

LET'S TALK
ABOUT
SUCCESS.

DR. MICHAEL BURGDORF

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MEMBER PROFILE

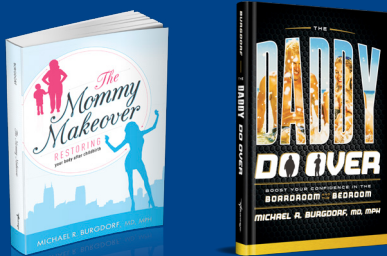


Dr. Michael Burgdorf

Nashville, TN

Owner, Music City Plastic Surgery

PUBLISHED TITLES:



The Mommy Makeover

The Daddy Do Over

Michael R. Burgdorf, MD, MPH has cultivated a gleaming reputation since he founded Music City Plastic Surgery in 2012. As one of Nashville's premier plastic surgeons, his former patients have transformed into raving fans, heralding his surgical skill as a "class of its own." With a central mission to help mothers and fathers enhance their body confidence, he would dutifully educate potential patients on their options. However, Dr. Burgdorf came to realize that one-to-one interactions with patients, no matter how rich, were inherently limiting. His impact was confined to the walls of his office. He hoped to broaden that impact and present his value proposition to a much wider audience. Publishing a book swiftly emerged as the best way to achieve that goal. It would allow him to reach far more men and women who privately struggled with issues of body confidence.

Armed with newfound aspirations to become an author, Dr. Burgdorf teamed with Advantage|ForbesBooks to publish two books geared toward his target demographic. Going forward, he would be known as "the guy who wrote the book on it." The trademarked TalkYourBook® program allowed him to talk through his points with a skilled ghostwriter, to ultimately create something of "substance, emotional appeal, and impact." *The Mommy Makeover* and *The Daddy Do Over* were released in 2015 and 2018, respectively, to glowing reviews. He describes publication as a "golden opportunity" that "fueled the growth of [his] business," and a powerful "differentiator" that set him apart from his competitors. Since publishing with Advantage|ForbesBooks, Dr. Burgdorf has enjoyed the following:

- Television and radio exposure at the national and local level, including a spot on syndicated medical talk show, *The Doctors*, as well as news station segments which directly increased patient flow/surgery schedulings
- Multiple interviews on FoxNews.com, *NYDaily News*, *NY Post*, *Cosmetic Surgery Times*, MomZette, Plastic Surgery Practice, Zwivel, HealthZette, and more
- 3 major speaking events within his industry
- The opportunity to launch a coaching business "due to the increased credibility of having two Amazon #1 Best-Selling books"

SUCCESS BY THE NUMBERS

3X

BUSINESS
GROWTH AFTER
FIRST BOOK

100%

CASH PAYING
CLIENTS

10%

INCREASE IN
SERVICE PRICES

XX

DOUBLE DIGIT
BUSINESS
GROWTH

"As the Business Growth experts, I realized that an Advantage|ForbesBooks book can be a golden marketing opportunity to fuel the growth of my practice. I wanted to be forever known as 'the guy who wrote the book on it...'"

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