

CASE STUDY

DR. RONALD BARNETT

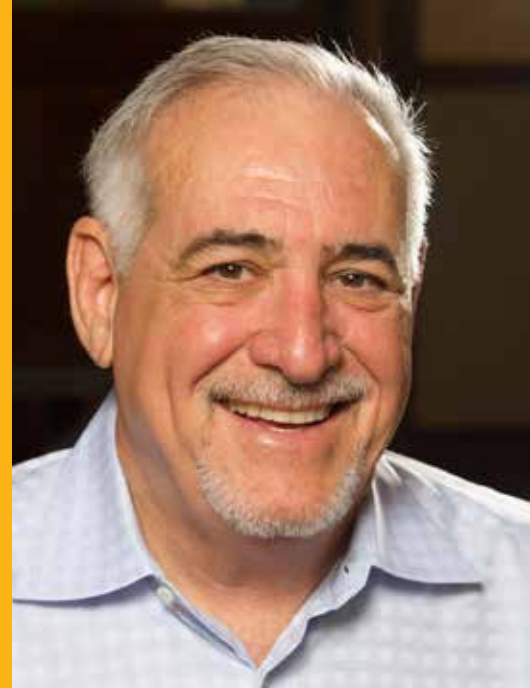
AUSTIN, TEXAS



DUSTIN BURLESON SEMINARS

“I really was looking for somebody that was an orthodontist who was in our profession and understood our specific problems and concerns. I wanted to be in an upward transition. I wanted to be able to make my practice more vibrant. And it’s been great. I’ve actually grown my practice set from the 1.8 million dollar range to almost 3 million dollars now. It’s really changed the way I think about my practice. It’s changed the way I think about money and about life. I hit a plateau for 15 years and now I’ve doubled my practice thanks to Dustin.”

—Dr. Ronald Barnett



YOUR MINDSET MARKS THE LEVEL OF SUCCESS you will experience in your business. It’s true. The definition of mindset is a person’s “mental attitude or inclination.” It is the way an individual views anything and everything, whether it’s your business, what you read about, or yourself.

Take for instance the old glass half empty and half full. Which is it for you? Your answer will help you to know what kind of mindset you have. If you say that the glass is half full, you probably have a good positive mindset. If you feel that the glass is half empty, well then most likely you need to work on improving your mindset. Either way, **your mindset in business and life is extremely important.** Even people who have a good mindset sometimes need help implementing that into their business.

Too often business owners are working too hard in their business and failing to see an increase in profits. Very often it is because they hold themselves back. Every business owner wants a successful business, but sometimes the steps to get there can be scary. Due to fear, avoidance occurs and you may not even realize it is happening. Sometimes this occurs because of conflicting values, sometimes for other reasons.

Some people are resistant to wealth. Their beliefs about money don’t allow them to get beyond a certain income level. This can leave you staring straight at an income threshold for a number of years. We all have beliefs which we develop when we are young. Having said that, beliefs which are in direct conflict with existing goals can and will stop your progress dead in its tracks or at the very least make it extremely difficult. And even at times, it could lead to sabotage.

As luck would have it, however, **beliefs can be changed.** It is possible, but very tough, to change your mindset by yourself. This is simply because you become so accustomed to seeing things a particular way that you can become stuck.

But you don’t need to struggle with trying to change your mindset without help. By learning with Burleson Seminars, people who are trained in addressing mindset issues and know how to teach you to create breakthroughs, you can skate through the process quickly. At times, you just require help from someone else to step out of the box and view things from another vantage point.

Are you ready to take the steps to become successful but feel you are already handling so much and couldn’t conceivably add another thing to your schedule? Do you have awesome ideas, but just put off

applying them? You are much more likely to break through those barriers and that way of thinking given the right support. **The goal is to work smarter, not harder.**

As you start taking the steps required to nurture your practice, change will undoubtedly happen. You will need to become aware of your mindset and how your perception has an impact on your progress. Core principles will always influence the growth of your practice. Thus, being open to observing your beliefs is ultimately making a choice for positive change.

Here are some reasons and defensive beliefs which can thwart a businessman from having a successful, thriving practice.

YOUR INNER CRITIC STOPS YOU FROM TAKING ACTION OUTSIDE OF YOUR COMFORT ZONE.

Secluded business individuals continue to retain deep-rooted beliefs and views. It is easy to stay with the familiarity in doing things the same way that you have always done them. This is what we call “comfortable”.

When you sidestep making necessary modifications, are you doing this for your benefit or your client’s? Continuing a mindset which simply dodges making change affects not only you but also the value your clients obtain in doing business with you. Adapting to change is essential for a business to endure. You need to grow to house the needs of your clients in addition to the economy.

YOU HAVE A “YES, BUT” OR “I CAN’T” APPROACH THAT HALTS GROWTH DEAD IN ITS TRACKS.

There are multiple reasons why you can’t do things in a different way, although you know it would benefit your practice and your clients. When you do finally become aware of your excuses, do you still continue to use them? Are you open to understanding the underlying opposition?

You really only need to start by doing one thing differently in order to commence making that change. Or, you can continue with the familiar things that resist change. Begin by changing from saying “yes, but” and “I can’t” to “yes, how” and “I will.” Give it a try, and see how it works out for you.

YOU CONTINUE TO DWELL ON ALL THE REASONS WHY THINGS DON’T CHANGE.

Folks have a tendency to be storytellers. Have you ever had a story about why things are a particular way in your life and/or business? This same story has been told so regularly that you may not even be aware that you are telling a story. Remember, there is always more than one way of looking at things, no matter the circumstances. Ask yourself, if you were able to step out of that same old story and look at it from a different perspective, how would it change things for you and your business?

Many individuals are not able to effectively recognize their own restrictive beliefs. It is so hard to address a constrictive mindset as fast on your own as you can with the correct support. Bottom line, the growth of your practice is directly connected to your mindset. When you recognize and begin to overcome the obstacles you have created over time, your potential rises exponentially.

Millions of people experience such little joy and satisfaction in their daily life. They build their own prisons, incarcerate themselves, and make the environments every bit as bleak, stark, depressing, and debilitating as an actual penitentiary. These people's private prisons walls are constructed of complaints and resentments, the mortar from excuses, the bars forged from pessimism and procrastination. We might say that some are locked up in "Pity Prison." Their sentence is indefinite and of their own making. They could walk out and be free at any time if they would just change their mindset and take the help they can get. Burluson Seminars offers every bit of help you and your practice could need to move forward to success and they are happy to give it!

IMPRISONING

- I can't
- Resentment
- Desire for sympathy
- Dwelling on "It's not fair"
- Acceptance
- "Maybe tomorrow..."
- Withdrawal
- Depression

THE ACTION MODEL

- I will
- Gratitude
- Desire for accomplishment
- Search for opportunities
- Invention
- Do it now!
- Participation
- Celebration of even small victories

"IT'S AN IMPOSSIBLE SITUATION, BUT IT HAS POSSIBILITIES!" – SAM GOLDWYN



"Many doctors spend their entire careers just waiting for something to happen. Day in and day out, they go through the motions, not all that happy with the results. Yet they are not taking action in order to make things happen. Years ago, I asked myself whether I wanted to be that kind of doctor and have that type of practice, or whether I wanted to be someone who gets things done and makes things happen. The bottom line, which many doctors in business do not seem to realize, is that they have to take action in order to make things happen. Success doesn't just come to you as you sit by idly, waiting. Not even if you cross your fingers!"

Justin Burluson

IS YOUR PRACTICE A GOOD FIT FOR BURLESON SEMINARS?

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