Many practice owners build a successful – yet stressful – business that they don’t always love working in.

Catrise Austin, DDS, one of America’s most influential dentists, speaks across the country and the world sharing the principles and strategies that brought her BOTH business success and less stress! She is a doctor to celebrities, an author, and the social media influencer that patients, media and brands turn to.

Become A Celebrity Doctor
Get Noticed by High-Value Patients, Media, Celebrities, and Brands

Learn how to attract ‘high value’ patients that are amazing to work with. Work less and earn more with right fit, “prequalified” customers who are ready to work with you and seek you out.

Team-Based Teeth Whitening
Start & Grow Your Stress-Free, 6-Figure Whitening Profit Center

Attend this course if you want to expand your skills, gain a competitive advantage, and increase practice production by offering an exclusive service that leaves patients raving about your care.
In dental school we learned how to practice dentistry: drill, fill, clean, pull, and bill. We were not taught how to build a business or develop a brand. Both ultimately impact our practice bottom line, lifestyle, long term success, and overall happiness!

Unlock the life-changing secrets of building a well-known brand to boost your financial bottom line and career satisfaction! Bestselling author and award-winning cosmetic dentist to the stars, Dr. Catrise Austin shares her formula for attracting the life that you deserve by boosting your authority as a well-known “celebrity” doctor in your local town, state, or even nationwide.

Learn how to attract ‘high value’ patients that are amazing to work with. Work less and earn more with right fit, “prequalified” customers who are ready to work with you and seek you out. Gain strategies to establish your personal brand and brand message, target your market, develop your signature story, write the book, and get noticed by the media. Unlock the life-changing secrets of building a well-known brand to boost both your bottom line and career satisfaction!

Learning Objectives

★ Rediscover your personal brand and find your voice to separate yourself from the pack
★ Identify your signature services
★ Discover how to attract “prequalified” “dream patients
★ Learn a process for crafting personal and business stories that increase sales
★ Understand why every doctor needs to write a book and reach bestseller status
★ Create your first media pitch and kit to land tv, radio, and magazine features

★ Illuminate strategies for attracting loyal and raving fans by becoming a social media influencer
★ Craft your elevator pitch and learn how to use it to make a good first impression

Suggested Audience:
Dentist and Team

Suggested Format:
Full or Partial Day; Lecture, Workshop, Keynote

Dr. Catrise Austin
“TheQueenofSmiles™”
draustin@vipsmiles.com
draustinspeaks.com
Over 90% of Americans perceive their smile as their most critical social asset. The demand for teeth whitening has grown over 300% in the past few years, with market studies predicting continued steady escalation.

✓ If you would like to add a highly sought-after service - that requires little financial investment or much time - to your practice menu
✓ If you want to know how to choose the right teeth whitening procedure for each patient (and recognize who is not a candidate)
✓ If you desire to learn how to properly perform whitening procedures and manage/prevent common side effects from a dentist with over two decades of dentistry experience
✓ If you want to know how to effectively market and 10x your current teeth whitening roster of patients

... this is the course for you! Dr. Catrise Austin has whitened thousands of smiles by offering teeth whitening solutions to help patients look more confident, sexier, and younger with a pearly white smile. You can too! Attend this course if you want to expand your skills, gain a competitive advantage, and increase practice production by offering an exclusive service that leaves patients raving about your care.

Learning Objectives

★ Identify characteristics of the “right fit” (and “wrong fit”) for teeth whitening patients
★ Explore the teeth whitening mechanism and how it works
★ Assess the various types of tooth discolorations
★ Understand common teeth whitening methods and selection criteria
★ Discover risks associated with teeth whitening and the importance of informed consent
★ Define step-by-step teeth whitening procedures
★ Analyze common complications and their management
★ Assess post-operative care options and teeth whitening maintenance
★ Gain strategies for producing over 6 figures through teeth whitening procedures alone

Suggested Audience:
Dentist and Team

Suggested Format:
Full or Partial Day; Lecture, Workshop, Keynote

Dr. Catrise Austin
“TheQueenofSmiles™”
draustin@vipsmiles.com
draustinspeaks.com
Unprepared for the rigors of growing a brand without key sales and marketing strategies, many practice owners build a successful – yet stressful – business that they don’t always love working in.

Finding herself in this situation, Catrise Austin, DDS worked with business and marketing gurus to learn the principles and strategies that brought her BOTH business success and less stress! She is now a doctor to celebrities, an author, and a social media influencer that patients, media and brands turn to. One of America’s most influential dentists, Catrise Austin, DDS speaks across the country and the world sharing principles for enhancing brand awareness and strategies for practice success.

Better known as The Queen of Smiles™, Dr. Austin has been regularly featured on local and national television including NBC’s Today Show, ABC, and even TMZ sharing cosmetic dentistry tips from both of her #1 international bestseller books, “GetSmiled” and “The Ultimate Guide To Charcoal Teeth Whitening”.

For more than two decades, Dr. Austin has shared teeth whitening secrets with not only thousands of her own patients, but also with tv audiences across the nation including The Dr. Oz Show and Today Show. In April 2018, she launched VIP Smiles, her own teeth whitening product line which was nominated in 2018 as a “Best Oral Care” product at New York’s Indie Beauty Expo.

Voted as one of the “Top 25 Women In Dentistry” by Dental Products Report Magazine, Dr. Austin was also named as one of Kleer’s “Most Influential Dentist’s in America” for her influence in the field of Dentistry. She has served as a national dental spokesperson and brand ambassador for multiple major dental brands for the past decade.

Dr. Austin teaches dental professionals how to grow their practices and brands through her #1 best-selling books “How to Become A Celebrity Doctor” and “How To Start Your Own Teeth Whitening Business-In No Time". She is a frequent contributor to online and print media publications in the industry and beyond.

Dr. Austin practices cosmetic dentistry in New York and her hometown of Flint Michigan.
“Learning from Dr. Austin has allowed me to broaden and expand my brand. She helped me understand my worth as an expert and influencer, exactly what I needed to do to build my business, how to market my business properly, and how to monetize my brand and services completely. This has been so helpful.” Dr. Darwin Hayes, The New Dentist Coach

“Dr. Austin’s training was so inspiring to me. It helped ignite my passion for dentistry. It should be mandatory for healthcare professionals. You will not regret learning from her. Your professional life will never be the same!” Carla Pontes, PhD, Dental Researcher and Writer

“If you’re trying to start your own teeth whitening business, I recommend Dr. Austin’s course. It will be a decision you won’t regret!” Branielyn Urena, Dental Assistant

“The presentation was exceptional. I learned many strategies for branding and marketing.” Ashley Bennett; Savannah State Predental Society

“Dr. Catrise inspired the Harvard Business Experts Forum beyond belief about the power of the smile.” Dr. Lisa Lewis

“Dr. Austin’s presentation was outstanding!” Gary Sipos; Sipos Financial

Honors / Awards

- Kleer’s “Most Influential Dentist’s in America”, 2018
- The Professionals Network Organization “President’s Entrepreneurial Award”, 2010
- Young, Gifted, and Black Entrepreneurial Award, 2007
- The Network Journal “40 Under 40 Award”, 2004
- National Association of Women Business Owners (NAWBO) “Fast Track Signature Award”, 2004

Presentations (Partial Listing)

- American Association of Women Dentists Symposium
- Coca-Cola Business Expert Forum
- Essence Music Festival Fearless Women’s Summit (multiple)
- Fearless Women’s Summit 2020 (Sydney, AU)
- Flourish Media Conference (Miami)
- Harvard Faculty Club of Cambridge; Business Expert Forum
- Howard University Graduation Ceremony (Keynote)
- Living Legends of Entrepreneurial Marketing; Carnegie Hall
- Medical Marketing Miracle Conference, Keynote
- National Dental Association Annual Convention
- Second District Dental Society; New York
- Savannah State University Pre-Dental Student Society
- Stanford University Career Conference
- Student National Dental Association Annual Conference
- Student National Dental Association Region 3 Annual Mtg
- West Virginia State University
- Women’s Empowerment Expo; Fort Lauderdale, FL