

For Immediate Release  
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## Delaware County based dentist, Dr. Joe Capista, releases business success book

(Pleasant Hill, OR) December 17, 2007 – Dr. Joe Capista, owner of Williamsburg Dental, is filling more than teeth these days. Realizing the need for service-based business owners to learn effective ways to build a profitable business, Dr. Capista filled a market need by writing, ***What Can a Dentist Teach You About Business, Life and Success? Discover Secrets to Achieving Total Success!***

Building a dental practice that boasts revenues in the top 3% in the United States, Dr. Capista responded to the numerous requests by other business owners including dentists, doctors, consultants, attorneys as well as sales and marketing professionals to have easy-to-understand and apply information on how to build a profitable business; a business that they can be proud of. Readers will learn the importance of setting up internal and external infrastructure systems, having and being a mentor, systemized goal setting, utilizing DiSC Classic® profile system, as well as giving back to one's community.

In the 30-plus years Dr. Capista has been in business, he has documented the processes and systems that have taken him from a run-of-the-mill practice to one that employs over 50 team members. Dr. Capista is the official cosmetic dentist to the NBA Sixers Dancers.

Dr. Capista says countless professionals and small business owners express confusion and overwhelm when it comes to building their business. "Many people who try to build a successful business, while maintaining balance in their personal life, fall short of their desired outcomes," states Dr. Capista. "My goal in writing ***What Can a Dentist Teach You?*** was to provide practical information in an entertaining manner."

Dr. Capista's manifesto for small business success declares:

- Become an Expert / Have a Great Product and/or Service
- Develop Sales and Marketing Skills
- Get Help from Experts (Mentors)
- Control Your Thoughts
- Create Balance in Your Life

Dr. Capista has been sharing this information with audiences as a keynote speaker and presenter at association meetings and conferences. Those interested in having Dr. Capista speak at your next function are asked to contact, Kathleen Gage at 541.654.0426.

Published by Maxwell Publishing, **What Can a Dentist Teach You about Business,**

**Life and Success?**” is available through Amazon.com; BarnesandNoble.com and the author’s website at <http://www.JoeCapista.com>

**About Dr. Joe Capista**

Dr. Joe Capista owns and operates Williamsburg Dental, a multi-million dollar dental practice located in Broomall, Pennsylvania. Williamsburg Dental is recognized as one of the most successful dental practices in the entire United States.

For over three decades, Dr. Capista has dedicated himself to the study of the power and impact of the mind and spirit in creating success both personally and professionally. Dr. Capista’s success philosophy is simple; combine your deepest passion, develop solid business principles while striving for balance in all areas of your life.

*What Can a Dentist Teach You About Business, Life and Success?* (ISBN 978-0-9658159-5-6, 202 pages, \$19.95) was published by Maxwell Publishing. For information about the book or author, Dr. Joe Capista, visit [www.JoeCapista.com](http://www.JoeCapista.com) or call Kathleen Gage at 541.654.0426