

THE MILLION DOLLAR MEMBERSHIP PLAN



BOOMCLOUD

JORDON COMSTOCK

Section 1

Introduction



Who am I?

My name is Jordon Comstock. I am the founder and CEO of BoomCloud, a software company that helps practices create, organize, automate and track a dental membership program. I have been in the dental industry since the early 2000s. I started my career in dentistry as a dental lab technician and then managed the lab for 8 years. I love the business side of dentistry and I am passionate about helping dentists reduce dependence on PPOs and create predictable recurring revenue. I have been managing and growing BoomCloud since 2014.

I wrote this book to inspire other practice owners and to help educate the industry on the success of membership programs as I am seeing practices reach levels of success and I think your practice needs to know about it. I am super excited to educate you on the new way to be attract and manage patients and also on a strategy that will help cut the nasty PPOs out of your life. I hope you find value in this book and I hope it motivates you to grow your membership program and even use [BoomCloud](#) to help you with your goals of growing a successful program!

Rock on!

Jordon Comstock

Founder, CEO

BoomCloud

Section 2

Table of Contents

Chapter 1 - What is a Dental Membership Program

Chapter 2 - Why Recurring Revenue is Important

Chapter 3 - Benefits of a Dental Membership Program

Chapter 4 - \$50/mo Case Studies

Chapter 5 - **The \$1M/yr Case Study +**

Million Dollar Membership Marketing Strategies

Chapter 6 - How to Get Started

Chapter 7 - Great Vacation Spots to Visit (once you reach your goal)

If you have **not bought my “**Passive Income For Dentistry**” course, I recommend getting access to it below. When you get it, you will get the following:

- Passive Income for Dentistry - Course
- Attracting Businesses to your Membership Program - book
- Recession-Proof with Passive Income - Course
- 99 ways to make passive income, save money and grow your practice - Idea list
- Membership University - 6 Courses
- Passive Income Calculator
- And much more

Get the course here -

<https://boomcloudapps.info/order-form-548856741656208290695>

What is a Dental Membership Program?

Do you have Amazon Prime? or a Costco Membership?

Those are perfect examples of a successful membership program outside of dentistry. You can create the same strategy for your practice. Patients can pay your office a monthly or yearly fee to get access to benefits and savings to your practice (your practice only, there is no network). Your practice creates the plan benefits and the plan pricing and then promotes it to existing and new potential patients. These types of plans work really well for uninsured patients and patients that are out of network. According to vox.com a news website there are 180 million people who don't have dental insurance. We are in a time where there are more uninsured than insured. The pandemic also increased this opportunity and added almost 30 million more Americans to retire earlier than planned. They don't have insurance benefits anymore.

Here is an example of a plan that works really well in dentistry:

PLAN EXAMPLE

Practices that truly want to grow and SCALE their membership program focus on systems, marketing, billing automation, patient agreements, automated renewals, tracking essential metrics and holding their team accountable to goals. If you want to generate \$50,000/mo or more in predictable recurring revenue then you need to think of your membership program as an asset and as a system that your practice owns and it shouldn't be dependent on any individual in your practice. You shouldn't rely on manual systems or individual team members to run the program especially since there are existing systems to help you manage your program (Ahem, Like [BoomCloud](#) ;)).

Dental Membership Pricing

1st Member: **\$299/yr**
Additional Member: **\$275/yr**

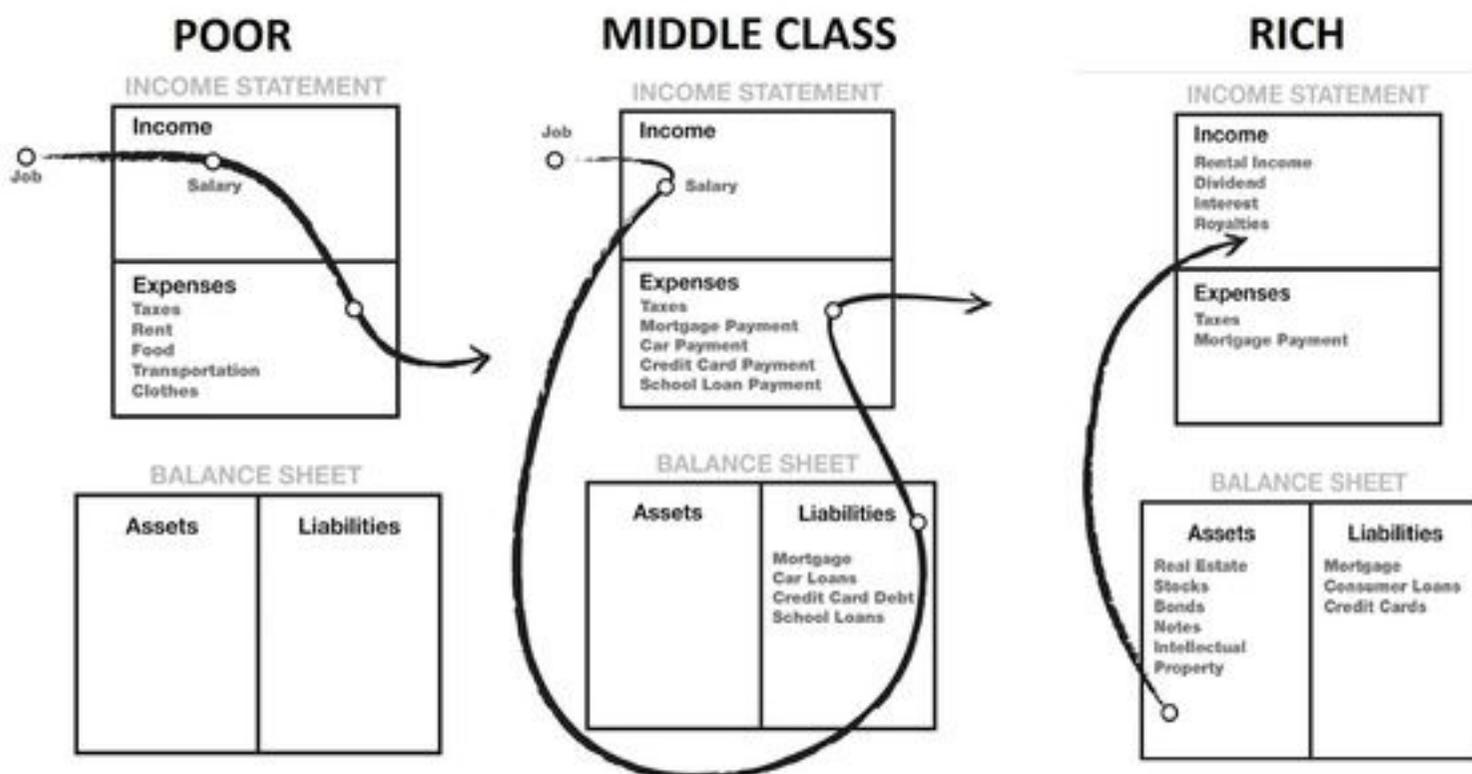
1st Member: **\$30/mo**
Additional Member: **\$25/mo**

- 1 - Comprehensive Exam
- 1 - Annual Exam
- 1 - Emergency Exam
- 2 - Cleaning
- 2 - Oral Cancer Screenings
- 2 - Fluoride Treatments
- 4 - Bitewing X-rays
- Any individual X-rays needed throughout the year
- Full mouth Series of X-rays or Panorex
- 50% off 3D imaging scans
- 15% off additional cleaning, dental sealants, fillings, Core Buildups, Oral Surgery, Root Canals
- 10% off Crowns, Veneers, Periodontics, Dentures, Partials, Implants
- \$1,000 off Invisalign
- \$300 off ZOOM Whitening

What is an Asset?

An asset is something you invest in that generates income. For example if you have read the book “Rich Dad, Poor Dad” by Robert Kiyosaki, he talks about how rental properties that produce a monthly profit for the owner is classified as an asset. Your membership program can be a massive asset for your practice as you can use a membership program (if set up correctly) to help reduce reliance on PPOs, build a predictable recurring revenue/passive income stream whether you do dentistry or not, attract more patients to your practice, build patient loyalty and increase case acceptance.

I really like this diagram below. it is from the book Rich Dad Poor Dad by Robert Kiyosaki. This illustrates how wealthy people think. As a practice owner are you investing and setting up multiple assets with your practice? or are you spending income on liabilities and expenses?



If you look at these diagrams the rich/wealthy people buy and create assets that continue to generate income for them and their businesses. This is why I think a successful dental membership program is a wonderful **asset**, especially because it can generate revenue passively.

Why is Recurring Revenue Important?

Predictable recurring revenue is the holy grail of business revenue. There is a famous quote that says *“recurring revenue is the best damn business model in the world”*. This type of revenue stream is important for your practice. We all know that dentistry has periods of feast and famine. **Sucktember** is an actual word in dentistry because of the low patient visits and cancellations during September. When you can install a healthy recurring revenue stream in your practice it allows you to go on vacation while still collecting revenue. You will sleep better at night because cash flow is one of the biggest challenges of running a dental practice and a membership program will improve this. I thank the insurance companies for jacking this up and paying out practices every 60 to 90 days - not cool....

Predictable recurring revenue is income that comes in automatically without the need to manually run payments or collect from insurance. You can actually predict it. Billing is automatic and contract renewals automatically renew just like Amazon Prime or a gym membership.

The Value of Recurring Revenue

According to John Warrilow the Author of the Automatic Customer (I highly recommend you get this book!) Businesses with predictable recurring revenue can be sold at a higher valuation. He says recurring revenue can be valued at 25X to 48X the monthly recurring revenue. This is great news as your practice value will increase just by implementing a dental membership program and growing it to hundreds or over a thousand members.

Are you sick of being tied to the chair?

As a dentist one of the biggest concerns you may have is that every time your hands aren't in a mouth your business is not generating revenue. Dentistry is a fantastic business and you are able to generate a lot of cash but as a practice owner you need to understand that your business should generate revenue without you constantly there, I believe that membership programs and hiring the right associate and other team members can help you achieve your goal of passive income and not being tied to the chair all the time.

Benefits of a Dental Membership Program

Membership programs are continuing to build in popularity both with patients and practices because it is a win-win for both. If you think about how insurance companies work they basically have a win-lose-lose model, Insurance company wins, practice loses and patients lose. Here are some of the benefits of creating and growing a dental membership program:

1. Build Patient Loyalty
2. Generate Predictable Recurring Revenue
3. Reduce Reliance on PPOs
4. Attraction/ Marketing Tool
5. Increase Case Acceptance

Lets talk about each one of these in detail.

Patient Loyalty

If you think about Amazon Prime (Amazon's membership program) it generates billions of dollars a year in membership fees alone. According to Amazon they report that Prime has been a strategy that has created a fiercely loyal customer base. When you become a member you usually think how you can spend more to get "free" shipping in order to get your prime investment back from the free shipping. its a genius loyalty program and a well structured dental membership program will do they same thing for your practice.

Generate Predictable Recurring Revenue

This is one of my favorite benefits! as a fellow business owner I know that consistent cash flow is everything! If your cash flow is unpredictable you will probably miss payments or have a late payroll which ruins employee moral. When your practice can generate \$5,000/mo , \$10,000/mo \$50,000/mo or more just through dental membership fees it will be a game changer for your business. Recurring revenue allows you to budget predictably,

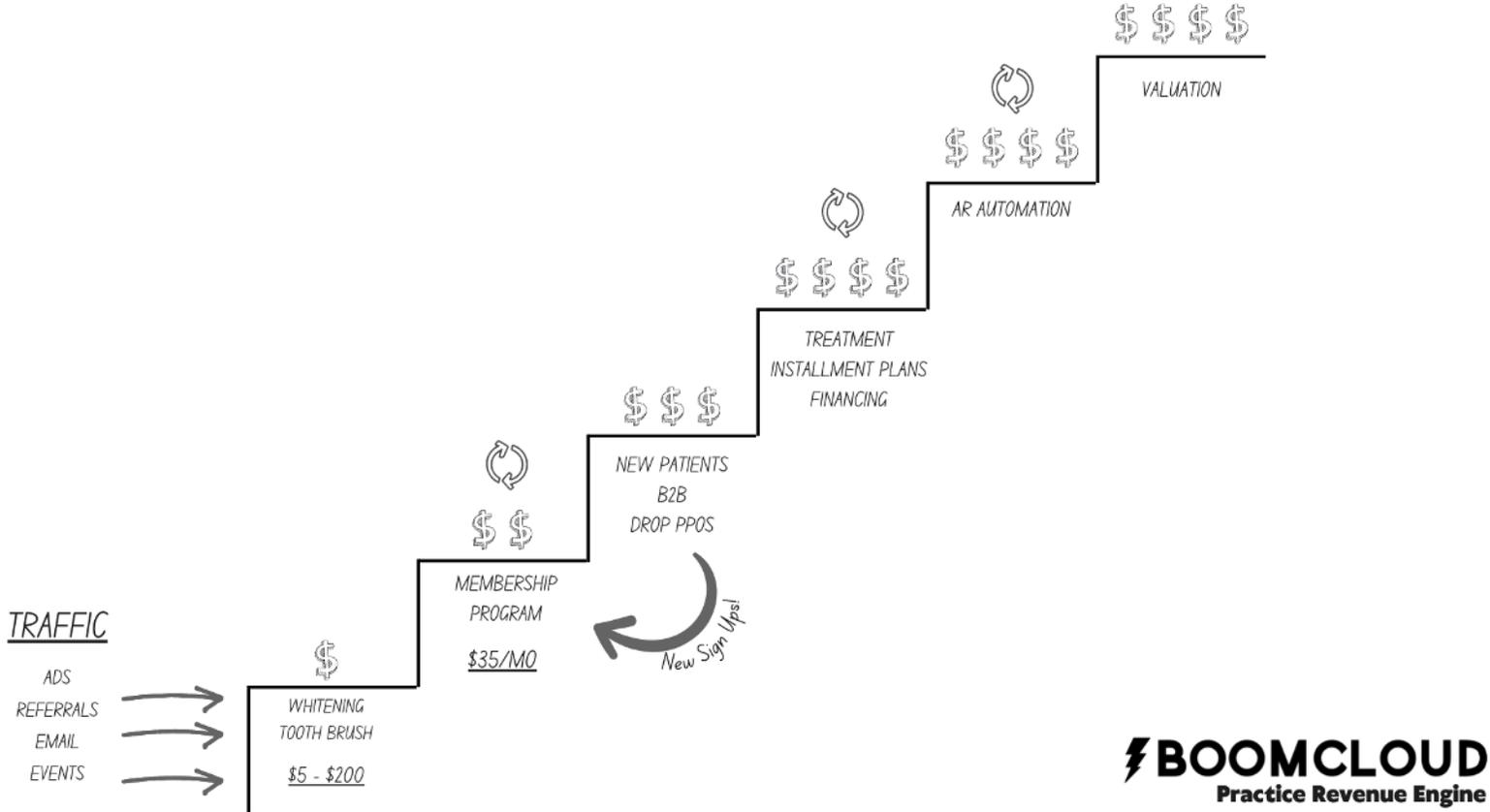
smooths out demand from the slow months of dentistry and allows your practice to increase the value because everyone wants predictable recurring revenue because it is stable, secure and less risky than a practice that is solely relying on one off transactions from treatment.

Reduce Reliance on PPOs

Let's be honest. PPOs suck! Red tape, confusing contracts, the insurance mindset that plagues patients and your own team, Forced discounts that keep getting bigger which hurts your profit margins. Don't forget about the amount of lobbying and regulation insurance companies do in order to suppress the dental market, its pretty ridiculous. Insurance companies need your practice in order to stay in business but you do not need them to stay in business. 180 million people lack dental insurance in the United States and it keeps getting worse. Membership programs are the future & present!

Attraction/ Marketing Tool

Every business in every industry needs new patients, customer or clients. Attrition exists in everything. Offering a dental membership program will help attract new patients to your practice. In fact if you do not focus on marketing and growing your dental membership program with external (potential patients) and internal marketing (existing patients) you probably won't generate \$50,000/mo or more in recurring revenue for your practice. This is essential to understand. Marketing and growing a dental membership program will take good old fashioned work and effort but it is worth every ounce.



Increase Case Acceptance

Let's look at this image on the previous page. It is called a **value ladder**. This simple diagram shows us how patients go through the process of buying your services. It all starts with a free teeth whitening or a deal to get the new patient in the door. You now need to figure out how to retain the patient. Most practice will put them on a 6 month hygiene program which I think is great but you are subject to waiting for the patient to come to you, which sometimes doesn't happen.

A Hygiene/preventative membership program or an unlimited whitening membership plan puts them on an actual membership payment plan so they become regular paying clients. It is a more proactive approach that allows the patient to actual commit to your practice. Now that the patient is committed to your practice, trust increases and when they need extra treatment they get some saving for being a member of your practice.

Most likely they say yes to treatment because of the savings. Also if a patient is not a member and they need treatment you can say something like this, Patient name, You need a crown, the cost is \$1,000 but you can save 20% today when you join our dental membership program, you get the following benefits (list out your benefits) when you join in addition to your 20% discount.

Strategic discounts can help you sell treatment. If structured correctly they can do wonders for your practice.

My team at BoomCloud looked at practices across the nation and found that membership patients spent between 104% and 240% more than non members (2X to 3.5X).

This means the more you grow your membership program the more you will make from your patient base. This is a game changer if you market and grow your program as you will promote loyalty, reduce dependence on PPOs and increase revenue and profit margins.

From our research we found the following:

The average non member patient spends \$772.12 in a 12 month period.

The average member patient spends \$1,576.12 in a 12 month period.

Membership patients spend 2X to 3.5X more!

This tells us that member patient spend more. When your practices implements a membership program your business will win, your patients will win and your provider will win. This is the ultimate solution as it is rare to have a win-win-win solution in business.

\$50,000/mo Case Study

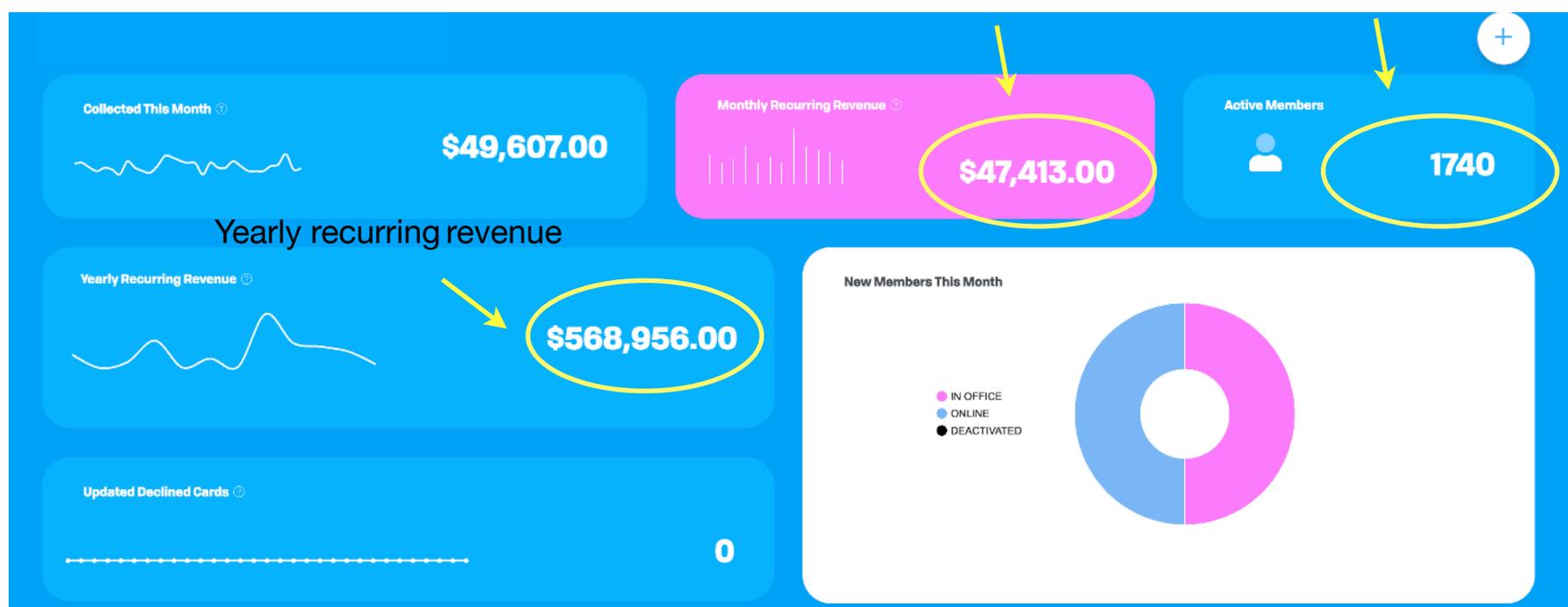
\$50,000/mo in predictable recurring revenue is a lot of cash! The cool truth is that this is just revenue from membership fees only. We learned that member patients can spend between **2X to 3.5X** more than non members. Amazing!

If your practice focuses and works hard you can achieve this amount of recurring revenue. It will start out small but it will continue to compound as you focus and sign up patients. Lets look at some stats!

BoomCloud is my software company that helps practices create, organize, automate and track dental membership programs, a very simple, innovative and turn key way to set up, manage and scale your own dental membership program. You can check out our site here www.boomcloudapps.com.

Monthly recurring revenue

Active Members



As you can see this practice is generating **47,413.00/mo** with their membership program through BoomCloud. They have 1,740 active paying members, they typically sign up between 30 - 60 new membership patients per month. How did they get here? This practice has managed to keep a very simple plan offering to their patients. They also have their entire team onboard and talking to the patients about their membership plan whether the patient has insurance or not (if the patient has insurance, create an unlimited whitening plan). They constantly are educating and talking about their program because you never know if that patient has family, friends or employment without insurance. In addition to communicating to their existing patient base this practice has put together and external

marketing strategy that allows them to attract new patients. They chose to use a direct mail marketing campaign.

They said direct mailers out to local residents and the message said No Insurance? We can help and then educated the patient about their dental membership program on the post card. Once the patients come into the practice their team talks about how they can save by signing up for their practice's dental membership program. Another reason this practice has succeeded so much is because they made sure they had a system that was dedicated to managing their program, like [BoomCloud](#)! Systems help you stay organized, save your office team time and help you grow and scale. They also used BoomCloud to find existing uninsured patients and inactive patients and sent text messages to educate and get their patients to sign up online & in-office for their membership program.

Having a system like BoomCloud also allows the practice owners to own the process and analyze results. Often, when I speak at dental conference and a practice owner comes up to me to talk about their manually managed program they have no idea how much revenue it's generating, how many patients are active and when payments will be coming in to their bank account for cash flow. BoomCloud helps practices with this and allows you to connect with your patient's bank accounts via ACH or bank withdrawals which are more stable and less expensive vs. credit cards and debit cards.

As you have seen growing a membership program is simple, it takes time, conscious energy and accountability. It's important that your practice sets goals for talking with patients and signing patients up to your membership program. Creating and growing a dental membership program is not rocket science and any practice can do it with the right tools. If you would like to check out BoomCloud and see if it is a fit for your practice I would encourage you to book a live demo here - www.boomcloudapps.com/demo.

If you are interested in using BoomCloud here are some Testimonials of practices that use our software:

-We've used BoomCloud for a year and a half. During that time, our membership plan has grown to include nearly 200 patients without any external marketing at all. My team presents it as an option to all new patients and to existing patients who have no dental benefits plan coverage. It's also provided an in-house option for financing care to enable qualified patients to fit their treatment into their budgets with recurring payments. As some employers cut back on their benefits, we're positioned to offer a competitive option that keeps patients returning for care.

Paul Cardon, DDS

Dentist

- It didn't take long for our staff members and many of our patients to discover the benefits of implementing the BoomCloud Dental Membership Software into our practice. We have experienced an increase in treatment case acceptance by our patients who are members and they are enjoying all of their savings! BoomCloud has given us the system to help make dentistry affordable for many of our non-insured patients to receive dental cleanings twice per year, as well as accomplish treatment that they previously had to put on hold due to cost. We have seen multiple patients switch from an insurance plan they were unhappy with, to becoming a satisfied member of our savings plan. BoomCloud Dental Membership Software has been the answer to the savings program our practice has been searching for! The program is very user friendly for both the customer and provider. Their customer service department is great and are always so prompt in assisting me. I would recommend this company to any dental practice interested in providing a great alternative to insurance for their patients.

Jaci Jackson

Office Manager

- "BoomCloud Dental Membership Software has quickly become a powerful tool in the belt of my dental practice. For a long period of time, my practice has served as an instrument of recommendation to the insurance industry. That was before I discovered Jordon Comstock's great product. BoomCloud's Membership Software has given me the opportunity to break away from the mold. In my opinion, a fully insurance driven practice must abide by limitations, and, even though dental insurance is not going away anytime soon, those of us who have discovered adding membership programs to our practice can now move forward according to our own music. Many of my non-insurance patients have become members. Many patients in my community have sought us out as an alternative to purchasing insurance, and we are just 4 months in! I think membership programs are going to change the face of dentistry. What sets BoomCloud apart is it's customer service. It is not uncommon for the CEO himself to intervene should we have questions or need assistance. Mr. Comstock's team is fast to answer and present to problem solve. BoomCloud Membership software is user friendly and links to my website so patients can sign up online."

R. Benjamin Scott, DMD

Dentist

- *“Being a dentist/business owner, time is a precious commodity. The more you grow your plan, the more labor intensive it will become to track and manage your membership plan. I’m not sure why a dentist would want to incur the expense of paying an employee or add another job to their already busy life and career. I’ve made some bad decisions in my career, but the decision to use BoomCloud to manage my membership plan is not one of them. Great dashboard for tracking plan benefits and KPI’s, manages and tacks all ACH and credit card payments, and we also use it for in-office payment plans for eligible patients.”*

Don’t waste time and money.....CONTACT Jordon Comstock AND BOOMCLOUD!!

Stacy Wince, DDS

Dentist

- *“Within minutes of signing up for BoomCloud we signed up a few families for our membership program”*

“BoomCloud has allowed us to generate recurring revenue for our practice”

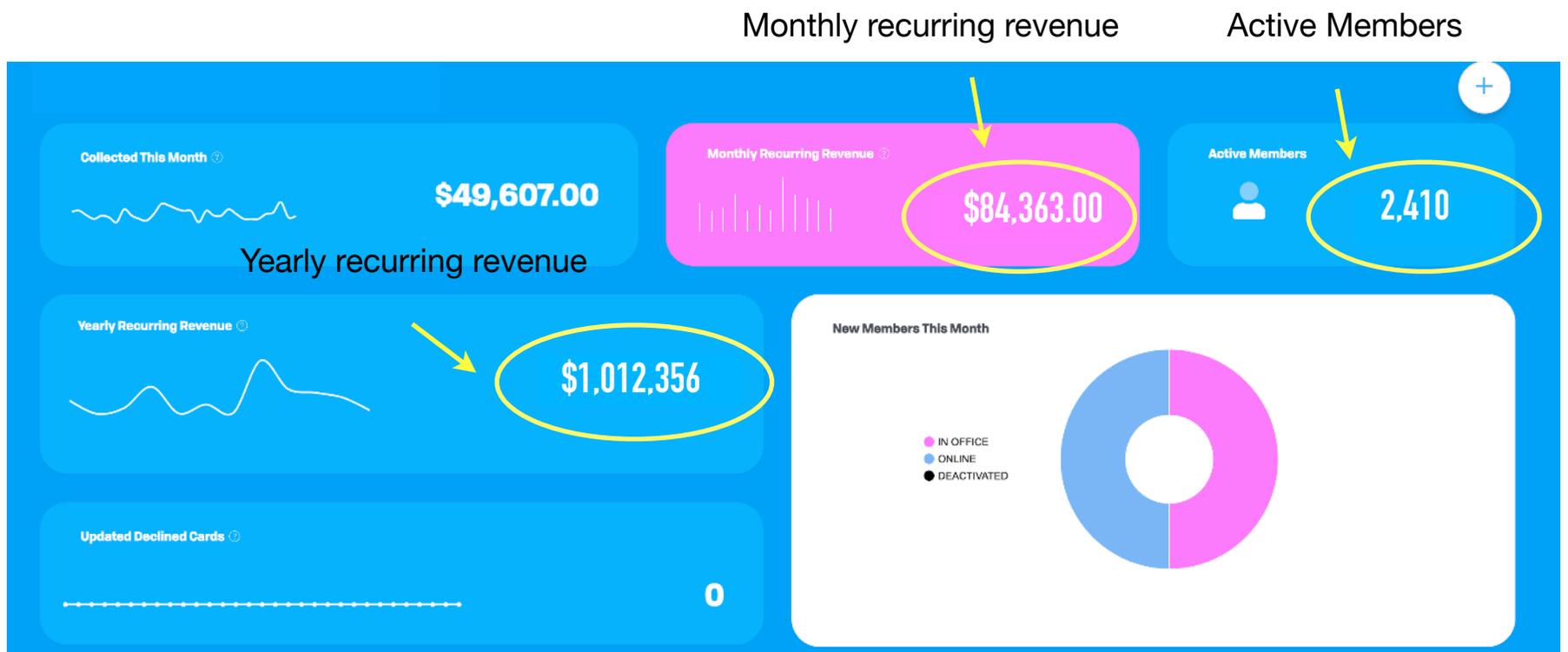
Dr. Flint Tomlinson, DMD

Dentist

Read more testimonials and watch videos on our website:

<https://boomcloudapps.com/testimonials/>

\$1M/yr Case Study



Mindset, dedication, belief, team, processes & systems. This is what it takes to build a million dollar membership program. I talk to a lot of practice owners across the country and in other english speaking countries. The biggest problem I see in the industry is the lack of success mindset & belief in achieving great things.

Look at the above image! This practices is generating over \$84,000/mo in passive income/recurring revenue. They have over 2400 active patients on their plans and are continuing to grow! Amazing!

I have been an entrepreneur for over a decade and I have built multi million dollar businesses from scratch. It takes a successful mindset, dedication, belief, a great team and solid systems and processes from marketing to software management tools. The luxury most dental practice owners have is an existing customer base and a local market that needs quality dental care. Lets talk about the details of building a membership program that serves so many people.

Success Mindset: There's a certain type of mindset that you need to have if you want to make a million dollars in revenue per year from your dental membership program.

You need to be incredibly driven and focused. You can't be content with just making a little bit of money - you need to be always striving for more.

Money or revenue is a bi-product from providing value to others. You need to be very giving. You need to be always looking for ways to help others, and to add value to their lives. When you do this, the money will naturally come to you.

You also need to be willing to take risks. Jumping into new ventures can be scary, but if you're not willing to take risks then you'll never achieve the level of success that you want.

Lastly, you need to have a positive attitude. No matter what setbacks you encounter, you need to believe in yourself and your ability to succeed. If you keep a positive outlook, eventually you'll reach your goals.

If you have the right mindset, making a million dollars in revenue per year from a membership program is definitely achievable. So start thinking big and don't be afraid to go after what you want.

Dedication: The first thing you need if you want to make a million dollars in revenue per year from your dental membership program is dedication. You have to be willing to put in the hard work required to make it happen. Too many practices owners think they can just create a plan/offering for their patients and that it will automatically grow. This is false, you need to dedicate yourself, build internal & external marketing strategies, manage your team and implement systems for your practice and membership program.

Commitment:

In order to make a million dollars in revenue per year from your dental membership program, you also need to be committed. This doesn't mean you need to be married to your program, but you do need to see it through even when times are tough.

Passive income model: One of the most important things you need to understand if you want to make a million dollars in revenue per year is the concept of passive income. This is income that you earn without having to actively work for it. It's basically money that comes in even when you're not working. Most practices say that they have a membership program but in reality they have a "cash discount plan". The patient pays when they come in every year, this is not ideal or scalable. Most practices are missing out on passive income/recurring revenue because they are caught up in a mindset that limits their ability to make income while they sleep, the schooling system teaches you to make money from your active involvement, which is the wrong way to think.

There are a few different ways you can generate passive income from your dental membership program. The first is by charging a monthly/yearly fee for access to your program. This is the most common way that membership programs make money. You can also earn passive income by charging patients for additional services or products that they can use as part of their membership. For example, you might charge patients a monthly fee for access to your online content library, or for discounts on dental products and services like an unlimited whitening plan or a preventative care membership plan.

No matter how you generate passive income from your dental membership program, it's important to remember that this is a crucial part of making a million dollars in revenue per year. Without the passive income “revenue model” from your membership plan, you'll only be able to make money when you're actively working, which is not sustainable in the long run.

Marketing process: Direct response marketing is a form of marketing that focuses on getting an immediate response from the customer. The goal is to get the customer to take action, such as buying a product or signing up for a service.

Dan Kennedy, a well-known direct response marketer, has 10 rules for success in this type of marketing:

- . There will always be an offer or offers.
- . There will be a reason to respond right now.
- . You will give clear instructions on how to order.
- . There will be tracking, measurement and accountability.
- . Only no-cost branding.
- . There will be follow-up.
- . There will be strong copy.
- . It will look like mail-order advertising.
- . Results rule. Period.
- . You will be a tough-minded disciplinarian and put your business on a strict direct marketing diet.

I recommend you get Dan Kennedy's book *The No B.S. Guide to Direct Response Marketing*

By following these rules, you can be successful in direct response marketing. However, keep in mind that it takes hard work and dedication to succeed in this type of marketing. It's not a get-rich-quick scheme; it's a long-term strategy that requires patience and perseverance.

There are a few different ways you can use direct response marketing to attract new and reactive existing patients to your dental membership program. The first is by running ads in local publications. This is a great way to reach potential patients who might be interested in joining your program. You can also use direct mailers and fliers to promote your program. And finally, you can use social media to reach potential patients.

If you're serious about having a solid marketing system, then you need to be using funnels to drive traffic, capture leads and upsell them your dental membership plan. A funnel is simply a series of steps that you take your potential patient through in order to get them to buy from you.

The first step in any funnel is to get traffic. You can do this through SEO, paid traffic, direct mail or social media. Once you have traffic, you need to capture their contact information. This is usually done by offering them a freebie in exchange for their email address.

Once you have their contact information, you can then start selling them products and services. The most common way to do this is through a membership program.

Think back to the picture in chapter 3. The Value Ladder. This is essential the marketing and revenue engine for your practice. Every stage should be generating passive income/recurring revenue so that it pays for the ad spend/marketing spend and continues producing revenue as you grow your membership program.

Team & Accountability: Choosing the right team is crucial, I have learned if you choose bad cultured people or hiring people just to fill the role, you will struggle and your business will decline. E.O.S. or Entrepreneur operating system) can be a helpful tool for dental offices looking to create \$1 million in membership revenue. EOS is a system that helps dental practices run more effectively and efficiently. It provides a clear framework for your practice to follow, which can help you achieve their goals.

There are three key components to EOS: vision, traction and healthy.

The vision component helps practices create a clear and concise vision for their future. This vision should be ambitious, yet achievable. It should also be something that everyone in the organization can rally behind.

The traction component helps businesses focus on the most important areas of their business. This includes setting goals, tracking progress and making adjustments as needed.

The healthy component helps businesses ensure that they are operating in a healthy way. This includes having the right people in the right seats, communicating effectively and resolving conflict quickly.

By following the EOS system, your practice can achieve goals and create \$1 million in membership revenue. However, it is important to note that this will not happen overnight. It takes time and effort to implement the EOS system into your practice. But, if you are dedicated to making your practice more successful, then EOS can be a helpful tool. Go grab the Book "Traction" and start learning this internal operating system to help you manage your team!

Software Systems:

I designed BoomCloud in 2015 to help practices manage and scale a dental membership program and generate passive income/recurring revenue. It is the ultimate system to help you on your journey to \$1million from a membership plan. One of my favorite parables is called the Parable of the pipeline and it teaches us how important systems are to scaling revenue.

Here is the summary of the Parable of the Pipeline:

Once upon a time long, long ago, two ambitious young cousins named Pablo and Bruno lived side by side in a small Italian village. The young men were best buddies, and big dreamers. They would talk endlessly about how someday, someday, they would become the richest men in the village. They were both bright and hard working. All they needed was an opportunity.

One day that opportunity arrived. The village decided to hire two men to carry water from a nearby river to a cistern in the town square. The job went to Pablo and Bruno. Each man grabbed two buckets and headed to the river. By the end of the day, they had filled the town cistern to the brim. The village elder paid them one penny for each bucket of water. "This is our dream come true!" shouted Bruno. "I can't believe our good fortune." But Pablo wasn't so sure.

His back ached and his hands were blistered from carrying the heavy buckets. He dreaded getting up and going to work the next morning. He vowed to think of a better way to get the water from the river to the village. "Bruno, I have a plan," Pablo said, "instead of lugging buckets back and forth for pennies a day, let's build a pipeline from the village to the river."

Bruno stopped dead in his tracks.

"A pipeline? Whoever heard of such a thing?" Bruno shouted. "We've got a great job, Pablo. I can carry 100 buckets a day. At a penny a bucket that's a dollar a day! I'm rich! By

the end of the week, I can buy a new pair of shoes. By the end of the month, a cow. By the end of six months, I can buy a new hut. We have the best job in town. We have weekends off and two weeks paid vacation every year. We're set for life! Get out of here with your pipeline."

But Pablo was not easily discouraged. He patiently explained the pipeline plan to his best friend. Pablo would work part of the day carrying buckets, and part of the day and weekends building his pipeline. He knew it would be hard work digging a ditch in the rocky soil. Because he was paid by the bucket he knew his income would drop. He also knew it might take a year or two before his pipeline would pay off. But Pablo believed in his dream and he went to work. Bruno and the rest of the villagers began mocking Pablo, calling him "Pablo the Pipeline Man."

Bruno, who was earning almost twice the money as Pablo, flaunted his new purchases. He bought a donkey outfitted with a new leather saddle, which he kept parked outside his new two-story hut. He bought flashy clothes and fancy meals at the inn. The villagers called him Mr. Bruno, and they cheered when he bought rounds at the tavern and laughed loudly at his jokes. While Bruno lay in his hammock on evenings and weekends, Pablo kept digging his pipeline. The first few months Pablo didn't have much to show for his efforts. The work was hard, even harder than Bruno's because Pablo was working evenings and weekends too.

But Pablo kept reminding himself that tomorrow's dreams are built on today's sacrifices. Day by day he dug, inch by inch. Inches turned into one foot, then ten feet, then 20, then 100. "Short-term pain equals long-term gain," he reminded himself as he stumbled into his hut after another exhausting day's work. "In time my reward will exceed my efforts," he thought.

"Keep your eyes on the prize," he kept thinking as he drifted off to sleep with the sounds of laughter from the village tavern in the background. Days turned into months. One day Pablo realized his pipeline was half-way finished, which meant he only had to walk half as far to fill his buckets! Pablo used the extra time to work on his pipeline. During his rest breaks, Pablo watched his old friend Bruno lug buckets.

Bruno's shoulders were more stooped than ever. He was hunched in pain, his steps slowed by the daily grind. Bruno was angry and sullen, resenting the fact that he was doomed to carry buckets, day in, day out, for the rest of his life. He began to spend less time in his hammock and more time in the tavern. When the tavern's patrons saw Bruno coming they'd whisper, "Here comes Bruno the Bucket Man," and they giggle when the town drunk mimicked Bruno's stooped posture and shuffling gait. Bruno didn't buy rounds or tell jokes anymore, preferring to sit alone in a dark corner surrounded by empty bottles.

Finally Pablo's big day arrived, his pipeline was complete! The villagers crowded around as the water gushed from the pipeline into the village cistern! Now that the village had a steady supply of fresh water, people from around the countryside moved into the village and the village prospered.

Once the pipeline was complete, Pablo didn't have to carry buckets anymore. The water flowed whether he worked or not. It flowed while he ate. It flowed while he slept. It flowed on weekends while he played. The more the water flowed into the village, the more money flowed into Pablo's pockets! Pablo the Pipeline Man became known as Pablo the Miracle Maker.

But Pablo understood what he did wasn't a miracle. It was merely the first stage of a big, big dream. You see, Pablo had bigger plans. Pablo planned on building pipelines all over the world! The pipeline drove "Bruno the Bucket Man" out of business, and it pained Pablo to see his old friend begging for drinks at the tavern. So, Pablo arranged a meeting with his old friend. "Bruno, I've come here to ask you for your help." Bruno straightened his stooped shoulders, and his dark eyes narrowed to a squint. "Don't mock me," Bruno hissed.

"I haven't come here to gloat," said Pablo. "I've come here to offer you a great business opportunity. It took me more than two years before my first pipeline was complete. But I've learned a lot during those two years. I know what tools to use now, and where to dig. I know where to lay the pipe. I kept notes as I went along so now I have a system that will allow me to build another pipeline in less time, then another, then another. I could build a pipeline a year by myself, but what I plan on doing is teach you how to build a pipeline, and then have you teach others and have them teach others. "Just think, we could make a small percentage of every gallon of water that goes through those pipelines."

Bruno finally saw the big picture. They shook hands and hugged like old friends. Years passed. Their world pipelines were pumping millions of dollars into their bank accounts. Sometimes on their trips through the countryside, Pablo and Bruno would pass villagers from other villages carrying buckets. The friends would pull over and tell them their story and offer to help them build a pipeline.

But sadly, most bucket carriers would hastily dismiss the notion. "I don't have the time." "My friend told me he knew a friend who's uncle's best friend tried to build a pipeline and failed." "Only the ones who get in early make money on a pipeline." "I've carried buckets my whole life, I'll stick to what I know." "I know people who lost money in a pipeline."

Both men resigned themselves to the fact they lived in a world with a bucket-carrying mentality and only a very small percentage of people would ever see the vision.

End Of Story

WE LIVE IN A BUCKET-CARRYING WORLD, who are you? A bucket-carrier or a pipeline builder? Do you get paid only when you show up for work like Bruno the Bucket Carrier? Or do you do the work once and get paid over and over again like Pablo the Pipeline Builder?

If you're like most people, you're working the bucket-carrying plan. It's the time-for-money trap.

The problem with bucket carrying is that the money stops when the bucket-carrying stops. Which means the concept of a "secure job" or "dream job" is an illusion. The inherent danger of carrying buckets is that the income is temporary instead of ongoing. If Bruno woke up one morning with a stiff back and couldn't get out of bed, how much money would he earn that day? ZERO! No Work-No Money! The same goes for any bucket-carrying business. Once bucket-carriers stop to carry buckets for any reason, they won't continue to get a paycheck.

There's no such thing as a secure bucket-carrying job no matter how great it seems.

The problem with the time-for-money trap is that if you can no longer trade-the-time, you no longer get the money! Most people mistake bucket-carrying for pipeline building. We observe 99% of the people in the world are carrying buckets, so we assume bucket carrying is the way to get what we want in life. We grow up surrounded by bucket-carriers, so we figure that's the way-of-the-world. It reminds me of a bumper sticker I saw recently: 100,000 lemmings can't be wrong! People think the same way about bucket-carriers. 100 million bucket-carriers can't be wrong. Well yes they can! Let's face it. There are a lot more bucket-carriers in this world than pipeline builders.

I love that story! it is one of my favorite parables, I would encourage you to get the full book along with "the Richest Man In Babylon" another parable that talks about passive income and recurring revenue.

It is so important to build Passive dental income via membership programs. This is what I am obsessed with in our industry, I love helping practices owners build life changing passive income and recurring revenue from dentistry. I love helping people with this so much I am teaching my daughter (I have 3 crazy daughters) how to build a pipeline system. We bought 4 claw machines and have placed them in dental offices and restaurants. Now, my daughters are making money while they are at school or playing with their friends as people pay to play the claw machines. If my little daughters can enjoy passive income, you can too.

The parable of the pipeline teaches us that mindsets matter and so do systems. My software company, BoomCloud is the system or "pipeline" that my team and I have built for you to use so that you can manage many membership programs and manage thousands of patients paying monthly or yearly subscriptions. Schedule a demo right now

to make sure you can get started and build your million dollar membership plan -
www.boomcloudapps.com/demo

The next to chapters will help review how to get started building passive income from dentistry.

Enjoy.

How to Get Started

Here is a simple check lists of things you need to do to get started with a membership program if you choose to use BoomCloud or not.

Checklist

1. Create your plans
2. Create your brochures
3. Create legal agreements (you will need a retainer agreement - BoomCloud provides you with a template.)
4. Sign up for BoomCloud - Schedule a demo here - www.boomcloudapps.com/demo
5. Start talking to existing patients
6. Create an external marketing strategy to attract more membership patients

Thank you so much for reading my short ebook on how your practice can create a million dollar membership program! I hope this has inspired you to create your own! If you have questions or comments for me I am happy to talk! My email is Jordon@boomcloudapps.com

Vacation Spots

AWESOME Vacations Spots To Visit Once you Create Predictable Recurring Revenue

You've finally done it. You've created a dental practice with predictable, recurring revenue. Now it's time to celebrate your success by taking your team on an awesome vacation. Here are some great ideas for places to visit:

1. Disneyland or Disney World – What better way to celebrate your success than by visiting the happiest place on earth? Disneyland and Disney World are both great options for family-friendly fun.

2. Las Vegas – If you're looking for a more adult-oriented vacation, Las Vegas is the perfect destination. With its world-famous casinos and hotels, there's something for everyone in Sin City.

3. Hawaii – For a truly relaxing vacation, there's no place like Hawaii. With its stunning beaches and lush landscapes, Hawaii is the perfect place to kick back and relax.

4. New York City – For a more cultural vacation, New York City is a great option. With its world-renowned museums and theaters, there's plenty to see and do in the Big Apple.

5. Anaheim, California – Home to Disneyland, Anaheim is a great destination for family-friendly fun. With its close proximity to Los Angeles, there's also plenty to see and do outside of the park.