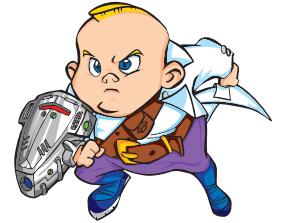


Dr. Stella's Funtastic Dental And Orthodontics

"Who Wouldn't Want One Or More Of These Beautiful Gifts Just For Doing Your Friends A Favor ...And **WIN A Beautiful 50 Inch Plasma TV!** **Guaranteed"?**



Dear Valued Patient,
You wouldn't believe it! The other day, I had 5 new patients walk in the door, all referred by one of our current patients. In awe, disbelief, and feeling so indebted to Mrs. Jones. I asked, "What can I do to reward you for your kindness?"

Jokingly, she said with a smile, "Just give me a nice gift, and buy me lunch."

As everyone in the office chuckled, I thought, "That's brilliant!"

See, at Dr Stella's Children's Dentistry, we want our patients to know the value we place on referrals. Our goal is to become a 100% referral-based practice. What does that mean? Well, it means we would prefer ALL of our NEW patients to result from our EXISTING patients being so impressed with the level of service we provide that they want to tell their friends about us.

WOW!!! That puts a lot of pressure on us, and I wouldn't want it any other way! We want to be continually motivated to impress you. You see, I believe most of us really like to be spoiled with

excellent service. Think about it. When is the last time you went to a restaurant or a store in the mall and you received drop dead awesome service?

It doesn't happen very often, but, when it does I'm sure it makes your day. I know because I feel the same way when it happens to me. I'll bet you still eat or shop there, too. And I'd even be willing to bet you told a friend or two. Well, that's the way we want you to feel at Dr. Stella's Children's Dentistry. If you do, hopefully you'll want to tell one or two of your friends about us as well.

So what's in it for YOU (besides great service)? Well...**You receive a beautiful gift FOR EVERY FAMILY YOU REFER** to Dr. Stella Children's Dentistry **WHO BECOME PATIENTS** and get a chance to win a **50 Inch Plasma TV** to be given away at our annual Christmas Party. So you ask, "Dr. Stella, why would you do that?" Just like any business I have to market my dental practice to the public so people know I exist. Then I have to try to convince them why they need to come to MY practice. Obviously, I have to pay a marketing company a lot of money to make all that happen.

Fact is...**1 would rather REWARD my existing patients rather than paying a big company!**

SO HERE'S THE DEAL:

For EACH *family* you refer to our practice who become patients, you will be given a Special Gift:
your choice of:

- 1. A \$30 Starbucks Gift Card and a FREE *gift of the month.***
- 2. \$50.00 Credit toward future dental work or insurance deductible**

And don't forget

You Can Win A Free 50 Inch Plasma TV!

Have The Greatest Number of Referrals For The Year And Win A Beautiful Crystal Clear **50 Inch Plasma TV!**

As an added BONUS, each year at our annual Kids' Christmas Party, we give away a beautiful **"50 Inch Plasma TV"**. That's right.. .whoever refers the most new patients will win a **FREE 50 Inch Plasma TV**. Who wouldn't want that?

So what do you think? Ready to get rolling? If you can think of any friends who would be interested in our **Fun "Dental Theme Park"** for their kids that exists to *knock your socks off* with **great service and a Free Consultation that will have their kids in and out of the office in less than an hour with a smile on his or her face feeling like she just went to Disneyland**, just give them a **"Care-To-Share Program"** referral card or list their names below and we will send them a free information packet and my new special report **"The 10 Questions You Must Ask BEFORE Choosing A Dentist For Your Children!"**

Here's what you need to do: Either,

- A.** Give away as many **"Care-To-Share"** referral cards that immediately rewards your friends with a VERY generous offer and opportunity to get a **FREE** no obligation, introductory **"10 Point Healthy Teeth And Happy Smile Check-Up!"**
- B.** Have any friend or family member simply call our office and let us know that they'd like to schedule and no obligation, introductory **"10 Point Healthy Teeth And Happy Smile Check-Up!"**
- C.** Fill in the enclosed form and FAX or mail it back to me.

Remember, for every **family** referral who become patients, you get one of these great gifts:

- 1. A \$30 Starbucks Gift Card and A SPASAK 7pc Spa Set- \$60.00 Value**
- 2. \$50.00 Credit toward future dental work or your insurance deductible**

Plus, a chance to win an incredible 50 inch Plasma TV.

If you have any questions, please call Gina or Veronica at the office, and they'll give you more details: (562) 627-8800.

Best,

Dr. Bob Stella