



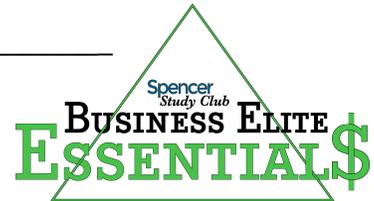
Spencer
Study Club

BUSINESS ELITE
ESSENTIAL\$

CONFIDENTIAL APPLICATION
2022 - 2023

Name: _____

Date: _____



Please answer the following questions as truthfully & accurately as possible:

1. Do you believe that the fastest way to greater productivity and success is to learn from those who have already achieved such success and to surround yourself by others with the same goal?

Yes

No

2. Do you believe that success can be modeled? For example, do you believe that if one person can achieve the results you want that you can model what they did as a means to achieve similar results yourself?

Yes

No

3. Do you believe that YOU are responsible for your own success and that nobody can “make you successful” or the “go to expert” in your community?

Yes

No

4. Do you have the capacity (chair and schedule space) to ADD at least 10 sleep/TMD patients per month to your schedule?

Yes

No

5. Do you currently work with insurance (at any level) with regard to sleep and TMD, or are you strictly fee for service?

I work with insurance

I am fee for service

6. If it was a year from now, and you had just had your best year ever, what three big things would you have accomplished?

1.

2.

3.

7. What, if anything, do you feel is holding you back from creating the practice you desire and/or implementing sleep/TMD in your practice to the level you desire?

8. What special traits, qualities, experience or skills do you have that would make you a valuable and contributing member of a group dedicated to improving the business aspects of DSM and TMD within their practices?

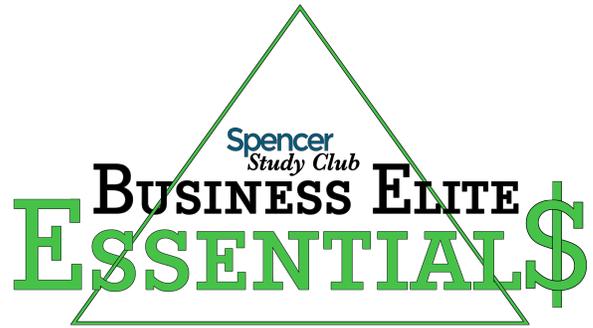
Name: _____

Practice Address: _____

Preferred personal email: _____

Cell phone: _____

SSC Business Elite Essentials



Membership Benefits

Three, Two-Day Workshops (In person, live streamed via Zoom, and recorded in case you can't be there in person)

Come to Salt Lake City and work directly with Jenni, our team and me. All sessions are 1 1/2 days, a full day Friday and a half day Saturday, which should allow all attendees to travel back home Saturday afternoon/evening.

Workshop Dates:

October 21-22, 2022

March 10-11, 2023

August 18-19, 2023

This will not be just another typical course or training! Spencer Study Club Business Elite Essentials is all about...BUSINESS! Our entire focus will be on providing you with the foundational business and marketing principles to help you create a highly profitable and extremely enjoyable practice. And of course all while keeping with our model of increasing and improving your reputation in the medical and dental community.

The business principles taught in Business Elite Essentials will apply to practices that are just getting started implementing sleep & TMD (or planning to), that are completely limited to sleep & TMD, and to all the practices in between. The things you will learn apply to doctors with brand new practices, those looking to bring on an associate/partner, as well as those who are getting their practices ready to sell.

Here are just a few of the principles we will cover in the workshops:

- The biggest thing holding you back from achieving your practice goals,
- Creating a MAP to get you from where you are now to where you want to be,
- How to create and implement systems while improving team morale,
- Doing more of what you love and less of what you don't,

- Determining your ideal patient for your ideal practice,
- Marketing techniques to attract THE RIGHT new patients,
- Understanding how to create a compelling message and how to choose the correct markets and media for that message,
- Developing and refining your unique selling proposition,
- AND creating the lifestyle and FREEDOM you desire!

Monthly Marketing Messages

Between workshops it's important to keep your momentum. And that's why you'll receive a monthly marketing message, recorded by myself (perhaps interviewing some friends) and sent only to BEE members to watch at your convenience.

These monthly marketing messages will be designed to go deeper on a specific topic, or to adjust our course due to a recent event (in the past few years of BE we've had quite a few... like Medicare's "same or similar rule;" Covid—a pretty big one that required some significant tactical moves; the AHRQ article and most recently dealing with inflation and staffing challenges). The Monthly Marketing Messages will help keep you on track and up to date on events that could affect your business.

Secret SSC BEE Members Only Facebook Forum

This has been one of the most powerful aspects of our Business Elite programs since 2019, providing a meeting place for our BE members to discuss business and practice management topics. In this special BEE members only group the focus is all about business, billing, marketing, leadership, getting help with your struggles and sharing your business related successes with your fellow BEE friends.

FAQs

How do I get accepted into the group?

We are currently taking applications for the 2022/2023 Business Elite Essentials program. The first session will be October 21st-22nd, 2022, which we believe will put you in a position to quickly get a return on your investment, perhaps while still in 2022.

What are the dates of the 2022-2023 workshops?

October 21-22, 2022

March 10-11, 2023

August 18-19, 2023

All workshops will take place in beautiful Salt Lake City, Utah—gateway to Yellowstone, Bryce Canyon, Arches and Zion National Parks.

Will I still remain a member of the SSC Mentoring Group?

Yes, and SSC BE Essentials is only open to Mentoring Group members in good standing (i.e. their annual or monthly membership tuition is paid). You will retain access to all of your SSC Mentoring Group benefits, and as a BEE Member you will have access to Elite benefits, such as discounted tuition to SSC Live events and other perks.

Please Read Before You Apply

Before you apply, let me be crystal clear:

This is NOT a get rich quick program, nor is it a cheap program designed to get you in the room and then sell you services by some sponsors.

In BEE you'll be required to implement what you learn...fast...and share your results in order to help your soon-to-be-life-long BEE friends (to be read **"You gotta work!"**).

There is a time commitment associated with building the practice of your dreams. If you don't have time right now to focus on maximizing your practice, don't apply (maybe you can down the road, although there is no guarantee that this same level of Business Elite will be offered in the future).

Business Elite Essentials is also not the same as our original Business Elite Mastermind Group, which will be entering its 5th year in 2023. This small mastermind group is made up of alumni of our previous Business Elite programs, by invitation only and via a selection process with our current members. The Business Elite Alumni Summa Tendo (BEAST) group is more personalized, and the significantly higher tuition reflects that.

Business Elite Essentials is designed to teach many of the same business principles that are taught in our BEAST mastermind group, but at a tuition rate that virtually any practice should be able to not only afford but to have a positive ROI in their first year.

Here's How To Apply

1. **Fill out the Fillable PDF Application at the beginning of this document and email it to applications@SpencerStudyClub.com.**
2. Once we receive it, we'll review it personally.
3. If I think we might be a good fit, Jenni will reach out to you and schedule a quick 20 minute call so she can answer your questions (and ask you a few questions as well). If we don't think you're quite ready, **yet**, we'll let you know.

4. Assuming both you and Jenni still think we're a good fit at the end of the phone call, you're in!
5. On the phone call Jenni will also describe our Business Elite Essentials CONTEST, which includes over \$20,000 in prizes for you and your team!!!

TIME IS A FACTOR

This opportunity is limited. We only have so much space. If you feel like this is right for you, or could be the right thing for you, fill out the application now and get it to Jenni ASAP before all the spots fill up and you miss out on this opportunity.

Thank you!

Dedicated to your success,

Jamison

P.S. What if you joined SSC Business Elite Essentials and you came away with JUST ONE THING that could dramatically improve your practice and your life? ONE THING sometimes is all that's needed to make a huge difference. ONE THING successfully implemented. And once that big domino falls...well, you get a domino effect!

I've worked with many "coaches" over the years in my business. I learned something valuable every time. I paid over 30K early on in my career, when paying 30K REALLY hurt (and that was just the fees, not accounting for the value of all my time, travel, team travel and time, etc., etc.). The coaching really wasn't even that good! The principles taught were OK...but they didn't really understand the nature of my practice. I've seen that with other dental practice management groups too...they just don't get sleep and TMD.

It's too different.

I also didn't like the fact that most of the people providing the coaching had NEVER ACTUALLY DONE WHAT THEY WERE TEACHING. They could talk a great game. But they didn't have evidence of using the principles IN THEIR OWN PRACTICES... because they didn't have practices.

It's kind of like taking financial advice from someone who doesn't actually have any money...and they for sure don't have any money invested where they are saying you should invest.

I eventually had a serendipitous conversation with a dentist friend of mine. Someone I consider a mentor. Someone who HAD CREATED the practice I thought I wanted to create, and had been successful for many years.

She told me about a course she took. It had NOTHING to do with dentistry...but was taught by someone who was super successful and was actually living what they taught.

Jenni and I went, with 2 of our children, and a BIG DOMINO was pushed over.

We have spent well over 100 grand in courses and programs taught by people who have actually achieved the success, or health, or financial freedom we were looking to achieve. They didn't just talk about it...they lived it.

In 2018/2019 I was part of a mastermind group where I paid 38K simply to meet a few times. No Zoom meetings. No Private Facebook Group. Just 3 in person get togethers.

And it was **totally worth it** because I picked up a few pearls that made a major difference.

It only took a couple of pearls for me to get a VERY high ROI.

SSC Business Elite Essentials will teach the principles covered in our extremely successful launch of the SSC Business Elite mastermind group of 2019, but will be open to far more people, with less of a financial commitment. Taking the best of proven strategies that have worked in the past (and continue to work), and mixing in the newest and best ideas to take advantage of the rapid progress and changes that are occurring all around us.

By people who do it. By people who live it. By people with skin in the game.

If that sounds good to you...let's see if we're a match.