

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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What Business Are You In?

By Rem Jackson, CEO Top Practices



If I were to ask you what business you are in, you would most likely answer that you are in the business of serving your patients, helping them heal and return to their normal active lives as much as possible. I understand, but that is not, in fact, the business you are in. That is your mission. The mission of your practice is to serve your patients to the best of your and your staff's abilities.

The business you are in is something entirely different. And until you understand this critical distinction, you won't be able to build the practice you truly want.

The Business You are Actually In

The business you are actually in is **"The Business of Marketing a Podiatry Practice."**

Marketing your practice successfully is the actual business you and every professional are in. In fact, it is the business that every business (and non-profit, etc) is in. Marketing is the single most valuable use of your time because IF you do it correctly, then everything else is possible. When you do it correctly, you have good positive cash flow because your business is healthy. Looking at your business this way (your practice most certainly IS your business) is revolutionary to most professionals. It's scandalous to some because they never realized that their mission is different than their business.

If marketing your podiatry practice is the business you are in, then it is essential that you know how to do it. Again, this is very difficult for almost everyone, because no one has ever shown you how to do this well – if at all. Most podiatrists learn about marketing from people who are trying to sell them

something – advertising, Yellow Pages, radio, newspapers, Websites, etc. But you see, you can't learn marketing from people like this because they don't understand it. They just know what they were told in their sales training. And you can't learn it in school because they don't teach it. They teach antiquated ideas about branding and what colors to use and more irrelevant things that don't actually work.

The successful professional has scripted everything that happens in his or her practice; the amateur "wings it." The professional knows what works because he has learned it from other great marketers like himself who know what works and are willing to share.

You Do Have a Choice

You can slog through life and achieve results that are acceptable but not exciting. If you are like 90% of podiatrists, that's what you do. Actually, 90% of everyone is this way. Or you can be one of those who DECIDE to become excellent at their chosen business and make no mistake; your chosen business is "marketing a podiatry practice." Understand and act on this one idea and you can change everything.

There are two ways we can help you with this at Top Practices:

1. Join the Top Practices Mastermind Group. Come to www.TopPractices.com to learn how, or
2. Come to the Top Practices Summit in September in Las Vegas, Nevada. Go to our website to learn more.

Dedicated to your success,

Rem

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They are listening whether you think they are or not



Tony Abbott and daughter Hailey

Last month, I had the joy of receiving this cartoon from Top Practices Member Tony Abbott in Collingwood, ON, Canada. His eight year old daughter, Hailey, had produced this cartoon strip and submitted it for a class assignment. She shared it with her dad after she had already submitted it. The teacher was blown away at the quality (so was her dad and so was I). Wow! She had written and composed it entirely on her own with no help from anyone else. Eight years old! What a great job.

The point that I want to make is how she portrays her father's relationship with me and Top Practices and her obvious understanding of what her dad was doing. In panel one, she portrays something that she has seen for the past three years – her dad participating in a professional development activity with other people from far away (in this case another country). She is obviously listening to her dad as he discusses his marketing activities because in panel two, she wrote that list with no help or supervision. It is also that case that she “knows Rem”

because her dad plays the Top Practices call recordings in the car as they drive around Ontario. This phenomenon of children and spouses being exposed to Top Practices Mastermind Recordings while driving is very commonly reported to me. I'm actually very careful to make sure that our recordings can be listened to by our members' children because this happens so much. Back to my first point:

At age eight she understands that “recruiting new patients” is very important to her father’s practice. She watches her father be very intentional about learning what he needs to know from experts and his peers in order to be successful. Tony is teaching her one of the most important lessons she can learn in life: How to Be Successful in anything you do (Mastermind with others, share great ideas, and be successful because of it). He is teaching her this simply by doing it himself. (FYI check in with me before you start putting up signs around the neighborhood -this is an original Hailey idea. ☺)

"Our Dad's Call With Rem"

Hailey



www.bitstripsforschools.com

The second point I want to make is this: **They are listening whether you think they are or not.**

What messages are your children getting from you? Do they see a person who is successful and acts like it? Do they see a person who understands that all successful people do things in a certain way? Do they see a person who is not influenced by commentators on television or radio, but someone who thinks for themselves? Someone who thinks accurately? Do they see someone who lives a life of abundance? Do they see someone who is living a life of financial abundance? Happiness abundance? Health abundance? Do they see someone who controls themselves and does not live a stressful, frustrated, exasperated life? Do they see someone who has hired good people, trained them, and who leads them? Do they see a confident, LIFELONG LEARNER who understands that sitting at a computer for an hour (or being on a conference call) regularly can be a KEY (quite possibly THE KEY) to ending their stress and achieving abundance?

You see, when we try to directly teach them these lessons, all they hear is BLAH BLAH BLAH. Learning how to live an exemplary life is the last thing they want to hear from us directly.

But they are watching everything we do – every minute of every day. They are listening and watching very closely whether you think they are or not.

My own daughters are now all grown women. They watched their mother and I build Top Practices from day one over five years ago. They know many of our Top Practices members either personally or by reputation. They have a fearless and extraordinarily well developed set of skills and beliefs that have caused them to accept **no limitations** on what they think is possible in their lives. I wish I had been like them when I was their age! I had to work very hard to learn and develop the mindset that carries me and the Top Practices Members to the heights that are currently being achieved.

So, whether you think they are or not, they are listening and watching and learning. Hailey is very lucky to have a dad who is so focused on the success and abundance of his life and his family's lives. It is the greatest gift he will ever give his children. Congrats, Tony! And Hailey, there is a job interview for you at Top Practices in a little over a decade if you are interested then. Companies and organizations need great people like you!



Jan, Chantal, Micah, Hailey, and Tony Abbott

Professionals Script Everything, Amateurs "Wing it"



In the cover article I pointed out professionals script everything and amateurs "wing it" Here is one of the best examples I can think of to illustrate this point. Dr. Peter Wishnie has a 110 question test that he gives to his employees that they must answer 100% correctly before they are allowed to answer the phones in his office. Everything that happens in his office is scripted:

1. The way the phones are answered
2. The way employees are trained
3. Everything (EVERYTHING) has a protocol or a procedure attached to it both on the clinical side and the business side

4. His marketing is planned and executed according to a very specific marketing plan that is maintained by his full time marketer.

Are you a professional? Or are you "winging it?"

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Dr. Wishnie practices in Piscataway and Hillsborough, New Jersey. He is also a practice management consultant at Top Practices and the co-author with Rem Jackson of "The Ultimate Podiatry PracticeManagement Survival Guide." You can find out more about the guide and order your own copy at www.TopPractices.com.

"Why you? Because there's no one better. Why now? Because tomorrow isn't soon enough."

– Donna Brazile



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THE SURPRISING
ANSWER TO
THE QUESTION
"WHAT
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ON PAGE ONE.

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

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

**MAY 31ST
PRICING
DEADLINE**

In this issue, you will be reading about the difference between Professionals and Amateurs. Professionals "Bring it" and Amateurs "Wing it". Which are **YOU?**

Join 175 of the Top Practices in North America for the Top Practices Marketing and Management Summit on September 21, 22, and 23 in Las Vegas, Nevada.

The future of podiatry is bright, if you are prepared to deal with the changes that are coming.

Space is extremely limited for the Top Practices Marketing and Management Summit. Register before the price goes up on **May 31st** and be sure to get your seats reserved before they are sold out. Go to www.TopPractices.com.