

Dr. Gary Sanchez's Biography

Dr. Gary Sanchez's **WHY** is to find a better way and share it. **HOW** he does that is by making things clear and easy to understand. **WHAT** he brings is simple solutions to help people move forward.

After graduating from USC Dental School in 1988, Dr. Sanchez began his practice in Albuquerque, NM. He was told by the experts of that time - "If you build a great product - people will come." He spent over 20 years taking the best courses from the top dental institutes, training a great team, building a beautiful practice and buying the latest technology - hoping it would lead to a "successful practice."

What he found instead was a refined practice that was full of completed patients and didn't share their experience with others. He believed he had developed a great product but nobody knew about his practice - he felt like a well-kept secret.

He wanted to market his practice, he wanted to tell everyone what he had to offer but what was he going to say? How would he stand out? What would he say that would be authentic to who he is and tell the real story?

That is when he learned about Start with WHY by Simon Sinek. It made complete sense and seemed like exactly what he was looking for - he would market starting with his **WHY**!

The problem then became - what was his **WHY**?

That put him on a quest to discover his **WHY** which he ultimately did after working with experts over the course of close to 8 months.

Using his **WHY** to develop the marketing and culture of his practice allowed him to go from just getting by to abundance and have record production and new patients for the last 9 years in a row.

Dr. Sanchez then began helping other dentists and businesses use their **WHY** to create powerful marketing messaging which led to the discovery of the 9 **WHYs** and starting the **WHY** Institute.

He and his team have worked with hundreds of thousands of individuals and thousands of companies from small yoga studios to Fortune 500 Companies helping them get clear, stand out and play BIGGER.