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Tips From The Top: One On One With Dr. Bill Dorfman

By Adam Mendler. August 21, 2018



Adam: Thanks again for taking the time to share your story and your advice. How did you get here? What failures, setbacks or challenges have been most instrumental to your growth?

Bill: It's been years and years of relentless hard work. I don't really look at anything in life as a failure. To me when things don't come out the way I want I consider that a

learning experience and an opportunity to grow. You only fail when you quit and I never quit.

Adam: What are the best lessons you have learned from your business career?

Bill: The 2 best lessons I have learned are #1 - don't wait for opportunities, make them! And #2 - when you do get an opportunity, don't just take it, master it!!!

Adam: How has the business side of dentistry evolved since you founded Zoom?

Bill: The business side of dentistry has become much more automated and efficient.

Adam: What are the best lessons you have learned from your career in television?

Bill: I never expected to be on TV, but the best lessons I have learned are #1 - be prepared. If preparation means learning how to act, read a teleprompter, or actually do improvisation; take classes to learn those things. #2 - if you are going to represent your profession you must stay current on all of the latest and greatest products and techniques.

Adam: Do you have any especially interesting stories from your time on Extreme Makeover or The Doctors worth sharing?

Bill: One story that comes to mind was when I was reading People magazine and I heard about a woman who had nearly been killed in a bear attack. She had multiple surgeries to repair the scars on her face but had run out of money to repair her teeth. My publicist was able to get her contact information through People magazine and I was granted permission to call her. The evening I called her she told me that she was contemplating committing suicide because she was so distraught over the condition of her mouth. After having gone through over 15 surgeries she just didn't have the resources to put herself back together. We were able to restore her mouth to give her a beautiful smile and perfect form and function.

Adam: How can those without the budget for cosmetic dentistry improve their smiles? What are your best tips for healthy and aesthetically attractive teeth?

Bill: There are many services like Care Credit that allow you to finance cosmetic dental work. I suggest looking into them. Take care of your teeth. Brush and floss at least 2 - 3 times a day, and see your dentist at least every 3 - 6 months.

Adam: With all of the whitening products on the market, it can be confusing for the average person to know what is effective, healthy, safe and worth the cost. How do you recommend attaining and maintaining whiter teeth?

Bill: Funny you should ask. I am now working with a top notch developing company to launch a product called Mobile White. It will be available soon. It is safe, effective, and well-priced.

Adam: What is the single best piece of advice you have ever received?

Never give up. Be tenacious.

Adam: What is one thing everyone should be doing to pay it forward?

Bill: Paying it forward comes in many different forms. If you have the ability to help financially then do it. If not, be of service. But the best is if you can do both.

Adam: What are your hobbies and how have they shaped you?

Bill: I love fitness, travel, and entertainment. I consider those all my hobbies.

Adam: Is there anything else you would like to share?

Bill: I grew up in a very modest community and was never really given anything my whole life. Everything I got I worked very hard for. However, the moment I started doing well financially I made it a priority to give back and help others. I feel that if we leave this world without having made it a better place we have missed out on a tremendous opportunity.

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