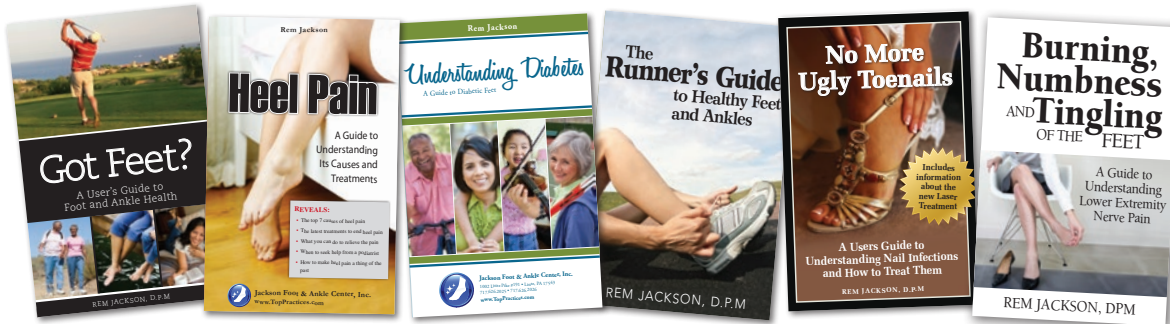


TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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How to Use Your Books to Market Online

Part 2 of a 5 Part Series

As I discussed in part 1 of this 5-part series on using books to market your practice, people have problems with their lower extremities and you can help, **but people don't know you can help.** Promoting your resume or lists of services (getting your name 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. But, 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."**

We discussed this in our March Top Practices newsletter in part 1 of this series. You can check that out online at www.TopPractices.com. Not everyone who requests your information will become a patient; in fact, MOST WON'T. But if 2 out of 10 – just 20% – do, then you will grow. Really grow.

Using your information – your books – is THE KEY to great marketing.

Here is a partial list of ways to promote your practice using education (your books) as the offer. (As you create and innovate new ways, please email Rem at rem@toppractices.com to share them.) (We will use the term book in the singular for ease of communication, but many practices use multiple books in multiple strategies – general foot and ankle pain, heel pain, diabetes, running, ugly toenails, etc.)

Here is a partial list of ways to use books to market online:

- Place your book offer prominently on your website homepage.
- Place your book offer on every webpage on your website.
- Create a special landing page specifically for each book on your website with excellent search engine optimization (SEO).

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Monthly Newsletters: They Are THE Secret Marketing Weapon You Can't Afford to Overlook

SURPRISING FACT: Monthly newsletters are the most effective marketing tool you can use to generate referrals and reactivations. Nothing works better. A well-done monthly newsletter sent via email and the US Postal Service to your patients is the key to your practice's growth, success, and patient satisfaction.

Bottom line: A monthly patient newsletter will not only not cost you a dime; it will boost your income, more than any other marketing tool, across the board that you are currently implementing.

Quarterly, even bi-monthly newsletters, won't cut it. If you're going to do a newsletter, it has to be well-done and it has to be mailed monthly. And e-newsletters are great, but only if they are IN ADDITION to your mailed newsletters each month. Here's why:

Everyone in your database knows you and likes you and trusts you. And everyone in your database has lower extremity prob-

lems or knows someone who has a problem at times. When your monthly newsletter arrives, and if it is well written, it's NOT grabbed from the mailbox and tossed into the garbage can like most direct mail letters, postcards and flyers. It's



"How to Use Your Books to Market Online" continued from page one.

- Include your book offer on all of your social media platforms, focus on the book in your postings once a month, and always include links to the offer.
- Blog frequently and refer to your book – include links to the offer.
- Always include an offer and links to your book in your e-newsletter that is archived on your website.
- Make mention of and include links to your book in your author tags.
- Develop videos and infographics that promote the book and use them on your website and social media platforms.
- Develop a continuous social media plan – engaging interactive opportunities to win small prizes that include and involve your books.
 - Make check in offers on Facebook.



not perceived as junk mail. It gets read by your main source of new patients – the female caregiver who is responsible for EVERYONE’S health including hers. And she talks to everyone. *When she reads your article on fungal nails, she immediately thinks of her Aunt who has been suffering from brittle, yellow toenails. Aunt Betty won’t go shoe shopping with her anymore because she is so embarrassed by her ugly toenails. Guess what she does with that newsletter? She gives it to Aunt Betty and encourages her to call you to schedule an appointment. Aunt Betty does schedule that appointment and thanks her niece for the great referral!*

Newsletters are your BEST FRIENDS. They are talking to ALL of your patients (and everyone they know!) every single month. They will WOW you with referrals and reactivations IF they are well written.

Lucky for you, Top Practices is now producing 100% custom, incredibly designed, patient newsletters that have one purpose in mind – getting everyone on your list to refer to you and come back to see you. That’s all a great newsletter has to be able to do. And the **podiatry specific Top Practices Patient Newsletter is 100% done for you.**

You may not know this, but Top Practices already produces thousands of client newsletters for attorneys every single month and has been since 2009. Nicole Tully-Henderson runs the program and is one of the most experienced experts on patient newsletters in North America.

We made the decision to produce patient newsletters for Podiatrists because we just wanted our doctors to get OUTSTANDING results. So here is what you need to do:

- 1** **First, go to www.TopPractices.com/newsletter** to get all the details about the program.
- 2** **Second, email Nicole Tully-Henderson at Nicole@TopPractices.com or call her at 717-824-6553.** She has all the answers about the program and is happy to explain everything to you in detail. She knows what works and what doesn’t and can consult with you to make sure you get it right whether you use the Top Practices system or not.

Give her a call today.

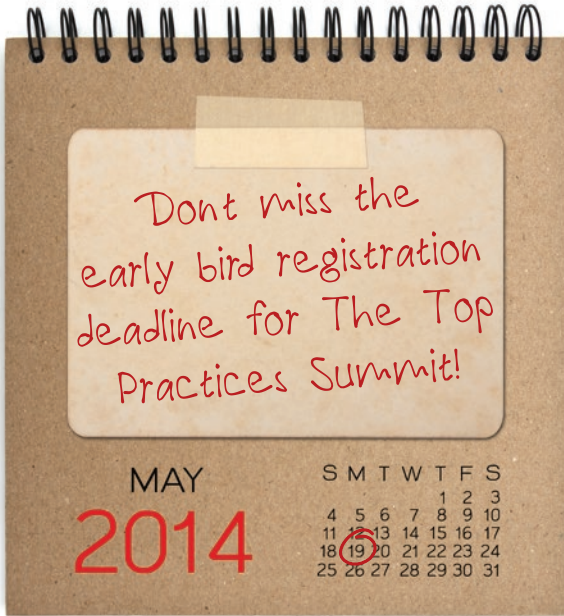
- Create an “Ask the Doctor Program” and include offers for the books.
- Send email to current patients. (Email them the link to the book on the website and ask them to share it – develop referral plan that includes ways to get the link back to the website out to current patients for them to share.)
- Include in recall campaigns – mail it with a letter and add it to all of the emails.

There are literally endless possibilities for using your marketing book online. Next month, we will focus on using your books in your face-to-face “shoe leather” marketing. If you want to learn more about how Top Practices uses books to help our members market their practices, contact **Nicole Tully-Henderson** at **Nicole@TopPractices.com** or call her at **717-824-6553**.





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The early bird registration for The Top Practices Summit is May 19th!

Register NOW to get the very best prices!

The Top Practices Marketing and Management Summit is filling up quickly. The summit is being held in Arlington, VA on September 12, 13, and 14. The early bird registration deadline is May 19th. Don't miss it! Go to www.TopPracticesSummit.com to get all the details, and hurry because the substantial early bird saving expires at midnight of May 19th!

