

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

MARCH 2014 • VOLUME 7, NUMBER 3

## Who Controls the Cases That Walk Through Your Door??

By Rem Jackson



The correct answer is, "It depends." It depends on your mindset and your marketing.

If you are like most professionals, the people who walk through your door and into your office are a random mix of cases, and over half of them aren't very interesting or very profitable. You have no control over the process (other than hoping or praying), and you are unhappy with the results.

If, instead, you belong to the rare group of professionals who understand that they have absolute control over who walks in the door through excellent marketing, then you are not only delighted with your patient mix, you are delighted with the volume and the corresponding profits and income.

### The good news is that "It depends."

Since it depends on you, you now have control over who walks in to see you; it's all about mindset and marketing.

**Mindset:** You can either be a victim, or you can take responsibility for your success. There is an ocean of data that would support a victim mentality – it's Obama's fault, it's Medicare's fault, it's the APMA's fault, it's your parents' fault, and on and on.

No, it's not.

Nobody ever said success is easy or given to you. It's not. It is earned through courage, faith, and the vigorous use of your mind and will to create your own success. When you hear a doctor report that 2013 was a year of increase, 38% in new patients over 2012 and 48% in collections over 2012 as Melissa Lockwood of Bloomington, IL reported at our Top Practices Summit last year, you see the difference. One doctor sees a long slow decline with a grave at the end; the other, a bright and abundant future. Difference: Mindset.

**Marketing:** You can focus your practice marketing on attracting the exact kind of patient you want to see – heel pain, nerve pain, fungal toenails, in-grown toenails, sports injuries – anything you love to see. You can attract them to you by focusing your message and understanding that patients only come to you in four ways:

- From the internet.
- From patient referrals.
- From referral sources.
- From marketing in the community.

*Continued on page 3.*

## what's inside

2 Announcing the Newest Marketing Book Published by Top Practices

3 Who Controls the Cases That Walk Through Your Door? (cont.)

3 Why Use Books to Market?

4 Save the date NOW!  
September 12, 13 and 14!

### Top Practices

1002 Lititz Pk., #191  
Lititz, PA 17543  
717.626.2025 ph  
717.625.0552 fx  
info@TopPractices.com  
www.TopPractices.com

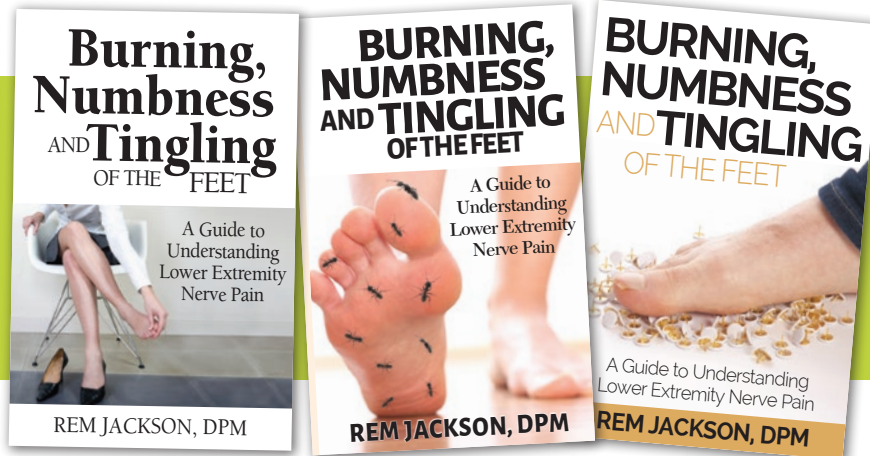


Announcing...



# THE NEWEST MARKETING BOOK PUBLISHED BY TOP PRACTICES

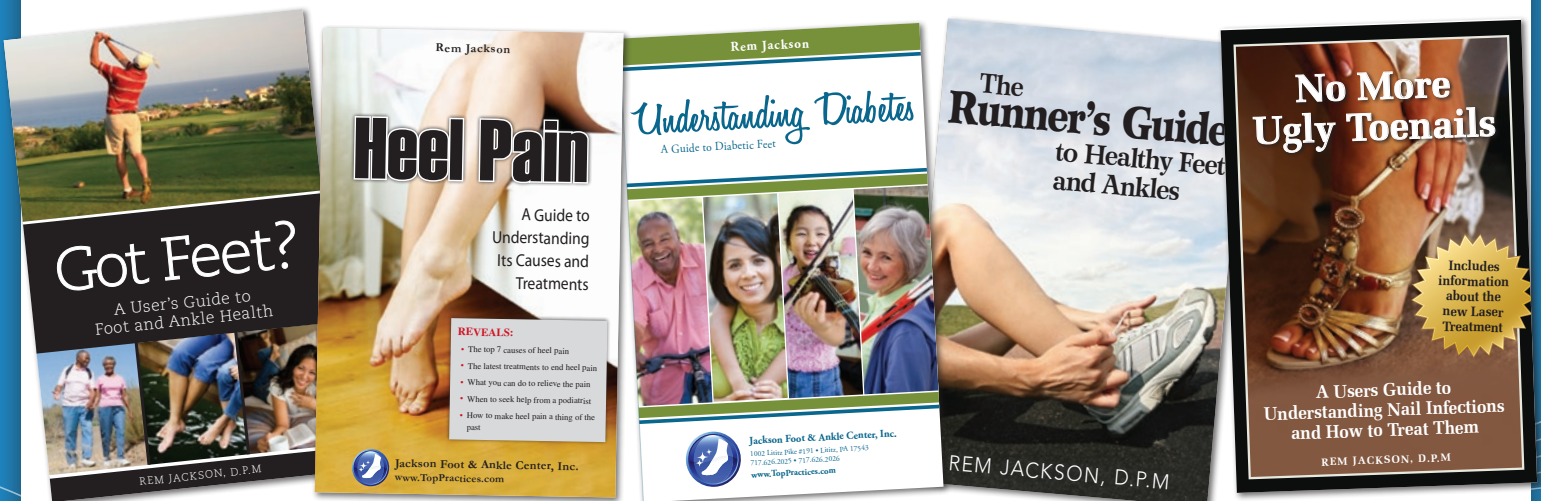
Top Practices is announcing the release of our most recent marketing book.



## Burning, Numbness, and Tingling of the Feet A Guide to Understanding Lower Extremity Nerve Pain

This new book, focused on neuropathy and nerve pain, is now available for ordering from Top Practices. The marketing books and all marketing tools are available to Top Practices members only.

**Burning, Numbness, and Tingling of the Feet** joins the following marketing books also published by Top Practices for use by our members:



Contact Nicole Tully by calling 717.824.6553 or by emailing her at [Nicole@NicoleTully.com](mailto:Nicole@NicoleTully.com)

# The Foundation of Excellent Practice Marketing Is Information Marketing

Part 1 of a 5 Part Series

## Why Use Books to Market?

At Top Practices, we use a specialized style of marketing called information marketing. The very best marketing isn't selling; it is education.

People have problems and we can help, **but people don't know we can help**. Promoting our resumes or lists of services (getting our names out there) is expensive and virtually useless. It makes marketing a once and done event. If they respond now, it is positive; and if they don't, it is over and forgotten. When we make an offer that addresses what is "keeping them up at night," we have an opportunity for prospective patients to "raise their hand," identify themselves as interested in their feet and ankles for some reason, and give us their contact information so that we can send them **the book**.

This builds our list of people surrounding our offices who are worried about their feet and ankles. We can then market to them intensively – twice a month –electronically and directly by sending them letters, postcards, CDs, and other direct mail pieces. Over time, they continue to be worried about their issues, and when they are ready to come to see the doctor, they choose us in much higher numbers than if we hadn't stayed connected to them. Our return on our investment, over time, (from that marketing effort we did a long, long time ago – remember?) suddenly increases. Our ROI (return on investment) goes up – often significantly. "We need to enter the conversation that is already going on in the minds of the people we want to attract." That is the purpose of having a book as an integral part of your marketing. This kind of marketing fits in perfectly with the way humans act – they take a long time to make a decision, and they need to hear the message multiple times before they do act. But in podiatry, we know they eventually will act because the underlying problem doesn't go away and the condition gets worse over time. The only question is, "Will they know to come to see you?" The only way to impact them is to:

1. Market using the internet, referral sources, your internal list, and in the community and always, ALWAYS, make an offer of information.
2. Mail them the information in exchange for their contact information
3. Market to them until they eventually come to you.

There are people all around your office who are worried about their feet and ankles. They want answers. With your book, you have the answers and you can establish yourself as the local expert without stating that you are. It is not a coincidence that the word authority has the word author in it.

Next month, we will focus on how to use your book online.

*"Who Controls the Cases That Walk Through Your Door?" continued from page one.*

That's it. What Melissa did was focus her message on exactly who she wanted to see and then share that message in the four ways listed above. But she dove into the deep end and did it with style. She didn't procrastinate, ruminate, or whine about how awful it is. She made up her mind and went for it. This year, those great numbers described above are crumbling under the weight of the great numbers she is posting this year. All, while not working nights or weekends and being 100% current.

### The great news is that "It depends."

Your choice. A bleak future that is being predicted by the loudest voices in your profession, or significant growth while focusing on what you love to do. Your choice. If you choose growth and personal responsibility, I'm with you.

Dedicated to your Success,

*Rem*



"Change your mental attitude, and the world around you will change accordingly."

– Napoleon Hill





1002 Lititz Pk., #191 • Lititz, PA 17543  
717.626.2025 ph • 717.625.0552 fx  
info@TopPractices.com  
www.TopPractices.com

## WHO CONTROLS THE CASES THAT WALK THROUGH YOUR DOOR?



See page one.

# Save THE DATE

SEP 12, 13 & 14

The Top Practices Marketing and Management Summit, a once a year event, will be held in Arlington, VA (right by National Airport) on September 12, 13 and 14.

Details will be released next month.

Be sure to save the date now!

