

The 'Eclipse' Other Practices Media Summit'



Yes Ron, I do want to attend October 13 & 14, 2017.

Most business buy media to promote their business without a plan or knowledge of that media. They buy it because they know they need to generate business, but they don't have a good strategy or system for making the media produce the kind of results they want. If you've bought advertising in newspapers, coupon mailers, on TV or radio, use newsletters are promoting events then this Media Summit is for you. You will discover the benefits of each media type, when to use it, how to use it and see real media strategies that are working. I've asked 3 of my closest friends who each are running real businesses and are where you are. They are using media effectively and they'll share their most closely guard media strategies with you.

MEDIA STRATEGIES YOU WILL LEARN (AND TAKE WITH):

- How to negotiate with media reps
- Discover 3 media that few doctors ever use, but produces tremendous results... and is dirt cheap to advertise in
- The TV and Radio advertising we spent \$10 million on to perfect... and is adaptable to dental
- The most overlooked dental marketing I guarantee you're not using, nor is any doctor in your area (but should be)
- How to use media that eliminates fear, anxiety, insurance dependence and fee resistance in all patients
- Use media to convert undone treatments into treatment work you like doing and is profitable
- How to create a system that enrolls patients into your dental program
- How to identify a great marketing coach or mentor
- Use a marketing and advertising asset you already own, but aren't using—this is the 'game-changer' for all practice
- See how to make print media (newspaper, direct mail, free standing inserts and newsletters) work
- Make your website more appealing to potential patients, how to capture them and use follow up marketing to bring them in the practice
- And More

October 13-14, 2017 ~~\$1297~~ primary & ~~\$297~~ guest

~~\$997~~ ~~\$97~~

Check and list names of registrants:

- Primary: _____
 Key Guest: _____

Hotel Information:

Crowne Plaza Cleveland South
5300 Rockside Rd.
Independence, OH 44131
(216) 524-0700

ATTENDANCE LIMITED TO 10 PRACTICES (20 PEOPLE TOTAL)

- BONUSES**
- Why Patient pick and stick with a dentist database (\$197 value)
 - Scripted Radio/TV interview (\$297 value)
 - Radio/TV advertising template (\$97 value)
 - Print ad template (\$97 value)
 - RJMM Direct Response Media Ranking System™ (Advertising design template) (\$97 value)
 - 1-month Master Level membership in The Elite Gold Crown Coaching Program (\$128 value)
- You must register before September 30, 2017 to receive the Bonuses—Total Value 785.00**

**TO REGISTER
COMPLETE THIS FORM AND:**

FAX TO: (440) 884-6064

**EMAIL TO:
RON@RJMEDIAMAGIC.COM**

**PHOTO & SMS TEXT TO:
(440) 263-2891**

Name _____ Practice Name _____

Business Address (No PO Boxes please) _____

City _____, State _____ Zip _____ Country _____

Personal Email _____ Phone _____ Fax _____

Credit Card (circle one) Visa MasterCard AMEX Discover

Credit Card #1 _____ Exp Date _____ Card Code (on the back) _____

Signature _____ Date _____

Your signature authorizes RJ Media Magic, Inc. to charge your card monthly for membership. Membership remains valid upon monthly credit card approvals. Providing this information constitutes your permission for RJ Media Magic, Inc. to contact you regarding related information via mail, email, fax, pre-recorded phone messages and phone.



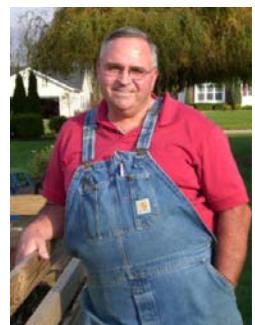
Ron Sheetz has made himself an absolute authority in relationship marketing for dentists across the country. His unique, innovative and proprietary marketing strategies are revolutionizing how dentists are now able to position and differentiate themselves from other dentists, group practices and the mega-corporate practices popping up in every town across the land. Ron's strategies are leveling the playing field for the patient-centric practice, tipping the advantage back to practices on a modus operandi to take care of patients first. Ron has the distinctive ability to take a very specific asset every practice possesses, but underutilizes, and transform it into a powerful marketing and advertising advantage.



Jerry Jones is an expert marketer who specializes in direct mail and newsletter marketing and advertising. Jerry is an advisor, copy writer and consultant in the dental field, though his ideas, techniques and systems are adaptable to any business. As a consultant to dentists, and what sets him apart from other consultants advising dentists is that Jerry operates his own dental office in Salem, Oregon... not exact a metropolis. Unlike most other marketing advisors, Jerry tests everything he produces through his own office as a test lab of results. Once it passes muster, he shares it with members and clients. So what Jerry will share about direct mail and newsletters has been tested by mailing millions and millions of pieces of mail.



Pete Lillo, also known as Pete the Printer, was the original printer to Dave Thomas when he took his food chain public and doing all of Wendy's national printing. He did the printing for Gary Halbert and his highly successful 'Coat of Arms' program, which was featured by Johnny Carson on the Tonight Show in the 70's and being Dan Kennedy's original and longest running business partner, Pete knows two things absolutely, 1) what works in media and 2) the commonalities among successful business people and their relationship with media. As a top insurance salesman straight out of the Navy to opening and running a highly successful print shop in Akron, Ohio, Pete's experiences are vast.



Mike McGroarty is the most unexpected marketer you'll ever meet. Mike is the author of several books, including Easy Plant Propagation and Can Any Small Business Make You Rich? If I'm the video guy, Mike is the Plant Guy. I first met Mike in a mastermind group and wondered what a guy who sells plants and backyard gardening products could teach me about marketing my business. Yikes!!! He can teach a lot! Mike operates mostly online and does a near 7-figure a year business working in his bibbed overhauls most of the day. He's a plant guy by day and a smart marketer by night. Currently Mike has over 200,000 highly motivated, highly interested and highly responsive people on his email database list. When he sends out emails money pours into his bank account. So what can this garden-guy teach you? How to put people on a list (lead generation) and then, through mostly email and online marketing, turn that list into a continuous flow of inbound money.

GUARANTEED! GUARANTEED!

I want to remove any risk to attend. If at the end of the first day you have not picked up one new idea or strategy that you can implement in your practice I'll refund you entire tuition and reimburse your travel expense to Cleveland... not questions asked; and you keep all the bonuses