



DELIVERING WOW
DENTAL EDUCATION



DR. ANISSA HOLMES

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



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With a passion for transforming the face of dental education, Dr. Anissa Holmes has made a name for herself as a leading expert in coaching and presentations. Her exceptional skills have earned her numerous invitations to keynote at prominent events like AACD, contribute to dental publications like Dental Economics, and present at top dental meetings and societies.

At the helm of delivering WOW dental education, Dr. Holmes and her team of experts work alongside dental practices to help them achieve exponential growth. with a focus on team transformation, leadership, effective case presentation, schedule, and systems optimization, and high-return marketing implementation.

— 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 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

— DELIVERING THE WOW: THE SECRETS TO PRACTICE SUCCESS

— ULTRA CASE ACCEPTANCE & HIGH RETURN MARKETING

— WANT TO GROW FASTER? DO THIS!

— THE 3 STEPS FOR LEVERAGING YOUR PRACTICE TO CREATE GENERATIONAL WEALTH



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INCREASING PROFITS THROUGH CIRCLE OF FOCUS...

Increasing Profitability Through the Circle of Focus presentation will share pearls that you can use right away in your everyday practice. This presentation is specifically designed for you if you want to create an implementable roadmap to take your practice to the next level – whether you want to implement new services, scale to the next million, or bring on more associates to help your practice grow. This presentation is designed to introduce you to the essential strategies of identifying the gaps, empowering and adding accountability to your team, and having a proven roadmap of what to focus on first to get everyone on the same page for ultimate practice growth.

OBJECTIVES

- Upon completion of this course, participants should be able to achieve the following:
- Better understand the circle of focus for profitability and how to build a roadmap so everyone is clear on what matters most
- Discover which systems lead to higher case acceptance, team buy-in, and the ability to grow by 45% plus in one calendar year
- Discover little-known ways to empower your team to become stronger leaders and to get excited about growing the practice
- Understand the role of the team in overall success



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DELIVERING THE WOW: THE SECRETS TO PRACTICE SUCCESS

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. This presentation is designed to help you to learn ways to enroll and engage your team so everyone will work together to achieve the practice vision. After attending this presentation, you will also understand how to create a unique practice culture to attract more raving fan patients and create a thriving, efficient, and highly productive work environment.

OBJECTIVES

- Discover innovative approaches and strategies for providing a WOW customer experience to become known in your community and do more cosmetic cases you love.
- Learn how to empower each team member to become a leader to help serve more patients, increase profitability, and ensure things don't slip through the cracks.
- Understand how to create a practice that does not have to rely on expensive marketing and what you can do instead.



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ULTRA CASE ACCEPTANCE & HIGH RETURN MARKETING

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

OBJECTIVES

- Upon completion of this course, participants should be able to achieve the following:
- Better understand the case presentation framework 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-value patients
- Understand the role of the team in the overall success



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— WANT TO GROW FASTER? DO THIS!

The fastest way to create a fast-growing business is to empower your team to implement systems that get your practice running like a well-oiled machine – releasing you to step into the CEO role and focus on growth. This presentation is specifically designed for you if you want to learn what the most innovative practice owners and teams are doing to grow faster. Every team member is held accountable by these systems, and everyone knows the goals for the practice so they can optimize when they fall short of the goals and celebrate when goals are reached. When a practice implements these systems, production, profitability, collections, and marketing become simple and effective.

— OBJECTIVES

- Upon completion of this course, participants should be able to achieve the following:
- Better understand the mindset and steps and process needed to grow the practice faster
- Discover which systems lead to faster team buy-in and how to build a business with leverage through having a highly skilled team to help execute the Doctor's vision.
- Discover little-known ways to fast-track your goals.
- Understand the role of the team in the overall success



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THE 3 STEPS FOR LEVERAGING YOUR PRACTICE TO CREATE GENERATIONAL WEALTH

Dentists are in the unique position to turn their practice into a passive income source while simultaneously creating profit pockets to multiply wealth. This high-energy, inspiring presentation will teach you three steps to leverage your practice to build wealth. You will also learn how to align your team, create accountability processes, and the exact systems million-dollar-plus practice owners are leveraging to grow their wealth. This presentation also introduces little-known ways to reduce taxes and tax-free strategies to build passive income.

OBJECTIVES

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

- Understand the circle of focus for profitability and how to build a roadmap to hit your goals faster
- Discover which systems and leverage lead to the team by in, higher case acceptance, and the ability to grow by 45% plus in one calendar year
- Discover little-known ways to empower your team to become stronger leaders and to get excited about growing the practice
- Learn how to multiply wealth by leveraging profit pockets taken from your practice



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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 helping her clients have multiple six-figure months.

Dr. Holmes has been named one of Ultradent's Female Icons of Dentistry, Dental Products Report's TOP 25 Women in Dentistry, and featured in top publications such as Dental Economics, Dentistry IQ, Dental Products Report, and Entrepreneur Magazine. Dr. Holmes is also the author 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 empowers 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
- FELLOW, DENTAL SPEAKER INSTITUTE
- TOP 25 WOMEN IN DENTISTRY-DENTAL PRODUCTS REPORT
- ACTION COACH NORTH AMERICA FEMALE ENTREPRENEUR OF THE YEAR FINALIST
- 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
- DENTAL ECONOMICS SUMMIT
- CAIN WATERS ANNUAL SESSION
- AMERICAN ACADEMY OF ENDODONTICS
- ASDA NATIONAL LEADERSHIP CONFERENCE
- VIVOS INSTITUTE KEYNOTE
- FLORIDA DENTAL ASSOCIATION
- ALABAMA ALUMNI ASSOCIATION MEETING
- PERIO PROTECT KEYNOTE
- FLORIDA DENTAL ASSOCIATION
- JAMAICA DENTAL ASSOCIATION
- AADOM



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T E S T I M O N I A L S

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, 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 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 is an amazing speaker that can get participants engaged and excited about learning! She knows her content and delivers it in a way that participants can take action right away."

-TANYA DUNLAP, VP PERIO PROTECT &
MEETING PLANNER

