



DR. ANISSA *Holmes*

S P E A K E R P A C K E T



WANT TO BUILD YOUR DREAM PRACTICE FASTER?

Through her speaking presentations, podcast and blog, Dr. Anissa Holmes, a global leader and strategist in profitability systems, team training, and digital marketing, shares tips in building a loyal and engaged team, implementing scalable systems and processes, and leveraging the latest marketing strategies to build your dream practice.

Dr. Holmes' interactive presentations focus on creating actionable steps that every business owner can implement from day one. By the time attendees have absorbed her presentations, they genuinely have something of value to take away, and more importantly, to take action on holding themselves accountable to make the most out of the investment they made in attending.

PRESENTATIONS



INCREASING PROFITS THROUGH THE CIRCLE OF FOCUS

In this high energy, inspiring workshop, you will learn the simple process for creating a thriving practice. You will learn how to get your team aligned, how to create processes for accountability, and how to predict practice profitability. You will learn how to use whiteboards effectively to reverse engineer growth as well as understand the power of utilizing weekly scorecards to know exactly what to focus on so things don't slip through the cracks. After attending this course, you will have a road map to know what to focus on first.



ULTRA CASE ACCEPTANCE & HIGH RETURN MARKETING

The Ultra-Case Acceptance & High Return Marketing is a highly interactive presentation with pearls that you can use right away in your everyday practice. This presentation is specifically designed for you if you are growing the complex car aspect of your practice—cosmetic, implant, hygiene, clear aligners/airway, and rehabilitative dentistry. This workshop is designed to introduce you to the essential strategies of the new patient process and case acceptance from marketing to proven systems to case presentation/financial discussions.



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INCREASING PROFITS THROUGH CIRCLE OF FOCUS...

Dentists are under increasingly higher stress today. It can take the joy out of practicing. Crushing schedules, shrinking profit margins and constant work are running some out of our profession altogether.

As dentists, we can build more profitable and even thriving practices if we take the focus away from doing business as we have always done. This means shifting our mindset and looking carefully at our leadership. This also includes looking at how we build relationships and serve our patients. Many in our profession, as well as in other small businesses, believe we must work hard for 20 years before we can have the success and freedom we dream of having. But that simply does not have to be the case.

In this high energy, inspiring presentation, you will learn the simple process for creating a thriving practice. You will also learn how to get your team aligned, how to create processes for accountability, and how to predict practice profitability.

You will discover how to use whiteboards effectively to reverse engineer growth as well as understand the power of utilizing weekly scorecards and to know exactly what to focus on.

After attending this course, you will have a road map to know what to focus on first. This presentation can be expanded to include a full day workshop.

LEARNING OBJECTIVES

- Learn ways to enroll and engage your team so everyone will work together to achieve the practice vision
- Understand how by creating a unique practice culture, you can attract more raving fan patients and create a healthy work environment
- Discover innovative approaches and strategies for providing the WOW customer experience
- Learn the importance of Vision and how to develop an amazing team to help Deliver WOW!
- Learn how to empower each person on the team to become leaders to prevent overwhelm and to get more done
- Explore systems, the key to maximum productivity and a more efficient, profitable practice
- Learn how effective communication allows for improved results
- Learn how to empower each person on the team to become leaders to prevent overwhelm and to get more done



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ULTRA CASE ACCEPTANCE & HIGH RETURN MARKETING ... AND HOW TO GET IT RIGHT?

Need more new patients? Business overhead have you stressed? Or, could greater profitability bring you the freedom to live your dreams?

Need more new patients? Business overhead have you stressed? Or, could greater profitability bring you the freedom to live your dreams?

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Dr. Anissa Holmes helps practices grow by focusing on leadership, effective case presentation, systems optimization, and implementing high return marketing. Dr. Holmes is also dentistry's leading digital marketing expert, having trained over 5000 practices to leverage social media to effectively grow their practices

LEARNING OBJECTIVES

Upon completion of this course, participants should be able to achieve the following:

- Better understand the case presentation framework for and how to build rapport
- Discover which marketing strategies lead to higher case acceptance
- Discover little known ways to leverage Facebook and Google to attract more high values patients
- Understand the role of the team in overall success!!!



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GROWING DENTAL PRACTICES FASTER

Do you struggle with building a winning team, growing new patient numbers, and getting patients to accept treatment?

Tired of feeling guilty, stressed out, and frustrated because you're trying to juggle too much?



Founder of the Delivering WOW Dental Education, Dr. Anissa Holmes helps practices grow by focusing on leadership, effective case presentation, schedule & systems optimization and implementing high return marketing. While others are helping their clients have multiple six-figure years, she is actually helping her clients have multiple six figure months.

Dr. Holmes has been named one of Ultradent's Female Icons of Dentistry, Dental Product Report's TOP 25 Women in Dentistry, and has been featured in top publications such as Dental Economics, Dentistry IQ, Dental Products Report and Entrepreneur Magazine. Dr. Holmes is also the authore of the best selling book, Delivering WOW: How Dentists Can Build a Fascinating Brand and Achieve More While Working Less.

In addition to coaching and being an International Dental Speaker, including being the business keynote for the 2022 AACD annual session and the business speaker for Catapult Education, Dr. Holmes has been a featured speaker at Social Media Marketing World and Funnel Hacking Live. Dr. Holmes is also dentistry's leading digital marketing expert, having trained over 5000 practices to leverage social media to effectively grow their practices and her Delivering WOW Dental Podcast has listeners in over 125 countries.

Learn exactly how she is empowering doctors to delegate and elevate their teams, how to know exactly what to focus on to grow and scale your practice, and how to translate the latest marketing strategies so you too can implement them in your business.



HONORS/ACHIEVEMENTS

Ultradent 2020 Female Icon of Dentistry
Best Selling Book, Delivering WOW: How Dentists Can Achieve a Fascinating Brand and Achieve More While Working Less
Speaker, Catapult Education
Top 25 Women in Dentistry-Dental Products Report
Action Coach North America Female Entrepreneur of the Year Finalist
Featured in the 30 Day Book
Featured in the Rise of the Youpreneur Book
Created the Click Funnels Brick and Mortar Funnel Framework

PUBLICATIONS

Entrepreneur Magazine
Dental Economics
Dental Products Report
Dental Entrepreneur Woman
The Profitable Dentist

OUTREACH

Village Impact-Helped build two schools in Kenya
Project Smile Makeovers, Free Dental Days

PARTIAL LIST OF PRESENTATIONS

AACD Keynote
Vivos Institute Keynote
ASDA Leadership Conference
American Academy of Endodontics
Jamaica Dental Association
Perio Protect Keynote
Smiles at Sea
National Dental Association
Social Media Marketing World
Funnel Hacking Live (5000 Person Keynote)

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DR. ANISSA *Holmes* TESTIMONIALS

Voted one of the “Top 25 Women in Dentistry” by Dental Products Reports, Dr. Holmes provides actionable steps to help you to develop your business culture, systems, and brand as well as shares strategies which can help you to fast-track your success.

"When people ask me how to get new dental patients using Facebook and Funnels, I tell them to go to Anissa. She is the best in the world for dental marketing."

— RUSSEL BRUNSON,
FOUNDER OF CLICK FUNNELS

"Your presentation was very inspiring. The strategies that you spoke about to engage your team and grow your business are strategies that we can inject into our own companies to get success. Very inspiring. We love what you are doing!"

— R. SMITH



"For me, I can say that this has been the best session of the entire weekend!"

—A. PAIRMAN

"Anissa has grown a Facebook following of over 50,000, and shares the ins and outs of Facebook targeted marketing as well as how to get the best ROI on your social media investment. She teaches detailed steps and out-of-the box strategies to build your brand."

— DR. M BARNES

"Anissa, you are dentistry's biggest rockstar! What you are bringing is innovative and fresh. I really think that everyone in dentistry needs to hear you. Dental Meeting planners who are looking for someone new and fresh will be wowed. Dentistry needs more women role models like you."

—DR. HOWARD FARRAN; DENTALTOWN MAGAZINE

"Anissa is an amazing dentist and marketer. We often use her content when sharing with other dentists how to get it right!"

—JACK HADLEY; PARTNER MY SOCIAL PRACTICE



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