



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & GRAIG PRESTI

Shaun Buck: Hey everyone, this is Shaun Buck over here with another Million Dollar Strategy podcast, and I have my very good friend, Graig Presti, on the line with Local Search for Dentists. Graig, welcome.

Graig Presti: Thanks Shaun, appreciate you having me.

Shaun Buck: Yeah man, always fun to chat with you. You and I met a few years ago, actually in a mastermind group we were both in, and just really hit it off. I remember, and this is really important ... I'm telling this story for a reason. I want everyone to pay attention to what Graig's going to say, because I remember, when I'm sitting in this group, and we sat ... I don't know whether it was a year or two, or however long we were in there together, but every single time, I took the most notes from the stuff you were doing, from the marketing you were putting on.

Shaun Buck: There were 18 people in the group, and these were not like ... These were all legit, real businesses, maybe with the exception of two of them, which we won't mention names or anything. Two of them were not crushing it, and everybody else was absolutely murdering it. I took the most notes from Graig. Anyone who's listening, I want you guys to pay a lot of attention, because Graig just knows his stuff and is crushing it, and so I'm happy to have you here today to chat, man.

Graig Presti: Yeah, I appreciate the compliment. I will say that was a pretty cool ... I would say the thing on the other side of that is that I'd say the same thing about you, too.

Shaun Buck: Oh, well, thank you.

Graig Presti: Yeah, yeah, that's probably why we've been friends ever since, so that's good.

Shaun Buck: Yeah, totally, totally.

Graig Presti: I appreciate the compliment.

Shaun Buck: Give everyone your background. Tell them a little bit about where you came from, give us the history, maybe not from the womb or anything-

Graig Presti: Yeah, no.

Shaun Buck: But forward, and then tell us about your business today. What's it look like? Who do you help? Give us a little bit of background on who you are.

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Graig Presti: Yeah, no, no problem. I'll start out from my professional career. We'll keep it-

Shaun Buck: Perfect, perfect. We'll leave Mom out of it? Okay.

Graig Presti: Yeah, we'll leave Mom and Dad out of it. Yeah, no, I had a very traditional educational background, right? I grew up in Buffalo, New York, so went to a state school there, got my four-year degree in business administration, geared towards marketing. My dad always was very militant about making sure I got a really good education, in terms of making sure I got my degrees and whatnot. His whole thing was you're going to go, and you're going to get your MBA, and you're going go right into corporate America and do that whole corporate tree route.

Graig Presti: Back in those days, which is funny to think about, 2000, 2001, an MBA was a pretty coveted degree. You didn't have online courses and things. It made sense at the time, so I went and did that, breezed right through that, went right into corporate America, and just started slowly realizing that when you work for a big company like that, and you're the low man on the totem pole, you just essentially are making everyone else a bunch of money, and you're just a cog in the machine.

Graig Presti: I bounced around job to job. There was mergers, acquisitions, layoffs, so we went around all of that. A few years later, I was like, you know, I really want to get into the marketing side of things, because when you're in the corporate world, or you're even getting your MBA, it's like everything you study is big corporations, right?

Shaun Buck: Yeah.

Graig Presti: Everything you study, Harvard Business Review, and GE was a big thing, and it's like, none of this is relatable. GE has a \$500 million marketing budget. How do you actually influence people and get them to exchange money with you?

Graig Presti: I decided to leave corporate America and try to look for more of an entrepreneur-based company. I actually went to work for a company called Dentist Profits, which was run by Ed O'Keefe, who is a very successful entrepreneur. Some of the listeners may actually know who he is. He started a dental consulting business, a marketing business, and I went to work for him. Worked there for three years, learned a ton, because it was more of an entrepreneur-type direct response-type business.

Graig Presti: That was when I was first introduced to the Bill Glazer, Dan Kennedy world and my eyes just bugged out of my head. I was like, what is this place? This is so cool to be able to impact your business more directly than my world, which was the corporate world. I had left that company, and this was right when Google Maps started coming around.

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- Shaun Buck: Mm-hmm (affirmative).
- Graig Presti: Google made it's effort to, sort of, destroy the Yellow Pages and print. I decided to leave that company and start my own online dental marketing agency, called Local Search for Dentists and it was very much at the advent of that local SEO, local search marketing game. There weren't really reviews at that time. That was about 2010.
- Graig Presti: Ever since then, we've been on a super trajectory to the moon growth, because our niche is very vibrant with people who need our help. At the same time I developed a proprietary system to help them market themselves online. We have made the Inc. 500, 5,000 Fastest Growing Companies list four years in a row. So, it's been very fruitful and we continue to help thousands of dentists all over the world market themselves online, get better patients. It's been super exciting.
- Shaun Buck: Yeah, dude. Well, I've watched your growth and gotten to see it and hear all the behind the scenes stuff of how you're doing it and it is exciting. I mean you are absolutely just crushing it in that space. Very well known in the dentistry niche. Yeah, so good job, good job.
- Graig Presti: Thank you.
- Shaun Buck: Alright, so let me ask you ... Let's kick this off. So, there's a lot of people who are actually scared of going out, not just to dentists and marketing to those people, but any professional services. They feel like, man, I can't get ahold of these guys.
- Graig Presti: Yeah.
- Shaun Buck: Are they going to respect me? I mean I'm sure you've heard this before, right? You've seen this.
- Graig Presti: Yeah, there's an intimidation factor, right?
- Shaun Buck: Yeah. Well, you may not know this, I don't know if I've ever told you this before, but we had a product at one point that was for dentists. When I first started this company there were three products, one of them was for dentists and one of the main reasons I didn't go after that product and I went into newsletters was that intimidation factor. I was worried.
- Graig Presti: Sure.
- Shaun Buck: Am I even going to be able to get ahold of these guys? Like, what's going on, right?
- Graig Presti: Yep.

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- Shaun Buck: So, one, you have successfully done that. Not only gotten ahold of them, but ... You don't need to share these numbers, but I'm familiar with some of the backend numbers of how many leads you generate and how many sales you get and stuff. So, tell us, one, why is that true? Or is that not true? That you should be concerned about getting ahold of these guys and the intimidation factor. But, two, what are you seeing that works to get ahold of these guys and to get their attention?
- Graig Presti: Yeah, I think first things first, the intimidation factor, I think having coached and consulted with a lot of entrepreneurs outside of dentistry doing my one-on-one private days with people who are looking to get into different verticals, whether it be dentistry, CPAs, chiropractors, banking, whatever they're trying to do.
- Shaun Buck: Yeah.
- Graig Presti: There's always that initial intimidation barrier to entry type situation, where people ... You're not in that industry so you feel like you might not know enough to be able to speak their language, to necessitate the respect to get them as a client or a customer. I think that is more or less between your own ears. It's a mental thing, because I think like anything, you can study an industry, you can learn about it rapidly. Especially nowadays with the access to all the information we have, you could learn a vertical relatively quickly.
- Graig Presti: I think once you break through that barrier of your psyche it becomes understanding what drives their business and understanding what their looking for. I know that's super cliché. But let me say this, you asked me, how do you get ahold of them? That's a scary thing. It's only scary if you don't know what they want, right?
- Shaun Buck: Sure.
- Graig Presti: If you know that your vertical or your industry or your demographic wants a particular thing that's how you get ahold of them. That's how you pick up the phone or you put a piece of direct mail, you put an ad out in a trade journal is, if you're speaking to what their needs are for their business you'll be able to get ahold of someone.
- Graig Presti: Obviously it's not as simple as just doing one thing, there's obviously steps, but if you can find out that ... For example, in our industry a lot of dentists, right, because of the advent of corporate dentistry and DSOs, a lot of our solo dentists are really just trying to feed themselves, right? They need more new patients, better quality patients, they need people for bigger cases and they need more referrals, right? 90% of the industry needs that. So, if we can speak to that when we're calling, marketing, emailing, all of those things and we're always talking in that language that they need, you're more likely to break through the gatekeeper and then talk to the doctor and then provide a valuable service at the end.

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- Graig Presti: As long as you know those things, you shouldn't be intimidated and you shouldn't be scared. You've got to lunge for it. You will be surprised at how successful you can be by just understanding what makes them tick with their business.
- Shaun Buck: Yeah, totally. I think that the funny thing is you said, I know that sounds basic, or cliché, or whatever, but so few people do it. I've come to the realization that they think it's too easy, it can't be that simple that I just understand what it is they need and create a product around that.
- Graig Presti: Right.
- Shaun Buck: It's all about that messaging that you go out to market with, right? So, if you go out to market with ... You probably see people do this, if you go to market with, "Hey, we're the best SEO company in the whole world and we do AdWords better than anybody and we can help you with the Facebook."
- Graig Presti: Mm-hmm (affirmative).
- Shaun Buck: Stuff like that, then yeah, you struggle. You're going to struggle.
- Graig Presti: Yeah, yeah, yeah, because you just commoditized yourself.
- Shaun Buck: Yeah.
- Graig Presti: And there's not value, right?
- Shaun Buck: Yeah. But, instead if you focus on what that problem is and you're like, "Hey, here's this problem and I totally understand it and this is the solution I'm going to use to fix that for you."
- Graig Presti: Yeah.
- Shaun Buck: Then, that's a much better positioning it's a much better message, it's more magnetically attractive, in a sense, to those people, right? They may even be calling you because they want to get that information, they need that help, which is obviously more ideal than you having to call them.
- Graig Presti: Yeah. I think what you're touching on is probably the most important point of your question. We do this a lot with our marketing. Instead of promoting the thing that you're going to provide, right? That service or that product that you're going to provide, right? Which is like the traditional marketing way of doing it, the way that I learned in college, right? Put your product right out there and if it's a great product and you message it properly and we match it all up everyone should just buy it.
- Shaun Buck: Sure.

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- Graig Presti: Unfortunately that's not true. The only time that happens to be true is when you're working with a \$50 million marketing budget and you can be everywhere on everything. Unfortunately we're not all in that position so neither would be the listeners.
- Graig Presti: But, if you think of it that way it's like, if you came out with an ad that just ... For example, "Hey, how to get five high paying clients on repeat." And you're using that type of language because they want clients, but then the solution is Google AdWords or the solution's Facebook or direct mail or newsletters that is a much easier conversation because, number one, we can provide value and we already know they want that thing so we can match it exactly to what they want instead of leading with that product. I think a lot of people just lead with their product.
- Shaun Buck: Yeah, yeah.
- Graig Presti: Sort of leading with what the person wants, because, let's be honest we don't really know what someone wants. If we have multiple products, we don't know what they want until we talk to them, until we diagnose what's going on in their business. So, the marketing can automatically do that for you based on how you're chunking up your ads and your messaging. Then, after than, being like, "Okay, well I see you don't have this problem, but you do have this problem, let's go with this other product."
- Shaun Buck: Yeah, this other solution.
- Graig Presti: Instead of product first where people, like you said, they don't even respond they automatically just be like, "I don't need that."
- Shaun Buck: Yeah, yeah. I don't teach with my people, let's say their at a trade show booth, or whatever, when someone walks up and they're like, "What do you do?" Because that's the most common question if you're an exhibit at a trade show. It'd be really similar to be like, "We create custom newsletters." No, that's horrible. Don't say that.
- Shaun Buck: I tell them, "We help companies generate more referrals, decrease churn, and take more of their prospects and close them into sales. Turn more prospects into sales. We do that with the use of a custom-print newsletter. Are you looking to get more referrals, decrease churn, or close more prospects?" What's the answer to that? No there's no other answer that ...
- Graig Presti: The answers, "Of course I am."
- Shaun Buck: Yeah, of course I am. If they say no, they're either liars or they don't own a business. If they're liars you don't want to talk to them anymore. We're like, "Okay, great, have a wonderful day."

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Graig Presti: Or, they're one of the people that we're trying to help right now on this podcast who don't understand how to communicate to the people you get clients from.

Shaun Buck: Yeah, maybe. Totally, maybe that's it. But if I just lead with newsletters, it's horrible. They're like, "Oh, great." They think they've got it, they think they understand it immediately and there's no where to go from there.

Graig Presti: Right.

Shaun Buck: I guess, let me show you what I do.

Graig Presti: Then you deal with the flip side of that by the way, which is the do it yourself-er portion of it which is then, "I'm just going to do my own newsletter."

Shaun Buck: Sure

Graig Presti: But what they don't realize is that the reason that you're the best is that you have a proprietary system of how you do it.

Shaun Buck: Sure, yeah. Same thing, if a dentist is hiring you guys, right? I mean, "Hey, I'll just go do the link building and I'll go claim my own pages and I'll go do all these things." It's just not that simple. First of all, that's not simple, not I even remotely an expert on SEO and how to rank someone in Google.

Graig Presti: Sure.

Shaun Buck: But they think they know what it is, just like I thought I know what it is. That probably has nothing to do with any of it.

Graig Presti: Yeah, exactly, that would be why we don't talk about what we do from a technical standpoint because it doesn't matter.

Shaun Buck: Yeah.

Graig Presti: Because the reality of that situation is that one, we can't convey value when we talk about the technicalities of it, right? Especially when you're in different identifiable verticals, people who are trying to break into a niche and things like that. It's like, when you buy a car, do you want to hear about how the combustion engine works? No, there's no value there. I want to know how it's going to get me from A to B, comfort, safety, yada, yada, yada, yada.

Graig Presti: That's the difference between, circling back, people who have that intimidation factor. I think if you can find out what that customer base wants and desires, it makes punching through into a vertical or niche that much more productive.

Shaun Buck: Yeah, totally. By the way, when I buy a car I typically want to know how fast it's going to go. That's usually one of my first questions.

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- Graig Presti: Yeah, well, exactly.
- Graig Presti: So if was marketing to your type of people it would be 0-60 speed, miles per hour, engine size, all that fun stuff.
- Shaun Buck: Yeah. Coolness factor.
- Graig Presti: Yeah, coolness factor.
- Shaun Buck: You know, I need all the help in that department I can get.
- Shaun Buck: So that's really good. So that overcomes that fear, that initial fear, right? That people are going to have.
- Graig Presti: Sure.
- Shaun Buck: Or maybe they're stuck. I bet there's people who are going after these niches and they're just stuck, they're not able to scale they've gotten to a million based off of what they're doing and they can't get there. So hopefully they'll -
- Graig Presti: Yeah, they're in it and they can't get their marketing to work for them, so they're sort of living off their own house list and churning through existing stuff.
- Shaun Buck: Yeah.
- Graig Presti: Which is not where, ever, you want to be, ever. You never want to be just a referral based business or chewing on your house list and all this other stuff. You want to make sure that you have multiple streams of marketing going all the time.
- Shaun Buck: Well, yeah, because it stops, right?
- Graig Presti: Sure.
- Shaun Buck: I was just out at an event with someone else who was a guest on this podcast, with Frank Kern. Frank and I were hanging out and we were talking about how email, it's becoming less and less effective it feels like by the day, right?
- Graig Presti: For sure.
- Shaun Buck: It feels like now you're seeing this. Are you seeing that too? Are you seeing it becoming more and more difficult to get that attention via email? Or are you seeing something different in your niche? Let's start with that.
- Graig Presti: Well I would say it was easier five years ago.
- Shaun Buck: Yeah, sure.

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- Graig Presti: That's kind of a duh thing.
- Graig Presti: Yeah, I think from ... Listen, we always make sales and get clients from email.
- Shaun Buck: Sure, we do too.
- Graig Presti: I'm not going to lie to you and say it's not our number one attractor, it absolutely is. But to say that's the only thing we do and to say that it's just as good as it was five years ago would be a complete lie. It's definitely ticked down. But, to my previous point, if you can stack it within the other things that you're doing to get people to converse with you about your product or service, it's a critical component. It's just not as easy as it once was.
- Graig Presti: I think it'll always be a part of what we do, I think it just has it's place. I think it's just like any other media, if it's making you money keep doing it, if it's not slow it back.
- Shaun Buck: Totally.
- Graig Presti: It always does well for us, but the reach has substantially decreased because one, people get a ton of emails, two, spam filters, three, they get sick of you. At a certain point they just get sick of you, that's just being in a niche. It's very hard to keep popular for that period of time so you're always reinventing yourself and things like that, which is good, too. I think if you can do email in conjunction with other things like print and phone and mail and other things like that it makes it that much easier.
- Shaun Buck: Which I know you're doing all of. You're doing all of that.
- Graig Presti: Correct.
- Shaun Buck: So are you saying email is you number one source based off your house list or based off of cold email blasts?
- Graig Presti: Both.
- Shaun Buck: Okay.
- Graig Presti: Both. Because we're always trying to communicate with people multiple ways.
- Shaun Buck: Sure.
- Graig Presti: So, yeah, I would say it's both. We do a lot of marketing with the trade journal email blasts list.
- Shaun Buck: Mm-hmm (affirmative).

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- Graig Presti: We have two to three a month that we're doing there. Some of that is just lead generation and activity, right? You don't necessarily make money every time you do a sponsored email blast. It's about exposure, it's about the brand, it's about fresh leads, it's about having conversations with those leads over time. It might take 6-12 months, but we would just constantly trying to get fresh eyeballs.
- Shaun Buck: Yeah. Yeah, well you're in a big niche. I mean, you've got, what, 170,000 eyeballs or so?
- Graig Presti: Yeah, yeah, roughly, yeah.
- Shaun Buck: Now you talked briefly about corporate dentistry and although not everyone is dealing with corporate dentistry, everyone is seeing ... A lot of people are seeing a lot of competition from say, Amazon, for example, which might be corporate dentistry in a sense for your mom-and-pop stores, your retail stores or what not.
- Graig Presti: Yeah.
- Shaun Buck: They may not be buying everyone out, but they're squeezing a lot of people out, aren't they?
- Graig Presti: I would say that analogy is probably the most accurate analogy. Actually one of my most famous blog posts and videos is ...
- Shaun Buck: Infamous or famous?
- Graig Presti: Famous.
- Shaun Buck: Okay, perfect.
- Graig Presti: Is, evolve or die, is your dental practice the next K-Mart or Amazon? That's sort of the concept of what you just painted there, which is you're correct in saying that's exactly what's going on. The money's is flowing up to the top of the food chain, leaving less for the mom-and-pop, boutique, small, medium practice. I'd say that's true for a lot of businesses, too.
- Shaun Buck: Yeah. So, how do you think ... I've got my opinions on this, because I know you're a really smart business guy, how do you think either dentist or businesses, in general, combat that? What do you think the secret sauce is there?
- Graig Presti: Well, I'll speak to the dentistry one first cause that's first, to me, the easiest one to fix.
- Shaun Buck: Yeah.

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- Graig Presti: The reason, right now, so much private equity money is flowing into dentistry and the reason that the dental service organization/corporate dentistry has become such a popular model is that they actually realize that the solo/medium size practice owner is not a threat in any way. They happen to be not really good at actually running a very complex business. They're very good at being a clinician, they're good at running a small practice. But, they're doing referral based marketing only, it's only word of mouth, living off their patient base and not going out and trying to spend money and studying ROI and understanding how people come to them, getting better cases and so on and so forth.
- Graig Presti: Even though they might be amazing at what they do, clinically just off the charts. But the problem is that corporate dentistry comes to town, all they got to do is spend a measly five grand a month and steal 20% of you market share year over year, without even really trying.
- Shaun Buck: Sure.
- Graig Presti: That's because a lot of small medium businesses aren't doing enough to keep themselves churning along, they're really relying, like I said earlier, either on their own house list or word of mouth or one type of thing. It makes you extremely, extremely vulnerable.
- Graig Presti: Let's flip out of dentistry for a second there, right? I think you can apply a lot of things to your business if you're worried about getting Amazon-ed or Wal-Mart-ed or whatever, is I think one, the cool part about those things is you can actually leverage some of those entities to drive your sales, right? You know, Amazon Books is part of that and Kindle and all those things.
- Shaun Buck: Sure.
- Graig Presti: But, at the same time, you can use them to leverage relationships with your list, which I know is also sort of a cliché thing to say, but let's be honest it's a lot harder to our previous conversation for a big, large, dumb company to speak to a vertical than it is you, right?
- Shaun Buck: Yep.
- Graig Presti: They're marketing product first. You can be nimble, you can be fast and you can actually message to your market in a way that speaks to them, right? Because that's the benefit.
- Graig Presti: Why would a dentist choose us over say, Web.com, which is a monstrosity type organization? Well, one, they're not in dentistry, they don't understand the services you offer and the complexities of your business. Then, two, you're not going to get the personal attention and the proprietary stuff that you normally would get for us, right?

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Shaun Buck: Yeah.

Graig Presti: And we can speak to all of your needs. So, when you call us up and you found a new way to do a new procedure and you're talking about a new implant procedure, we know exactly what you're talking about. You don't have educate us. I think that's the advantage to someone who's a little bit more nimble is you know every intricacy of your niche, you can speak to that instead of these big companies who speak almost to a big umbrella.

Graig Presti: Then, if you want to do Amazon Books or leverage other things like Facebook, for example, which, Facebook could be considered almost a competitor in a way because it's becoming so saturated so you have to change your idea of how you market on Facebook now. I'm a big proponent of doing just straight up content on Facebook, videos, blog posts, because something that people aren't getting shoved down their throats all the time like every single product offering. You can't scroll through Facebook without losing your mind, right?

Graig Presti: So, making sure you're speaking directly to those people consistently, instead of the big, dumb company who's product first.

Shaun Buck: Yeah, yeah, I just wrote an article in my next newsletter that just went out that's talking about ... It was in, I don't know, it was in something I write articles for, but they all blend together at this point. It was talking about how Amazon, how people aren't even thinking about how Amazon's gonna change things. I use the example of a lawyer. The example there was that pretty soon, in the next couple of years, Amazon my decide to get into the legal services business.

Graig Presti: Sure.

Shaun Buck: Some lawyers are probably listening to this saying, "Hey, they can't do that, they don't have a law license," or whatever. But what they can do is they can set up an app on Alexa and you say ... My Alexa's probably going to start beeping here. You can be like, "Hey, Alexa, call my lawyer." And that goes to an Amazon intake specialist who then ... Yeah, there she goes. Sorry, what's the firm name? Sorry, let me unplug this really quick so I can talk about this. There you go, now she won't bother us. Always listening.

Shaun Buck: So what's going to happen is they're going to call, you're going to get an intake specialist, these people are going to be trained, top-notch customer service and then they're going to call up the three lawyers they have in the area and they're probably going to round-robin them, or they're going auction them, or whatever they're going to do.

Graig Presti: Sure.

Shaun Buck: And they're going to be like ... So if you're a lawyer they're going to be like, "Hey, Graig, we've got this lead for you, here you go and we've debited your

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account \$150." So, yeah, they may not be directly competing with you, but they're over there providing you these leads and they're going to charge you whatever they want to charge you and when they've got their three lawyers in that niche they're not going to take anymore, so they're going to pick winners and they're going to pick losers and based off of probably some kind user score that they rate you on, it'll be like Uber. If an Uber driver ever ends up under four stars they're canceled, they're kicked out of Uber.

Graig Presti: Yeah, you'll have an algorithm that manages it like most of everything. So, yeah, of course. But how about a bigger scenario than that?

Shaun Buck: Yeah, go for it.

Graig Presti: A little bit more of a scarier scenario than that? What if Amazon decides to acquire Legal Zoom? Then all of a sudden we're now playing in a world that is much larger, because they'll take Legal Zoom and they'll just inject it with their Amazon steroid juice and then boom.

Shaun Buck: Or Avvo, which is a huge ...

Graig Presti: All of it, right?

Shaun Buck: Yeah, all of it.

Graig Presti: I mean they bought Whole Foods. We can go on and on and on with that analogy. I think the bigger point to that is that with the Amazon stuff is like it's not just Amazon. You need to have your radar on all the time, right? So a lot of people think Facebook is an asset to their business.

Shaun Buck: Mm-hmm (affirmative).

Graig Presti: And you really should have one eye on Facebook and one eye on what they're doing around the corner because we all know what happens with these types of things, right? You should always be paying attention to what these billion dollar entities are doing because they can chop us off at the knees real fast.

Shaun Buck: Yeah, no, I actually personally believe Amazon will be broken up in the next handful of years. That's my prediction.

Graig Presti: Yeah, I would imagine you'll have some anti-trust issues there.

Shaun Buck: Five year or so, I mean they're just ... I read an article basically about their size, you know? And they are over ... For people who don't know, I mean they are over 50% of all commerce done on the internet.

Graig Presti: Yeah.

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- Shaun Buck: Eventually, eventually, I think that you're going to see them ... Even if you just see their cloud services broken off so that they can't have this free unlimited cache, basically, because the cloud services are the only thing turning a profit.
- Graig Presti: Yeah, that's their most profitable.
- Shaun Buck: Yeah, or maybe not the only thing, but it's pretty close.
- Graig Presti: Yeah.
- Shaun Buck: So, yeah, anyhow ... Look this is ... Sorry we've gone a little bit long cause it's just a really good conversation, overall.
- Graig Presti: I'm good with it, I think everybody's going to get a concept of how they need to steer their businesses. Because I think you can get enamored right now. The economies good.
- Shaun Buck: Mm-hmm (affirmative).
- Graig Presti: You can get enamored with venture capital flowing in and you just see a lot of noise, right now. You and I've talked about this, it's like everybody's doing a drop ship thing, everybody's doing a new product. It's like at a certain point that stuff is just not sustainable.
- Shaun Buck: No, totally. Hey man, that was good stuff, let me ... I know you only work with dentists and so anyone who's not a dentist listening to this, this isn't going to be any good for you because I know you're going to filter anyone who tries to go grab stuff off your website that's not a dentist.
- Graig Presti: Yeah, hey, but listen, let's be honest with you, you know, I do, do one-on-one -
- Shaun Buck: - Okay. Yeah that's right.
- Graig Presti: Anyone wants to reach out to me personally, I do have one-on-one services. I'm pretty picky about who I work with, but I'd be willing to chat with people. Don't opt-in to my funnel and try to reverse engineer it cause we'll catch ya.
- Shaun Buck: Yeah, yeah. I know, I've tried. No.
- Shaun Buck: But, for dentists listening, or for someone who wants to inquire about some one-on-one coaching, where's the best website for them to go to?
- Graig Presti: So, if you're a dentist you're going to go to Local Search for Dentists, with an s, dot com. There's tons of free stuff free content, free reports, all sorts of cool stuff on there. Phone numbers on there, give us a call, we'll do a free diagnostic on your market and your practice. If you're looking for any sort of one-on-one coaching, consulting type of deal with anything outside of dentistry, within

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GRAIG PRESTI**

dentistry you can email John, j-o-h-n at Local Search for Dentists, with an s, dot com and we'll be in touch.

Shaun Buck: Awesome. Alright, brother, well I appreciate you taking the time out of your day to chat with us. Yeah, thank you so much.

Graig Presti: You got it buddy, it was a pleasure.