed to be read in small chunks daily, but I couldn't put it down, and read it all the way through. Now, I'll read it in small bites daily, to keep me on track. Dustin is "da man"!

It's been said if you make a small 1% positive change in your life each day for a year, your life will be transformed. But how do you determine those changes that need to be made? Dr. Burleson's The Ortho Manifesto provides a 7-week jump start for those changes. Reading a few pages each day, and applying the information on a daily basis will catapult you forward to a degree you never thought possible. How do I know? I've been doing so with this book since Jan 1st. What's the outcome? We had our best year ever in 2016 and are outpacing that year already this year. Having a positive, yet realistic mindset, and applying positive changes will continue to transform my life and business success. I can't wait for Volume 2!!

Dr. Dustin Burleson is one of the few forward thinkers in our profession of orthodontics. Dr. Burleson has created an orthodontics practice orthodontists only dream of based on world-class, customer service and sound business principles. As a result, he has created fantastic business model, financial security for he and his family as well as creating an asset in his business -- which is what all orthodontists want! In The Ortho Manifesto, he shares his knowledge and lets you employ his techniques on a daily basis. Over the course of just seven weeks you can get your practices taking action and moving in the right direction to create a practice of your dreams.

Read this cover to cover on the plane and could not put it down, each chapter is succinct, straightforward and to the point, I like how at the end of each chapter there is a spot to write down my own goals and projects to be implemented! -Dr Eric Wu

Dustin is second to NONE in ortho systems coaching and leadership!

This is the "Bible" for anyone serious about making profound changes in their orthodontic practice, their mindset and their team. It will allow you to respond to the rapidly changing realities in the marketplace and as well as the business aspects of our profession!

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