



TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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VERY IMPORTANT MARKETING TEACHING POINT!

It doesn't matter what you say about you, it only matters what others say about you.

It is a fact, in this world we live in, that we, consumers (or citizens), just don't believe much of what we are told by companies, professionals, or our government leaders – and with good reason. But we still believe in the third party recommendations by our colleagues, friends, and neighbors. That is why “word of mouth” referrals are still the **NUMBER ONE** source of quality patients for most practices. And that is why gathering good testimonials about you and your practice **AND THEN USING THEM** can be such a powerful source of new patients. These can be video testimonials or written. Often, it is easy to videotape people and then transcribe their words and then you can use the testimonial in both formats. Always check with your local legal counsel about the use of testimonials and any restrictions or limitations you may have because it varies greatly from state to state. And always get signed releases from your patients giving you full permission to use their image and name and testimonial and have this approved by your attorney too.

ASK WHEN THEY SAY THANK YOU

The best time to ask someone for a testimonial is when they say “thank you”. And if you truly believe that the people who walk through your doors are served as well as they are anywhere else if not, in your opinion, even better, then you should actively seek out with confidence and pride those great words that your patients say to you when they say thank you.

What are your colleagues saying about Top Practices?

In the May 30th edition of Barry Block's excellent e-newsletter **PM News**, a question was asked by Stephen Pirotta, DPM of Bentonville, AR. Here it is:

Query: Rem Jackson's Top Practices

I was wondering if many people out there have had experience with Rem Jackson's "Top Practices" seminar or his group in general. Has it been helpful and worthwhile?

Stephen Pirotta, DPM, Bentonville, AR

What followed were several days of testimonials from Top Practices members from all over the country. In fact, Barry had to post this message on June 2nd in PM News:

Editor's note: *We have received many positive letters about Rem Jackson's Top Practices. Since they all say substantially the same things as previously published letters, we have closed this topic.*

Hey Barry Slow Down There!

I almost always agree with Barry's editorial decisions (he is a real pro) but in this case I would've been happy with a couple more weeks of these kinds of comments. ☺

Dear Reader, If you have ever wondered whether you should investigate Top Practices more closely, or if you've ever wondered if there really could be a resource for podiatrists that helped them grow their practices in double digits and get their nights and weekends back, then instead of me telling you about it, here, in their own words are your fellow podiatrists.

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ON THE ROAD TO DOUBLE DIGIT GROWTH

I have been a member of Rem's group for about a year and a half and my practice has increased exponentially. My office staff is more focused and I understand now what it takes to succeed in our field. Rem and his group have also sparked what we all know in the group as a burning desire to be the best.

Mitch Wachtel, DPM,
North Andover,
MA

The summit meeting given by Rem Jackson of Top Practices is the best seminar on marketing your podiatry practice, hands down. I guarantee you will at LEAST increase your profits by 20 percent. Rem is an amazing speaker and gives you a complete cookbook on how to run your practice efficiently while increasing your patients. I have learned so much from Rem and I am very thankful that I have met him. I have been to the summit meeting for five years now and I plan on taking my associate doctor this year.

This will be the best thing you can do for your practice this year.
Peter Wishnie, DPM, Piscataway, NJ, drwishnie@stopfootpainfast.com

Since March of 2007 our office has been enormously impacted by the positive momentum that comes from being associated with Rem Jackson and Top Practices. With coaching calls, seminars, book recommendations and endless other resources just a click or call way, the Top Practices organization is just loaded with everything you need to develop the practice of your dreams and BEYOND. So if you want to develop your ideal practice, this is the best place to make it happen. In summary Rem is like a great movie producer, he helps make the story come to life! Speaking from experience, every practice should be a Top Practice. Visit www.TopPractice.com

Huge Rem FAN, Lori Cerami—Practice Manager, Foot and Ankle Associates of North Texas
Cerami@faant.com

I have been working with Rem for over four years now, and without hesitation, it's the best money I have ever spent on my practice and myself. I opened my practice six years ago in an area already saturated by podiatrists, and since beginning work with Rem, I have had huge success. What I think is best about Rem is that there isn't a magic solution (nor does he claim there is one) for everyone. He treats each practice uniquely and helps you find what the right answers are for your practice. **Misty McNeill, DPM, Elmhurst, IL,** mistydpm@yahoo.com

I have been a member of Top Practices for more than 3 years. It is, BY FAR, the best marketing move I ever made. My business has grown exponentially and I have added another associate and probably a new location soon – all while working smarter, not harder. Rem's ideas and energy are contagious, and the attention to every detail is incredible. He will take you to a new level, and you are willing to put in the time and effort. My only regret is in waiting so long to join after meeting Rem and seeing the program in action. Do it! You won't be sorry. **Scott Schulman, DPM, Indianapolis, IN**

I have been working with Rem for over three years and have seen nothing but positive growth in my group practice. In less than a year, I saw significant return on my investment of time and money. He has changed the way we look at our practice and my staff will tell you he has made FAANT a better place to work. Like all things worth doing, asking for Rem's help is only step one. For any practitioner who is willing to take a hard look at themselves and their practice, then, do a ton of work to overhaul both, working with Rem can change your life. If you are not ready to really work for positive change, then his program is not for you.

Marybeth Crane, DPM, Grapevine, TX, crane@faant.com

I joined Top Practices 3 years ago and it has been a game changer for me. At the ripe age of 37, I was already burned out on podiatry and contemplating searching for a different career. With Rem's help, I have gotten my weekends and evenings back! I changed my practice and now see the types of patients I want to see, when I want to see them. I enjoy podiatry again. Rem and Top Practices members have given me the tools and resources to accomplish my goals.
Jennifer Feeny, DPM, Roanoke, VA

I even got one "negative" review—and by the way important teaching point here too—a negative review in the presence of many positive ones is actually good because it reinforces the fact that the positive ones are, in fact, true and not edited. So don't sweat the negative one (as long as it isn't scorched earth bad). In this case Dr. Gordon (who I sincerely respect as well) is stating a fact and that is that I don't work with podiatrists who are too close (usually 10 miles) to each other. I've got one doctor who told me that he thought he'd get season tickets behind home plate at the Red Sox games before his area opened up. So it is true, I can't work with everyone. Here is what Dr. Gordon had to say:

I agree wholeheartedly with the comments of Drs. Wishnie and Feeny. Rem is the best for public relations/marketing. However, the caveat with Rem is that he will only take two clients per city. So, for those of us who would love to have Rem's advice and services and private meetings, it is not available to the general population of podiatrists. You can come to his public meetings; you just can't use his ideas one-on-one due to his client policy. I think the world of Rem and respect him, but I think this should be a fair-and-balanced discussion.

Sloan Gordon, DPM, Houston, TX,
sgordondoc@sbcglobal.net

I have subscribed to the services Rem Jackson offers for several years. Rem provides valuable guidance to me and my staff which include clinical, non-clinical, and marketing departments. I recommend using a mentor like Rem for guidance and learn as much as you can from others in podiatry who are willing to share their experiences. The use of this mastermind alliance has allowed my practice to grow and develop at an amazing pace while avoiding the mistakes shared by others. The best meetings I have attended have been the annual Top Practices Marketing and Management Summit that is run by Top Practices.

Allen Guehl, DPM, Dayton, OH

As the Marketing Director for Dr. Hal Ornstein's podiatry practice in New Jersey, the doctors and I have been part of Rem Jackson's "Top Practices Group" for several years now and say without hesitation that it has been a positive experience on so many levels. The education and direction gained from being part of the group is extremely useful and explained in a way that is easily understood, giving us the ability to take action immediately. In addition to this, the content discussed is always relevant, often ahead of the curve, and this is so critical in the world of marketing.

In addition, I personally attended the "Top Practices" seminar and the same holds true in that the information and education provided was incredible and presented in a way that I was able to take action immediately upon returning home. Taking it a step further, the people that attended this seminar were all on the same page, so the energy was incredible and the amount of "like-minded individuals" I speak with, often as a direct result of my attendance, have been a true asset to me both personally and professionally.

To sum up my answer, I strongly encourage all who ask me to join the "Top Practices Group" to do so, as it will help you achieve and surpass your goals, both personally and professionally.

Chad Schwarz, Howell, NJ, chads@footdoctorsnj.com

Joining Rem Jackson's Top Practices Group was an excellent investment in our practice. We first met Rem at a meeting of the American Academy of Podiatric Practice Management. We have been involved with Rem's group for almost four years. From the start, Rem makes sure that you learn how to formulate your short, medium, and long term goals both professionally and personally. This is the building block for your future.

The knowledge that we have acquired has been invaluable and this is evident in the growth of our practice. Sharing with and learning from other Top Practices members is a very beneficial perk of this group. Once a year, Rem conducts his "Summit" meeting which is not to be missed! It is the best learning experience and a chance to see the other Top Practice Group members. We are very happy to be part of this pro-active group, who all share a very positive attitude about Podiatry.

**Dr. Ted and Fay Mushlin, Podiatry
Care Specialists, P.C., Newtown
Square, PA**

If you feel that you have not reached the full marketing potential of your podiatry practice or your full potential when it comes to personal growth and positive mental attitude, then I urge you, without any reservations, to attend this powerhouse of a summit. You will leave this meeting with the infrastructure and road map to elevate your practice to the level you wish it to be. Rem's understanding of marketing and how we can obtain the patients we wish to treat in our practice will allow you to reach a potential previously not seen with traditional marketing. The meetings are a learning experience and there is follow up work involved, but the work is well worth your time. The changes you see and feel in yourself and your practice are priceless. Involvement with this group has allowed me to make my practice work for me and not the other way around!

Craig H. Thomajan, DPM, FACFAS, Austin, TX

I highly recommend Rem Jackson, Top Practices, and the Top Practices Summit. I have been a member of Top Practices for over two years and it had been one of the best decisions I have made for myself and my practice. Rem is a regular at AAPPMM meetings and podiatry meetings around the country with focuses on mindset, goal setting, and marketing.

In Top Practices, Rem is your coach. It's not a "done for you" system. But he is there to lead you through your challenges in your practices and make sure you come out the other end stronger. He is a master marketer with an unbelievably effective system to build your practice into what you want it to be. There is work involved on your part and, like anything of value, you only get out of it what you put in. The Top Practices Summit picks up where the AAPPMM leaves off. It's a master class in marketing, while making sure that you are attaining and achieving all that life has to offer you both professionally and personally.

Needless to say, I highly recommend Rem, Top Practices, and the Summit. My involvement has been transformative to myself and my practice.

Andrew Schneider, DPM, Houston, TX

My first experience with Rem Jackson, founder and CEO of Top Practices, was in October 2009 at his summit in Dallas, TX. My new associate and I attended this conference to form our individual goals and practice goals and see if we could achieve a new level in our practice. This first meeting opened my eyes to the possibilities that lie ahead. After viewing Dr. Mary Beth Crane's office in Dallas and Dr. Peter Wishnie's office in New Jersey in October 2010, I realized that I could "run my practice" and not let my practice run me. Every month, he has 2 marketing calls, 1 Mindset call, and a personal coaching call that you schedule with him monthly where you can discuss any topics. His years of expertise in management are extremely valuable, but Rem is also a clearinghouse of good ideas from podiatry practices across the nation. I have found the members of Top Practices to be generous with their advice and ideas and have begun several new friendships. My office manager attended the October 2010 summit and he also has other office managers he can call with questions or concerns. This is a very supportive group and my practice is going through a definite transformation because of my association with them. After 30 years of practice, I no longer go home feeling tired and burned out. I've lost 70 lbs, go to the gym 5 days a week, and take time for daily devotions all because of identifying my personal goals as well as practice goals. Take time to regain control of your life, both personal and business. Rem Jackson will be an excellent coach to guide you through this process.

Jane E. Graebner, D.P.M., Delaware, OH

I have been in practice for almost 40 years. You would think that I would have all my systems in place after all these years. I just want to assure you that there are so many facets to Rem's program, no matter what year you are in practice, that will be huge assets to your practice and your life. He has been a breath of fresh air for me and my staff. He spices up his philosophy with the principles of one of my favorite authors, Napoleon Hill. He wrote several books, some of which are Laws of Success and Grow Rich with Peace of Mind. I started reading Napoleon in 1965 and his works changed my life.

Rem's program is a carefully orchestrated, multifaceted, and easily retrievable system of training programs that you can enter at what ever level of expertise you may be in. His staff has been so responsive to our practice. We are very pleased, as you will be if you decide to utilize their services.

**Robert Parker, DPM, FACFAS,
FAENS, FASPS, Houston, TX**

There are 2 things I have done recently that have benefitted my practice. The first was to join AAPPMM; and the second was to participate in Rem Jackson's Top Practices group. Both have helped my practice grow and helped me focus on how the growth should be accomplished. Rem conducts very valuable conference calls, webinars, and monthly coaching calls where you can discuss any of your practice's concerns. His once a year Summit was a spectacular experience where you hear from the most creative podiatrists who are willing to openly share their knowledge and ideas. He helps with marketing, hiring, publicity, web presence, handling your phones, managing your employees, etc.

If you want to contact me I can be reached at DrGordon@gulfcoastfootcare.com.

Mickey Gordon, DPM, Naples, FL

If it is time to GET SERIOUS about moving forward and growing the practice you want, getting your nights and weekends back, and just enjoying your chosen profession again, then it might be time to join Top Practices. It's really easy and as I describe below, virtually risk free – no contracts, no minimum time commitments – you are only a member if it is working for you, and as you have heard, it is working for a lot of members. You also heard them say, that you've got to be ready and serious and you will have to actually put work into this to make it happen. There isn't some "Magic Marketing Fairy Dust" we can sprinkle on you. But if you want to feel the way these people do then, by all means, follow the steps below.

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 NicoleTully.com.



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

The Patient Attraction Seminar for Top Practices

REGISTER NOW!!
**ONLY A FEW
SEATS REMAINING**

September 16, 17, & 18
Las Vegas, NV

**Go to www.TopPractices.com
to see the full
conference proceedings**

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)