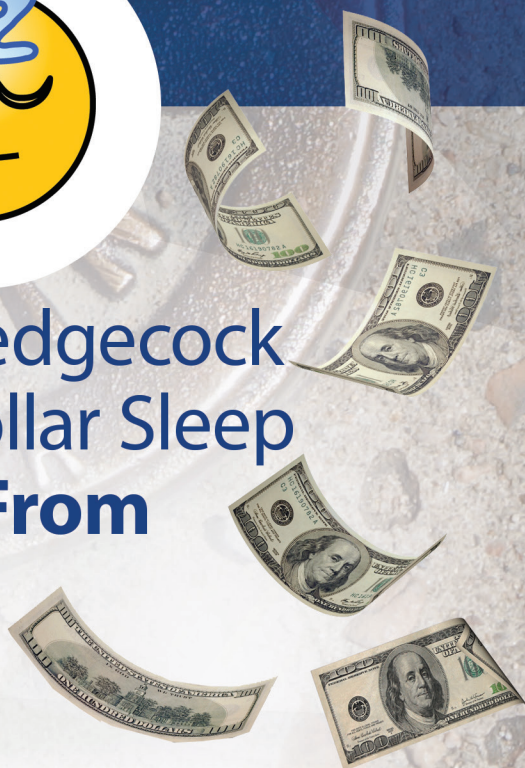


THE

# SEVEN-FIGURE SLEEP PRACTICE



How Brandon Hedgecock  
Built a Million Dollar Sleep  
Apnea Practice, **From  
Scratch**, in Just  
Two Years



# INTRODUCTION

The story I'm about to tell you may very well sound unbelievable. After all, when you talk about someone who is achieving things 99.5% of dentists don't even believe are possible, there are really only two reactions:

1. You think it's too good to be true.
2. You want to do it too.

Throughout this short story, I'm going to tell you the details of Brandon Hedgecock's journey to build a seven-figure sleep practice in just two years. While the story sounds amazing, I'm going to suggest you get over thinking that way.

Dentists have worked far too long and far too hard to create the success they have. Think of all of the dentists you know who grind away for 10, 20, 30+ years of their life just so they can maybe sell their practice someday and get out.

Sure, tons of cash came through the door during that time, but tons also went out. And what's left doesn't always seem like it's worth it. Worse yet, what's left isn't always enough to support the real lifestyle you want.

To me, this is not the path to success. There came a point early in my dental career when I saw the writing on the wall. I could either put my head down and WORK for the next 30 years or I could figure out a better way to succeed.

I never wanted to slave away behind a chair for decades and then still have to get lucky to find a buyer for my practice and try to get out with enough cash to have a great life.

If you're tired of never ending hard work and you want to hear about a much smarter way to use the skills you have, you're in the right place.

The problem is that most dentists are addicted to hard work. They never even give themselves a chance to look up and see that other, far more lucrative opportunities are available.

So before I tell you Brandon's story, let me ask you a question:

**How would your life change if you had a seven-figure sleep practice?**

Let's say that revenue was a million and overhead was about 15%. (That's not a typo by the way. Dentists I know are **living** that. It's not hard when you have the right model.)

That would change a few things in your life, I imagine. More money, more free time, more vacations, far less stress, a completely different future.

Know that building a seven-figure sleep practice is a practical goal that's on the table. It's a real possibility.

The only requirement is that you take some time, give this a look, a figure out if that's the type of future you want to create for yourself in dentistry.

There's always the 30 year plan that most traditional dentists take. My hunch is that once you read Brandon's story, you're going to think twice about that path.

There's just one catch. This isn't going to work until you retrain your brain.

You need to develop a new way of seeing things if you're going to succeed. You need to develop what is, for most well-trained dentists, really a counterintuitive way of approaching business.

You have to give-up your belief that, in order to succeed more, you have to work harder. Is that old belief **REALLY** serving you?

Success is measured in the amount of value that is delivered to the world. You can deliver value through ever increasing amounts of hard work...OR you can deliver value through solving bigger and more serious problems with the skills and abilities you have.

That's what the dental sleep business, the way WE do it, is all about. It is about "redirecting" the skills you've developed to solve a problem that can **LITERALLY** save people's lives.

And it's about hooking into a system that can help you create results that are literally 100X what most dentists experience.

So understand that this journey is not for average dentists. But my hunch is that's not you. "Average" dentists don't read things like this. They don't invest in themselves. They don't invest in their future.

## HOW IT ALL BEGAN

Brandon Hedgecock is about 36 years old. He's been practicing dentistry for 11 years. But just a few years ago, he had no idea about the dental sleep business at all.

So when his father-in-law approached him and told him how a new oral appliance designed to deal with Sleep Apnea had changed his life for the better, he decided to look into it.

At that point, Brandon did what most curious dentists do. He signed up for a basic introductory course about dental sleep medicine. These are courses that happen almost every weekend all across the country.

If you've ever taken one of these courses, then you know what it feels like when you are done. I certainly remember my first sleep course years ago.

I spent the whole weekend learning about the science of sleep. We talked about how it works, how to help people with sleep issues and about all of the benefits that a hardworking dentist can receive for doing this type of work.

I walked out of that sleep course completely **excited** that I'd found a path to success in dentistry that might be just a little bit easier and far more rewarding than the traditional path.

I went back to my normal life ready to do what was required to flood my office with new sleep patients every month.

This is what Brandon did as well. I told you earlier that he is a “go-getter.” Well, he didn't waste any time getting started.

## **IS THERE A PATIENT IN THE HOUSE?**

He came back from the course and discovered what I discovered years ago: KNOWING is not quite the same as SUCCEEDING. So when you learn about the science of sleep at most of these courses, and then get back to your office ready to go, you quickly realize that making this dream of success a reality has a few more obstacles than you realized.

You can know everything in the world about the science of sleep. But without the other 85% of the puzzle, you're never going to get anywhere with that knowledge.

A seven-figure sleep practice WILL be a pipe dream.

That's what happens to the average dentist on this journey. They hit a roadblock when it comes to getting patients. And soon after that, they quit.

Brandon didn't quit. He just kept looking for a better answer.

In the meantime, he did what he learned at that first course. He screened patients, he met doctors, he wrote letters, he started working with a medical billing company...all of it.

In mid-2014, he delivered his first appliance.

The patients loved it, he loved it and the billing was actually going well.

He wanted to do more. And that's when it became clear that THAT was the biggest obstacle to real success.

Doing one or two appliances a month is where most "successful" sleep dentists get stuck. Many don't even get that far. But doing one or two appliances a month, while above average, is far from success. That's not even staying afloat.

Brandon wanted more sleep patients but he wasn't sure about the best way to get them. Radio ads? Posters in the office? Other types of marketing?

There are lots of options and really no shortage of people who are willing to take your money to try them.

But actually getting results is another matter entirely. Brandon knew he had more questions than answers about how to grow his sleep practice. So he started looking around for his next step.

## **THE SECRET TO ANSWERING THE MILLION-DOLLAR QUESTION: HOW DO YOU GET SLEEP PATIENTS?**

There are millions and millions of people all across the country suffering from Sleep Apnea. So the fact is, there is NO shortage of people who need help.

So why don't these patients beat down your door when you open up a sleep practice?

Because they don't know what they don't know. They don't know about the science of sleep. They don't know about the different solutions that are available to them. And they surely aren't looking in the direction of a dentist's office to get some help.

That's a lot of hurdles to overcome. But it can be done. I know it can because I'm the one who figured out the puzzle. I've done it and now I help others, like Brandon, do it too.

Once I figured out how to create a never ending stream of patients who needed and wanted an oral appliance, everything changed.

And building a seven-figure sleep practice became a real possibility.

Do you know how much you can sell a seven-figure sleep practice for? First of all, you don't need a dentist to buy it. Any smart entrepreneur will look at the numbers and see it's a great deal.

And that's the reason they can sell for multiples of what the average dental practice goes for.

And if you do it right, you can get there in a fraction of the time of the traditional 30 year dentist plan.

Not long after doing his first few months of oral appliances, Brandon attended a **Dental Sleep MBA Preview Event** presented by the International Academy of Sleep.

This is not your average sleep course. Calling it a "sleep course" isn't even the right word. This is a complete transformation of your future in dentistry. You will not be the same person when you walk out of this Preview Event.

We're not just going to throw another thing into your lap for you to work hard at for the next 30 years. We're going to walk you through a completely different model that can forever FREE you from the prison that most dentists live in for decades.

I'm extremely biased, no doubt. But I also have the facts and PROOF to support that bias.

Brandon didn't know his sleep business was about to take off, but he

quickly realized it after he showed up at the Preview Event.

It's called a "Preview Event" because that's exactly what it is. During the three day event, we walk you through each step of the proprietary business model we've created. The way we created it was to work through the many obstacles that usually trip up dentists and frustrate and confuse them and completely remove them from our model.

Sure, you'll learn about the science of sleep when you come to the Preview Event. But that's only about 15% of what you need to succeed.

There are THOUSANDS of dentists across the country who have this knowledge about the science of sleep. It doesn't do you any good until you figure out how to let the world know about it and actually have a steady stream of patients show-up who want this help. That's where 99% of the dentists hit a brick wall.

At the Dental Sleep MBA Preview Event, Brandon saw how we solved the "patient getting" challenge and completely turned the old model for doing it upside down. We showed him, in great detail, exactly how to build a dental sleep practice that would have enough patients to truly succeed.

## **FROM A TRICKLE OF NEW PATIENTS PER MONTH TO 14, 20, 40 PATIENTS A MONTH!**

I already explained what happens to most dentists after weekend courses. If you were to put their excitement level on a chart, it would be a line going right up towards the top of the chart.... up, Up, UP... right until a few weeks after they actually try to get started.

They do everything they're "supposed" to do. And they might actually get a patient or two... but then **NEXT** month comes around and no one shows up.

Brandon's experience with our approach was quite different.

I'll tell you what happened in a minute. First I have a question to ask you:

**Do you want to go through life playing not to LOSE or do you want to play to WIN?**

Most dentists go through life playing not to lose instead of playing to win. This is the reason they don't win. They spend 30 years of their life aiming at the wrong goal.

Understand that “playing to win” doesn't mean risky, it means you have a different way of viewing investment and return opportunities.

It means you have to think more and ask yourself if standing behind a chair for 30 years is the smartest way to go?

In Brandon's case, he attended the Preview Event and then joined the full program. He very quickly decided to get serious about this.

He separated his sleep practice from his dental practice and started the patient getting machine that we built. He was ready to go.

## **BUILDING THE SEVEN-FIGURE SLEEP PRACTICE**

I told you that 2014 saw Brandon do a few oral appliances a month.

Then, at the end of 2015, after attending the Dental Sleep Preview event months earlier, he finally enrolled in the FULL program.

Once 2016 rolled around, Brandon's production started climbing. He started doing 8, 10, 14 appliances per month.

By the end of 2016, he was doing 15-20 appliances per month.

Once 2017 came around, he decided to start hiring employees JUST for his sleep practice. (Prior to that, his dental practice employees had been doing “double duty.”)

He soon went from using his dental staff to hiring three dedicated employees for his sleep practice.

If you've ever been to a sleep course, you know that "referrals" are painted as the Holy Grail of dental sleep success. The problem is that the way you're taught to get them just doesn't work. So it's literally like pulling teeth (pun intended) to get these referrals. It's not sustainable. There's no momentum. It just doesn't work.

But those kinds of referrals are even worse when you look closely:

**Why would you EVER put control of your success and the quality of your lifestyle into someone else's hands? That's exactly what you're doing with the traditional referral strategy.**

**It's completely BASS ACKWARDS.**

Brandon's approach was different. What he learned at the Dental Sleep MBA Preview Event and then in the full-program pretty much turns the normal thinking about this on its head.

Instead of "hoping for referrals" or trying to get them by wining and dining people and "networking," we've developed a strategy that puts control of the referral generation in your hands.

Read that again. **YOU CONTROL THE FLOW.**

We've developed an entirely unique process to get patients in a way that you control.

This is how you build a seven-figure sleep practice. You have to have your hand on the button that controls the patient flow.

This is the position Brandon put himself in. And soon he was doing 30-40 appliances per month.

I'll let you do the numbers on that... a simple guide is that you need

about one oral appliance a day to have a seven-figure sleep practice.

It's not luck that this happened. It's by design that Brandon experienced this. And it's something that many other dentists can achieve as well.

## **WHAT TO DO WHEN PEOPLE CALL YOU CRAZY**

Let's take a little detour here into the mind of the average dentist. I want to put something on your radar and get you thinking about it sooner than later. If you ever find yourself at a Dental Sleep MBA Preview Event or even in the full program, you're going to deal with this.

So it's better to prepare now!

Dentists are well-trained. They have great clinical skills and they have a certain way of thinking about life and their practice.

Anything that veers off that well worn path, however, raises some eyebrows.

If you decide to venture down this route of the dental sleep business and you start telling your friends, family and colleagues about it, you can expect that some of them are going to think you've gone crazy.

Don't worry, this is just a natural human reaction people have when they don't understand something.

Brandon had a few supportive people around him when it came to building his sleep practice. He also had some serious resistance. And yes, even a few colleagues thought he was nuts.

But they don't think he's crazy now. Not after he built a seven-figure sleep practice in two years.

My recommendation to you is this: If you're going to go this route into the sleep business, there's no reason to start shouting it from the

rooftops right away. That's not going to help.

Do the work, build the success, **then** you can let everyone know. I'm speaking from experience here. I didn't know this at the beginning. I also didn't have access to the guidance that I now offer to others.

So when I crashed and burned in my first attempts at the sleep business, I had literally created my own audience of people around me who were ready to say, "See, I told you this was crazy!"

Luckily, I stuck with it. Even better, we've now made it so dentists don't have to experience the frustration and confusion I did when I was getting started.

Really, there's no reason to **ADD** obstacles to your journey in the form of other people's opinions about what you should or should not be doing with your life.

## **WHAT HAPPENS WHEN YOU'RE FREE FROM THE TRADITIONAL DENTISTRY PRISON?**

So what happens after you build a seven-figure sleep practice? At that point, you have something that most every dentists wishes he had:

**YOU HAVE FREEDOM TO CHOOSE.**

Brandon, for example, is still a general dentist with multiple practices. He's doing all of this along with the sleep business.

He's changing lives, he's excited. If you're new to this, sleep work is incredibly rewarding. You can look forward to that. You can actually expect it. How many dental patients have you ever had where, after the filling was done, they gave you a big hug and told you it's the best thing that ever happened to them?

It's never happened. But it happens in the sleep world. **ALL. THE. TIME.**

Patients come back. They say you changed their lives. They feel better, they can sleep. In some cases, you may even **save** lives. And they are grateful for how your work completely shifts the direction and quality of their future.

So what happens after you create success is completely up to you. Some dentists want to open multiple sleep practices. Others want to do only sleep medicine.

Plenty of dentists get a taste of their new lifestyle and close up shop on their traditional practice and never look back.

Imagine if you had that option. You could work a few days a week and still make out way better than the average successful dentist.

How long does it take to succeed using this model?

Well, there are no guarantees, of course. But you can expect that building a successful dental sleep practice, enough to phase out of traditional dentistry if you choose, is going to take a little while.

If you really apply yourself, there's no reason that within 18-24 months your life and future could completely transform.

The good news is that RESULTS (revenue!) don't even take that long. In my experience, if you're someone, like Brandon, who really wants to do this, you will see some great things happening starting in month 4 or 5.

The really good news is that, once you get this off the ground, you actually will be in that coveted position of walking the path to a truly amazing lifestyle as a dentist.

Are you willing to give up working hard for working smart?

# THE BIGGEST OBSTACLES BETWEEN YOU AND SUCCESS

It's exciting to be able to tell you the story of someone like Brandon, who achieved such great success in such a short period of time.

I'm sure you'll hear more about him in the future, because he's just getting started.

But really, the important decision on the table, at this point, is YOUR next decision.

There **are** obstacles to making it in the sleep business. Brandon will be the first to tell you that. I'll be telling you as well.

But the difference with this path is that these are obstacles you control. And these are obstacles that have real solutions that you can experience.

So that's really the question on the table: do you want to take control of your future success or are you satisfied with someone else having that control?

Back in dental school, we were led to believe that working hard would eventually pay off and reward us with an amazing lifestyle.

Look around at the dentists you know, yourself included...did that turn out to be true?

I'm here to tell you it's not too late. It doesn't matter if you're 20 or 25 years into your career, there's time to adjust.

And given the model we've created, the very same model that Brandon used to build his seven-figure (and growing!) sleep practice in just two years, you might want to give this a good look.

## GET A DETAILED REVIEW OF THE ENTIRE SYSTEM

So what's the next step for you? I really don't know.

You can either stay right where you're at and continue on your present course, or you can choose something different.

If Brandon's story gets you excited, then you might want to do something about it. Traditional dentistry is NOT getting any easier. It's getting harder, it's getting riskier, it's getting more frustrating. I didn't even mention your profit that's being squeezed from all sides.

I don't really have to tell you this, you're living it. You feel it all the time. The difference is that now you have an opportunity to explore that might change everything for you.

Dental Sleep MBA Preview Events are offered in select cities across the country. Check the schedule and choose a date.

I CAN tell you that the enrollment fee is never going to get cheaper. As the number of success stories like Brandon's begins to grow, this is going to be in high demand.

So enroll in one of the remaining Dental Sleep MBA Preview Events scheduled for this year. Check the schedule, call for current availability, and then reserve your spot.

Brandon's success is a great story to tell. But one thing I didn't mention is Brandon's real goal for his dental career.

His real goal is to soon be in a position where he can work in dentistry only because he WANTS to, not because he needs to.

Brandon's on track to reach that goal. All signs show he's going to make that happen.

No one is going to show up and save you from whatever the future of

dentistry is going to look like over the next 5-20 years.

The good news is that you can save yourself. You can either make a change NOW to fly above all of the turbulence that's coming or you can prepare as best you can to ride out the storm.

To register for an upcoming Dental Sleep MBA™ Preview Event, visit the link below or contact our office at 908-258-0341.

**[www.dentalsleepmba.com](http://www.dentalsleepmba.com)**

Sincerely,

**Dr. Williams, D.D.S.**



## 2018 PREVIEW EVENT CALENDAR

**NASHVILLE - APRIL 6-8**

**BALTIMORE - MAY 11-12**

**LOS ANGELES - JUNE 8-10**

**DENVER - JULY 20-22**

**ORLANDO - AUGUST 17-19**

**NEW JERSEY - SEPTEMBER 14-16**

**CHICAGO - OCTOBER 13-15**

**AUSTIN - NOVEMBER (9), 10-12**

*(Includes an optional upgrade day on November 9 at the office of Dr. Brandon Hedgecock, owner of a million dollar sleep practice.)*

**LOS ANGELES - DECEMBER 8-10**

CHECK AVAILABILITY AND MAKE YOUR RESERVATION AT:

**[www.DentalSleepMBA.com](http://www.DentalSleepMBA.com)**

**[WWW.DENTALSLEEPMBA.COM](http://WWW.DENTALSLEEPMBA.COM)**