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presents

Your Blueprint for Total Success in Your Podiatry Practice

There is no reason in 2012 and beyond that any podiatrist should be struggling with their practice growth or management. This summit is designed to arm you with the **BLUEPRINT** (the tools and the knowledge – **THE SYSTEM**) you need to build your practice and attract as many of your “Perfect” patients as you want and need. **GUARANTEED**

ANNOUNCING: THE 6TH ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

September 21, 22, and 23 • Las Vegas, NV
At the Tuscany Suites and Casino

CONFERENCE HIGHLIGHTS:

- ✓ How to successfully market Lasers, Heel Pain, In-Grown Toenails, Neuropathy, Diabetes, and more
- ✓ Learn how much the top podiatry practices spend on their marketing, what they spend it on, and how to use the Blueprint to make your own marketing budget
- ✓ How to communicate effectively with your partners, associates, staff, and patients
- ✓ The most sophisticated AND understandable podiatry Internet marketing information – two sessions focused on being number one in your market online
- ✓ Four presentations by top podiatry practices competing to be the “Marketer of the Year”
- ✓ How to hire and manage your team to support your mission How to find the right associate for you
- ✓ How to know your numbers and manage your staff to achieve and exceed them positively
- ✓ How to deal with a problem employee and end your frustrations permanently
- ✓ Every attendee will leave with a completed blueprint for growing their practice in double digits in the next 12 months and beyond



Special Keynote Address By Dave Frees
How to Ethically Get People
(Your Partners, Staff, and Patients)
to Accomplish What You Need Them To Do.

Special
AAPPM
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Discounts!



1961–2011
50 years

Your **Blueprint** for **Total Success** in Your Podiatry Practice.

Go to www.TopPractices.com now for full details.



It's been my experience that everyone wants an actual blueprint for success in practicing podiatry. We've always had The Top Practices System, but a "blueprint" is a tall order. I'm finally ready to do it and have decided to launch "The Blueprint" at the Top Practices Summit in Las Vegas this year.

The problem for most podiatrists (actually most professionals) is that they don't have the training to do what is needed to be truly successful in their practices. They have excellent clinical skills and they enjoy treating and healing their patients immensely, but they have become heavily burdened with the PRACTICE of medicine and the future seems bleak because it is only going to get worse and more complicated for them.

This is just not acceptable to me. It is a **non-negotiable** for me.

For the last six years, I have run a laboratory of excellence in practice marketing and management in The Top Practices Marketing Mastermind Group. I know from direct experience that you can grow your practice in double digits. Top Practices members reported significant increases 17%, 27% even 93% in one practice in 2011. These practices will be at the Summit in Las Vegas in September.

You see, we have created THE definitive blueprint for success (total success in marketing and business growth while being able to manage and direct that growth), but we have never organized it as a Blueprint before now. In Las Vegas, on September 21, 22 and 23 we will share it with the attendees of the Top Practices Marketing and Mastermind Summit.



The ENTIRE CONFERENCE (from the opening Session to the final moment) will be designed so that you can return to your practice with the instructions (the CODE) -THE BLUEPRINT you need to realize the promise of owning your own practice or working in a practice with the vision, and the executable plan that is ESSENTIAL

"Rem Jackson and his Annual Top Practices Summits are the best of the best. This Summit and Rem's Top Practices Programs have literally transformed podiatry practices of all sizes into top practices before my very eyes. If you are serious about growing your practice and effectively managing that growth, then you've got to be at this Summit in Las Vegas in September."
- Hal Ornstein, DPM, FASPS, Howell, NJ Chairman AAPP



Recipient of the 2012 AAPP President's Award for Leadership in the Profession

"Rem Jackson is personally responsible for raising the bar significantly in marketing and growing podiatry practices. His leadership and tireless support for podiatry plus his accomplishments with his Top Practices members and AAPP members made him the obvious choice for the prestigious AAPP President's Award." - Jeff Frederick, DPM, Berkley, MI President AAPP.

to FINALLY achieving the rewards and blessings that should come with the hard work, the investment, and the years of education required to own and operate your podiatry practice.

If you are one of the many who have attended some or all of our Top Practices Summits in the past, register, and book your hotel and flights to Las Vegas NOW -this will take this already extraordinarily successful conference to an entirely new level. I promise and guarantee it.

If you have never attended the Top Practices Summit in the past, I have the same advice for you -register now. Last year we had a waiting list for the conference and turned some people away – we have a larger (and beautiful) space this year, but we **WILL SELL OUT**. We only do this once a year and you will have to wait until September 2013 to attend after we close registration.



If you are a Top Practices Mastermind Member, YOU KNOW that of all the meetings in 2012 – THIS IS THE ONE INDISPENSABLE MEETING FOR YOU AND YOUR STAFF and that you need to be here.

If you are not a Top Practices Member, then this meeting is just as important for you. Without it you simply do not have access to everything you need that Top Practices offers at this intensive level. And if you are unable to become a Top Practices member because of your location (there are exclusivity reasons geo-

graphically for some people) this is the one Top Practices program that is open to every practice on the globe. Top Practices is committed to improving and supporting the ENTIRE PROFESSION of podiatry and this is one way we are able to accomplish that goal.

Rem

Rem Jackson,
CEO Top Practices
Fellow, the American
Academy of Podiatric
Practice Management
(AAPPM)



“Although Rem and the other speakers are great, I think the best thing about the summit was the collection of great ideas shared by attendees and presenters. Everyone Shares! Not only good ideas that have worked but also ideas that sounded good but failed. I have a list of new things to implement that are proven to work and a list of things that I should not do. You can't get this without attending.”

– Jay Larsen, Glendale, AZ



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**REGISTER
NOW**

THIS EVENT WILL SELL OUT JUST AS IT DID LAST YEAR!

The Bottom Line

Your practice is your largest and most lucrative investment.

It is the vehicle through which you achieve all of your goals – professional and personal. **It is time to slow down so that you can speed up.** It is time to focus on the marketing and management systems you need to put into place to make 2013 YOUR YEAR – the most rewarding and profitable year of growth that your practice has ever had. It can be done. Dozens of doctors JUST LIKE YOU are doing it right now and you can too.

You're the average of the Five People you hang-out with the most. Surround yourself with winners who are as focused and committed to building the practice they want, not just accepting the practice that walks in the door.

**Join us in Las Vegas, Nevada on
September 21, 22 and 23, 2012
at the Tuscany Suites and Casino –
a beautiful hotel, casino,
and conference center.**

Your Seminar Registration includes Lunch on both days of the Summit. Space is extremely limited for the Top Practices Marketing and Management Summit. Register early and be sure to get your seat at the event.

