

WORD OF MOUTH

Joe Haselhorst, DDS



“I Am The Best”

I guess this approach to marketing works because a number of people must just accept it as a fact when they read it. It seems ridiculous to me when I hear it, but now even the marketing promoters seem to accept the technique.

Just last week I received an e-mail from a dentist guru who wanted to show me how to get “hundreds of patients” into my practice. He wrote: “Patients' perception. The difference between being your market's "go to" Cosmetic Dentist and being just another fish in a crowded pond simply comes down to that. Perception.” Then he proceeds to share some of his marketing “secrets.” It is sad that he is encouraging exploitation of the market, but he is right.

Best dentist in the us  
Cosmetic Dentist  
Painless Dentist

*Dr. Haselhorst has been in practice for over 20 years in downtown Naperville, and taught for 17 years at Northwestern Dental School. He can be contacted at 420-0013, or [DocJoe@NapervilleDentist.com](mailto:DocJoe@NapervilleDentist.com)*