

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

JUNE 2013 • VOLUME 6, NUMBER 4

## If You Send Your Patients a Boring Newsletter, You'll Get Nothing Except the Bill

By Rem Jackson



It's a weird feeling for me, sometimes, to tell a group of podiatrists that one of the most innovative things they can do to cause their practice to grow is to send out a paper newsletter each month. It's weird for two reasons:

1. Podiatrists have been hearing about newsletters since the 1980's and are mostly convinced they are expensive and don't work, (because they tried it already) so they just tune out when I get to this topic.
2. Most podiatrists are really trying to wrap their head around the Internet and Social Media (appropriately so, I might add) and they can't believe the "out of the box" marketing expert is telling them to send paper newsletter to their patients. They think "Rem, the 80's called and they want their marketing ideas back."

So, like I said, it's weird. I want to clarify something here, I advise podiatrists to send an electronic (email) newsletter AND a paper newsletter each and every month. Just like I do.

### I practice what I preach

Every month, I mail and email thousands of newsletters all over North America and most people read them. How do I know – well, you are doing it right now, right? There is a reason you read it – it's interesting and useful to you. It's

not too long (you can consume it quickly) and then you get on with your day. You've learned something. And I have kept my end of the bargain I made with you somewhere a long time ago – if you request information from me, I will send it. And I will keep sending it. Many of you have become Top Practices members and transformed your practice. Many of you aren't yet ready to take the steps you need to take to build a strong foundation of growth for your practice so you can inoculate your practice from the Government, and T-Rex Hospitals.

### I don't like losing money any more than you do

But here is what I know, there will come a day when you are sick and tired of being sick and tired, and you'll decide that joining a positive national network of podiatrists like you, who are intensively sharing best (Top) practices each month and growing their practice and their bottom lines, is a good idea. The only thing I don't know is when that day will come. And you will know exactly how to find us. You'll know because I've sent you a newsletter each and every month. You'll know because I understand that simply by keeping faith with you, which costs me money (paper and postage are not cheap), I will help you and earn far more money than I could ever spend at the Post Office. It's that simple, and it's identical for you and your patients or prospective patients. The day will come when they need to come to see you or refer to you. The only question is, will they even remember your name?

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## Top Practices

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# Top Practices Is Proud to Announce a Partnership with **No Hassle Newsletters**



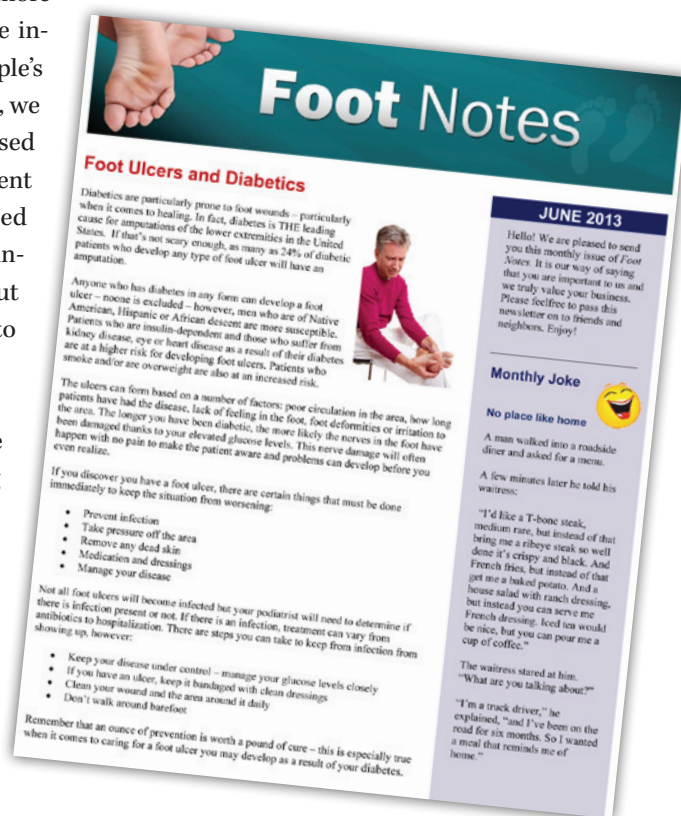
Newsletters are essential to truly maximizing your new patients, your referrals, and your reactivations. The reason most people don't do one, is they aren't easy to get done each month. I'm proud to announce that Jim Palmer, The Newsletter Guru and Founder of No Hassle Newsletters, has created a specific podiatry newsletter program for Top Practices Members called Foot Notes.

I've known Jim Palmer for 6 years and am so impressed with his approach to business. Jim has literally written the Book on Newsletters and he has created a simple system that makes it easy to send out an interesting newsletter to your patients every month with as little hassle as possible on your part. Jim understands that for newsletters to be effective, they need to be about more than just feet. They need to have interesting articles about people's lives. I want to make a point here, we are talking about consumer focused newsletters like podiatry patient newsletters, not business focused

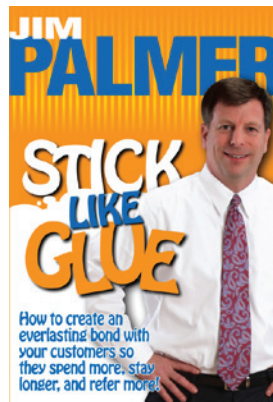
newsletters like this one. In a business focused newsletter, puzzles, local interest articles, tips on things that women like can be counterproductive, but in consumer newsletters, they are essential and Jim has made this easier to use than anyone I've ever seen.

Just go to [www.nohasslenewsletters.com/foot](http://www.nohasslenewsletters.com/foot) to read all about Jim's simple newsletter system. You should select the Platinum Newsletter Marketing System and then getting started is just easy.

One last point, I've been wanting to make getting newsletters done and inexpensive for my Top Practices Members and I'm thrilled that Jim has agreed to do this. I know how important staying connected to your patient base and your entire list is and now you can do it easily.



## Jim Palmer is the Author of Four Books:



# It's Been a Spring Full of **Milestones** for the Jackson Family

When I work with my Top Practices' members on goals, I always see that what all of us want more than anything is to be able to provide for the emotional and financial security and stability of those we love.

At the top of the list for Diane and I are Emily, Annie, and Iris – our three daughters.

In March, our daughter Emily (our first born) was married to David Parris in Huntington Beach, California. Not only did Diane and I have a blast at the wedding, we truly do feel that we now have a son in this wonderful man who married our beautiful girl.



On the VERY SAME WEEKEND in May, our twin daughters, Annie and Iris graduated from college. Iris graduated from Chapman University in Orange, California on Saturday, May 18th with a B.A. in Political Science, and Annie earned a B.F.A. from the Maryland Institute and College of Art on Monday, May 20th. Annie was exhibiting in an art show on campus on the 19th so Diane and Iris and I, and their aunt Gail, hopped on a red-eye to be in Baltimore on Sunday. Yes we were a little bleary eyed and loopy, but so proud. 😊 Iris will be attending the Pepperdine School of Law in September and Annie will be earning her masters degree in London, England from Christie's Education (these are the auction people) and Glasgow University in Scotland. We are very proud parents of all three of our wonderful daughters.





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See page one.

## This is just some of what you missed last month if you aren't in Top Practices

- An **information packed session with Jim Palmer** about the differences between newsletters that produce results and those that accomplish nothing.
- A **review of several member websites** by the Top Practices Virtual Marketing Director Team demonstrating how they can be improved so that they help the practice generate more new patient visits and reactivations each week. This was an in-depth and detailed review!
- The **monthly Mindset call** that Rem conducts each month with Attorney Ben Glass. This month, they were continuing a deep look into The Slight Edge by Jeff Olson – this month was all about Slight Edge integrity. Are you actually doing what you need to do to make your practice as good as it can possibly be? Or are you going through the motions and continuing to be frustrated? It's your career, why would you not make it as great as possible?
- Quite **possibly the best coaching call in the history** of Top Practices – Rem led a program in which Top Doctors in the country explained how they were able to actually implement systems and protocols in their practices and how it dramatically helped them with absolutely everything and made them significantly more successful.
- Finally, a **coaching discussion with the practice marketing representatives** who work in the Top Practices group in which one member shared how she literally cracked the code on how to get large employers referring to her practice. This was a dynamic discussion and everyone shared and learned how to overcome resistance and gain access to major referral sources. Amazing.

Here is the good news, all of this information is recorded and archived on the Top Practices Member website and is available to you should you ever make the decision to become a member. **Find out more at [www.TopPractices.com](http://www.TopPractices.com)**