

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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The “Killer App” for Marketing Your Practice

By Rem Jackson, CEO Top Practices



Here's the Good News.

There is one Silver Bullet for marketing your practice, or managing your practice, or really getting your whole life under control and it is your MINDSET. That is why I spend so much of my time and energy on this topic. Yes, the actual mechanics of marketing your practice, or managing it well are the strategies and tactics we teach and coach and focus intensively on in Top Practices, BUT the absolute fact is that unless you have the correct mindset, the best ideas in the world won't get you to first base, much less hitting home runs routinely.

The Good News is that all you have to do is change what you are routinely thinking and doing and the things that you want to happen in your life will come. I can tell you from direct experience that this is guaranteed, because I have seen it happen too many times not to know this.

Here's what you would call “the Bad News”

I still think this is good news because this is your number one competitive edge. Here it is: You Probably Won't Take the Time to Do This. Most of us just won't take the time to really become students of what makes some people very successful. That's OK. But if you take the time to “slow down so that you can speed up” you will find that the things that have been vexing you for years start to melt away and what you've been looking for and wishing for begins to take their place. Really. Truly.

Commit to Changing and Improving Your Mindset

Here is the formula:

1. Read Napoleon Hill's “Keys to Success - The 17 Principles of Personal Achievement” very carefully. Actually study it with 2-5 other like-minded individuals locally or across the country via teleconferences.
2. Take the Time to really write down your goals and then visualize them every day for a moment or two before you start your day. Make them as real as possible and DO NOT let them leave your mind for very long. You really do have to become obsessed with achieving them over time. Most of us just get distracted very early and slip back to our old patterns and never make the changes we want. This is where we all fail at first. Just decide not to do it this time and stay focused.
3. Get associated with other like minded people and regularly communicate with them, listen to them, be accountable to them and hold them accountable to you. Don't get distracted from this. If they let you down, find new ones who won't. Stay hyper focused on what you want to achieve - it is getting closer.
4. Finally, remember that you aren't ever going to “arrive”. Life just doesn't work that way. Living a successful and blessed life is a daily exercise. Enjoy the daily exercise. The Journey is the destination. Decide not to wait one more day, or for one more thing to happen so that you can now be happy. Claim it right now. It is your birthright as much as it is mine.

My friends, this is the killer app for everything in your life including your marketing. There are many of us doing this every single day and you can too. No one is stopping you, not even you.

See you on the road.

Dedicated to your success, *Rem*

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Marketing Directors and Successful Marketing – the Perfect Combination



To quote Rem, “Successful people get things done quickly. They use the action plans that Top Practices provides and the marketing organizational boards to stay organized and move forward at lightning speed to attain their goals.” So true. Successful people are ALWAYS marketing. Do you as a Doctor have time to stop treating patients, stop managing the practice, stop scheduling surgeries to implement your marketing plan? Probably not. That’s why there is a need for a Marketing Director. Marketing directors play such an important role, that we have dedicated an entire virtual runway within TopPractices.com for our Marketing Directors - it is the VERY FIRST thing you see when signing in to this member-only library, it is titled “Marketing Director Central. Start here!” Here, we describe and lay out the entire marketing foundation to get started. We make available the tools, training and resources he/she will need to take off at warp speed!

As the Director of Member Services, I get a lot of questions regarding hiring and/or training a new Marketing Director. Here are just a couple of the most FAQ.

Q. I’m ready to start implementing a lot of the strategies I’ve been hearing on the Master Mind calls and obviously I don’t have time or the skill set to implement some of these strategies. I know I need to hire a Marketing Director, but I’m not sure what to look for or who to look for. Can Top Practices help me with hiring a Marketing Director?

A. Yes, we can help you place a unique ad that attracts the types of people you’ll want to hire. We have everything you need from a uniquely written Help Wanted ad (to attract the right kind of marketing person for your practice) to the organizational tools they

will use to get the job done right. We also interview candidates, offer salary and bonus guidelines, and handle their start up training and provide ongoing education, ideas, tools, mindset and coaching through our calls, online library and support team.

Q. Great! So we’ve hired a Marketing Director. Now what?

A. We encourage Marketing Directors to focus on 4 key areas. These areas are outlined in the Top Practices Organization Board. In addition, we have training, webinars, examples, and everything else they need to know about all of these areas in our online Library.

- Web Marketing (SEO, Social Media, Blogging)
- Shoe Leather Marketing (a.k.a. visiting referral and potential referral sources)
- Database Marketing (monthly newsletters, building mailing list, Recall and reactivation campaigns)
- Advertising (unique messages in local print publications)



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Nicole Tully is the Director of Member Services at Top Practices. For more information on any of Top Practices services, please contact her at 717-824-6553 or email Nicole@NicoleTully.com.

How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren’t, you leave. Easy.

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month. So you never miss a meeting regardless of your schedule. In addition, I have a 30 minute private consult with each practice each month focused on your practice only. The Top Practices website

is a treasure trove of resources available to you 24 hours a day that will answer every question you have about marketing your practice. Easy.

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish everything you need in developing the tools you’ll use to build and grow your practice. We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. Easy. Just go to www.TopPractices.com to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.

Can Video Really Help Me Attract More Clients?

By Tom Foster, Founder, Foster Web Marketing



You might have heard that you need to incorporate video into your website, because it is the next big thing. Well, in truth, it is no longer the next big thing. Web video is now a major marketing tool that

you must use, if you want to get more clients. We're at the point now where people expect to see video on your website. If you don't get with the program and develop online videos, don't be surprised if your competitors move ahead of you quickly.

Online video works. In fact, we would go so far as to describe it as one of the biggest pieces of the conversion puzzle. Clients are constantly asking us: How do I convert more Web visitors into contacts? The answer is a free book, informative content, and Web video.

There are many reasons why online video is such an effective marketing tool, so let's break it down. Below are the top five advantages:

- 1. Establishes trust.** Your prospective patients need to be able to trust you. They have many podiatrists to choose from, and, in the beginning, you are just another name in a long list of doctors. Video changes that. It allows you to establish trust before you even meet your prospects in person. Plus, people are now using video to decide which doctor they want to hire. You need to get them to trust you!
- 2. Prompts the user to take action.** One of the biggest dilemmas faced by internet marketers is how to get visitors to stay on a website and take action. Video is the answer. Web video has been known to lengthen the amount of time a person spends on a website. In addition, it encourages people to reach out to your office.
- 3. Answers specific questions.** The majority of us go on the internet for one reason – to find answers to our questions. Your potential patients are no different. If they have injured their foot or have chronic disease or pain, they will have lots of questions. Create videos that answer your prospects' questions. After all, that's what they really want.
- 4. Makes you the expert:** It's nearly impossible to make yourself appear to be an expert in a Yellow



Pages ad, TV commercial, radio spot, or outdoor billboard. Web video offers a tremendous opportunity to showcase your expertise. The best part is that you don't actually have to say that you are an expert, since your Web visitors will be able to reach that conclusion by simply viewing your informative video.

- 5. Performs well in search results:** One of the significant advantages of Web video that is often overlooked is the SEO value. Videos perform well in search engine results. By properly optimizing your videos (surrounding them with relevant text for search engines), not only will your website and online articles show up in search results, but so will your videos.

The thing about Web video benefits is that they are not based on theory alone. We have witnessed doctors grow their practices by developing Web videos.

Just last month, I was interviewed by my marketing director about the power of video on the internet. It's geared towards lawyers but the principles remain the same. You can watch it anytime at www.FWMwebinar.com. If you want more information about using video in your marketing, you can get a free copy of our brand new book, *"The Small Business Guide To YouTube: How To Get Found By The World's Most Aggressive Internet Users and Never Miss Another Lead"* at www.YouNeedYouTube.com.

Foster Web Marketing has been helping attorneys and professionals create and maintain a healthy web presence for over 13 years. Search engines have replaced the Yellow Pages which is why every business needs a website. Besides web design, they offer content writing, video production, book writing services, SEO, and link building. Check out www.FosterWebMarketing.com for more information!

Sweat the Small Stuff

"If you occasionally accept occasionally unacceptable behavior, it is only a matter of time before you are routinely accepting routinely unacceptable behavior."
– Dan Kennedy, *Ruthless Management of People and Profits*

Somebody once said, don't sweat the small stuff, and it's all small stuff. I get the point, but the fact is that really effective manager and leaders TOTALLY sweat the small stuff. They simply have an expectation that the people who work in the practice (most especially themselves) are committed to always following the established procedures and protocols that are the agreed upon. Standards for how all work is done in the practice. No exceptions. Every time. It's when we let little things slip by because we are busy or distracted that we begin to lose control.

Demonstrate your commitment to your systems to your staff, train them regularly, and always Sweat the small stuff. If you do, the big stuff will always be well taken care of.

"High achievement always takes place in the framework of high expectation."

– Charles Kettering



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*Announcing: The 5th Annual Top Practices
Marketing and Management Summit*

The Patient Attraction Seminar for Top Practices



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**Go to www.TopPractices.com
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Conference Highlights:

- ✓ How to Launch a Heel Pain Center in your practice and dominate your local market
- ✓ How to be number one in your market on the internet and stay there
- ✓ How to change your marketing expenditures from expenses to highly profitable investments
- ✓ How to turn your staff into a motivated, supportive team – permanently
- ✓ How to turn your practice into a referral engine that never slows down
- ✓ How to make sure you can handle the growth and reduce or eliminate the stress of running your practice (i.e. get your nights and weekends back for good)