

**WARNING: No matter how much you want a beautiful smile.**

## **“Don’t Even Think About Having Cosmetic Dentistry Done Until You Get The Answers To These 7 Questions!”**

Dear Patient,

**Since you’ve requested this special report, I’m going to assume you’re thinking seriously about having some work done on your smile.** So let me start out by congratulating you on planning to do something about a problem that’s probably been bothering you for a while.

Cosmetic dentistry is something lots of people are thinking about today. In fact half of all people surveyed say they’d love to have a better, more attractive smile. They are people just like you, and just like you they’d like to have whiter, straighter, evenly spaced, healthy looking teeth.

So why are so many people choosing cosmetic dentistry? Everyone’s got a different story, but most come down to simply feeling embarrassed by their appearance.

Like one of my patients, an attractive woman in her 50s, whose little grandson climbed up on her lap, put his arms around her and said “Nana, why are your teeth all brown and yucky?” **She said she almost cried** – not just because her grandson thought her teeth were ugly but because she knew everyone else thought so, too.

Or the young woman who decided she had to do something after she looked at the pictures from her family picnic and realized there wasn’t a single one of her smiling – even though she remembered having a great time.

**Some people say they’re just unbelievably frustrated.**

I have one patient for example, who lost nearly 40 pounds, started working out at the gym,

and even dyed his hair. But even with all of that, his worn, stained teeth actually made him look older than he was.

And it's not just a matter of vanity. There are plenty of people who are convinced they've been passed over for promotions because their chipped, uneven or discoloured teeth meant they just didn't look "right" for an executive position. I could go on and on, but you get the message.

Thousands and thousands of people are dissatisfied with their smiles – for some very good reasons. And once they learn that they can have a brilliant, healthy, totally stunning smile often in a matter of weeks they want to get started right away! I know you're eager to get started but you can save yourself a huge amount of disappointment (not to mention money) if you take the time to **READ EVERY WORD** of this special report and **ASK EVERY QUESTION** I suggest. Because, you see, I'm going to show you how to play detective and give you the tools you need to find a really great cosmetic dentist.

**OK. Let's get started.**

**Let's assume you've got the name of a cosmetic dentist your friend raves about.**

**Your very first step is to:**

- **Ask the dentist whether he has pictures of people he or she has actually treated!!** You may be surprised by the answer. Very often, cosmetic dentists show "stock" photos that show the results of OTHER DENTISTS' work. A shocker? You bet – and a sign you need to look elsewhere. After all, cosmetic dentists who are really good – and really proud of their skill – don't need to show you some stranger's work. They're happy to show their own. The next question is really important – and so is the way you ask it, because you need to know exactly how experienced this dentist really is. So before you go any further
- **Ask the dentist how many CASES like yours he or she has done.** Why did I put the word cases in capital letters? Because it's the magic word if you want an answer that really means something. Ask a dentist how many veneers he's done and he may answer perfectly honestly that he's done 120. Sounds like a tremendous amount of experience, but it could simply mean he's done roughly 10

teeth each for just 12 patients. Ask how many veneer cases he's done and he'll say 12 – not a terrible number but nowhere near as reassuring as 120! The number of cases the dentist has done is one important way to judge his or her experience but there are others, too.

- **Ask when the dentist first started doing the procedure.** As I'm sure you could guess for yourself, longer is better – both because you want a dentist who's highly experienced and because a dentist who's been doing a procedure for five or 10 years knows for sure that his work stands the test of time. Now ask the experts – people like you OK. Let's say you've gotten really good, really reassuring answers from the dentist. Now it's time to find what his patients think:
- **Ask if he has testimonials from grateful patients.** You want to know what people like you have to say about the dentist's work. Are patients totally delighted with the results? Do they love the way they look? Do they smile more, laugh more and feel more comfortable and outgoing? Take your time and read their stories carefully. You want to see for yourself how much the dentist's work has meant to other people. Don't stop there, though. As I'm sure you can see for yourself, no dentist would show letters from unhappy patients.

So you want to get beyond the people who were so thrilled they simply had to write to say "thank you." You also want to talk to folks who haven't written. Maybe they thanked the dentist in person. Maybe they just aren't the letter writing type. Or maybe – just maybe – they were unhappy about the work the dentist did. You'll never know if you don't ask.

Ask if he has any patients who would not mind talking to you about their experiences. When you talk to these patients, don't hold back.

- **Ask about anything and everything that might concern you.** Find out exactly what the dentist did and how they like the result. Ask about how long it took and how comfortable (or uncomfortable) the procedure was. Find out if they feel that the work they had done has made a real difference in their life.

**Don't be shy -- it's your appearance OK.**

**I can see you shaking your head and thinking “won’t the dentist be annoyed if I ask for all that?”** I can assure you that the right kind of dentist won’t mind a bit. Not if he or she is the kind of dentist you want doing irreversible work on how you look. (And keep in mind, much of what we cosmetic dentists do simply cannot be undone. We have to get it right the first time!) Cosmetic dentists who’ve committed themselves to doing top quality work ENJOY answering questions like this. After all, it gives us a chance to show off the results we’ve achieved and helps us develop a great relationship with people who are going to be our patients.

When it comes right down to it, good cosmetic dentists simply love what we do. I mean, how many dentists get to see a person start to smile – really smile – after years of holding back? Talk about job satisfaction... you just can’t beat it! When I finish, my patients not only give me big, beautiful, healthy smiles, they shake my hand and pat me on the back. Lots of them even hug me. When’s the last time you felt like hugging the dentist who did your root canal? Anyway, when you get as much pleasure out of doing something as dedicated, enthusiastic cosmetic dentists do from giving people the smiles of their dreams, talking about it is no problem at all. In fact, it can be hard to get us to shut up! So don’t be shy. And speaking of top quality work, here’s another good question

- Ask if the dentist is a member of at least one of these associations:
- The American Academy of Cosmetic Dentistry (AACD)
- Full member The British Academy of Cosmetic Dentistry

The AACD is the world’s largest organization dedicated solely to the art and science of cosmetic dentistry. In 60 countries, with over 7,500 members worldwide, the AACD encourages the very highest standards, providing educational opportunities and serving as a forum for cosmetic dentists to exchange ideas and experience. We count on the Academy to keep us up to date with its quarterly journal and look forward to enhancing our skills at its annual scientific session. **Ask if the dentist is an active AACD or BACD member and regularly takes continuing education courses to keep up-to-date with the latest techniques in clinical cosmetic dentistry.**

**Now I have just one strategy left – and it’s a beauty. Once the dentist has left the room:**

- Ask the dentist’s staff if they or any of their family members have had cosmetic work done by the dentist. Obviously, if the staff hasn’t asked the dentist to work on them you don’t want to either. And if they have had work done by the dentist you’ll have the chance to get a “live” look at what he can do. Take the time to do it right!

**So there it is: everything you need to know – and do -- to find a great cosmetic dentist.**

**Yes, there’s a lot to accomplish. And yes, it may take you a while – but if having the smile of your dreams is REALLY important to you, you’ll follow every step.** I know that’s not what you wanted to hear. You’re sick of covering your mouth every time you smile. Sick of looking at yellowed or worn-down teeth. Sick of feeling embarrassed all the time.

You want a beautiful smile you can be proud of. And you want it NOW. You were hoping I’d give you a few quick and easy steps to follow – but unfortunately that’s not the way it works. You have to do your homework, and homework takes time. Get the help you need!

**I can offer you a solution, though.**

Because I really do understand how much you want to get started right now. And I can help – if you want to start your search by visiting my office. I’m more than ready to answer those questions, and I’m ready to do it today – because I’d love to help you get the smile of your dreams. What’s more, I have nothing but respect for patients who want the whole story before they sit in my chair. I know that much of the work I do is for keeps - irreversible changes have to be made if we’re going to give you the smile you deserve. And when a patient comes to me with lots of questions I know I’m dealing with someone who’s smart, educated and prepared. A smile you’ll love – guaranteed!

**My staff and I love what we do –** and we’re excited about the spectacular results we’re able to produce with today’s cosmetic dentistry techniques. So I’d like to offer you

something that I hope will put your mind at ease – a simple, clearly stated, rock-solid guarantee that all my work is guaranteed 100% and I will carry out all your cosmetic treatment personally. That's the kind of confidence I have that we can give you the smile of your dreams. And it's the kind of confidence I want you to have before we start working on that smile. Good news about cost Now there's one more thing I need to do, and that's put your mind at ease about the cost of getting the smile you deserve. I understand that cosmetic dentistry can be a big investment.

That's why I've made it my business to research all the options and come up with ways to help almost anyone get the smile they want right now. I'm proud that my practice provides a variety of financing plans and explains them so that you will feel totally comfortable discussing these financial issues with me. I'd also like to remind you that while cosmetic dentistry IS a significant investment, it's an investment that pays real dividends in terms of your appearance, your self-confidence. Remember Your Consultation is FREE During your consultation we'll talk about what you want and what needs to be done. Then YOU decide if you want to proceed. I realize I may sound excited, but I know how wonderful you will feel about having a new smile you'll never want to hide – a smile that will give you confidence, help you make new friends and feel great about yourself.

So please call me today on **0800 043 7273**, My staff and I look forward to meeting you and helping you achieve the truly beautiful smile of your dreams.

Yours Sincerely,

*Dr. Rob*

[www.TheSmileDentist.co.uk](http://www.TheSmileDentist.co.uk)

**P.S. thank you for requesting this report. I hope you'll ask every single question I've suggested when you visit my office – because I want you to feel informed and confident.**