

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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The TRULY Shocking Truth About Barack Obama: Rem Can't Stay Quiet Any Longer!

By Rem Jackson



I've been pretty quiet about the recent election. I encouraged people to vote, I watched the conventions and the debates. I worked hard to stay informed and I worked even harder to avoid the usual TV and Radio fake news people entertain and inflame everyone. I voted on election day and watched the results come in with my wife, Diane, and our two dogs. But I can no longer stay silent on what I've learned about President Barack Obama and feel compelled to speak out and let people know.

Barack Obama has secretly been and is now openly, a really good marketer! In fact, I will go so far as to say he is a great marketer. Now, before you go all partisan on me for attacking him on this, let me tell you why I have concluded this.

1. He understands the importance of his list. And his list is really big and diverse. In fact, it is a lot like the lists our doctors are dealing with in their marketing, except, his is the entire United States – well, actually around 50% of the United States. His people KNOW who is on that list and they have MICRO SEGMENTED it in a remarkably sophisticated way. I was truly impressed that they identified the key categories of voters and then tailored their messaging to focus on what each voter was worrying about. His team was able to focus on specific counties, for example, with the targeted messages that their key voters needed to hear.

Wow.

As professionals who are marketing their practices, do you know who your key prospects are? Do you know what they are worried about? Have you built your messaging to directly address them, or are you still using the "Spray and Pray Method"? Just send one big generic message out to everyone and pray someone hears it and responds.

2. He uses his list. The President's campaign team has been marketing to their list since 2008. They didn't just get geared up again in 2012 and have to remind their list that they care about them, they have been showing it for 4 years, which leads me to,

3. He understands the importance of a mix of media. His campaign team has used direct mail, email, social media – every tool at their disposal to meet their potential voters where they consume information. So many of us balk at mailings because they cost more than online marketing. This is a fundamental misunderstanding of what works. The U.S. Mail can be one of your most effective tools for your marketing because you have the podium all to yourself and because many of us will still read useful and interesting mail that is sent to us. The cost to your bottom line of not using direct mail correctly is significant. Make no mistake, you aren't actually saving money by not mailing, you are losing.

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Top Practices

1002 Lititz Pk., #191

Lititz, PA 17543

717.626.2025 ph

717.625.0552 fx

info@TopPractices.com

www.TopPractices.com

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Let me clear something up.

I actually do think it matters who is elected President of the United States, that's why I voted. There are many facets of our lives that are impacted by the choices we make as a people.

But.

The health of your business, the health of your bottom line doesn't have to be affected at all. The national environment just isn't relevant in legal or medical practices. I know my doctors are very worried about Obamacare and its impact on them. It WILL have an impact, but if you are managing and marketing your practice effectively, **You just won't care.**

Mitt Romney, no matter what you think about him, was at a distinct disadvantage in this election. He did not have the time or the resources to build his list as President Obama had. **A good marketer will win every single time.** It is the critical distinction in successful businesses.

So, stop watching the fake news on TV and stop listening to the entertainers on the radio. Take a page from an outstanding marketer. One more thing here:

Barack Obama is not a great marketer, **he has great marketers working for him.** He doesn't do these things, his people do. You should learn from this too. You should be the strategist and producer for your practice, not the Marketer in Chief. Let smart capable people do that for you. Connect them to the coaching calls in Top Practices. Let them do the work.

So, stop filling your mind with mud and, instead, enjoy your life. The next four years aren't going to usher in the apocalypse. The next 12 years aren't either. Why not enjoy your life? Kiss your husband or wife. Say something thoughtful to someone. Forgive someone who doesn't deserve it. Help your fellow man. Stop and smell a couple of roses, then bring them home to your sweetheart.

You are in the business of marketing your practice. Do it like a pro.

Dedicated to your success,

Rem



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.





Top Practices Marketer of the Year Finalist

Dr. Alireza Khosroabadi and his Director of Marketing, Pamela Zoolalian, wowed the attendees at the Top Practices Summit in Las Vegas in September with their sophisticated and high tech presentation. 2012 was a year of media exposure for the practice with multiple appearances on local Los Angeles Stations and a segment on the national "The Doctors" show. Dr Khosroabadi has developed videos that are animations of specific procedures and conditions that caused many top marketers in the room to sit back and say, "Wow!" The practice saw significant growth in 2012 produced by a comprehensive marketing plan both offline and online and they are poised to grow even more in 2013. Congratulations to this Top Podiatric Marketing team!

The ability to write marketing copy that actually works is an essential tool for every podiatry practice. The problem is that almost no one in your practice has this skill or has ever been taught this skill. It is a skill that can be learned. There are principles that, if followed, will transform your boring words into great copy that inspire people to take an action that culminates in coming to your practice to solve their foot and ankle problems.

Special Offer on the Top Practices Website

Go to www.TopPractices.com and click on Copywriting Workshop in the upper left column

How to Write Copy That Produces Results for Podiatry Practices

INCLUDES A workbook and Three CD's with directions, curriculum, and exercises to enable anyone in your practice to write compelling effective copy

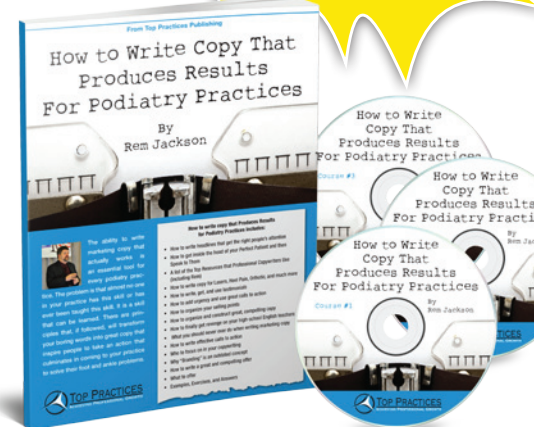
INCLUDING:

- How to write headlines that get the right people's attention
- How to get inside the head of your Perfect Patient and then speak to them
- A list of the Top Resources that professional copywriters use (including Rem)
- How to write copy for Lasers, Heel Pain, Orthotics, and much more
- How to write, get, and use testimonials
- How to add urgency and use great calls to action
- How to organize your selling points
- How to organize and construct great, compelling copy
- How to write effective calls to action
- How to finally get revenge on your high school English teachers
- What you should never ever do when writing marketing copy
- Who to focus on in your copywriting
- Why "Branding" is an outdated concept
- How to write a great and compelling offer
- What to offer
- Examples, Exercises, and Answers

Purchase the Copywriters Workshop ONLINE by January 15th and receive \$50 off the \$249 Price – Only \$199 until January 15.

All Top Practices Programs have a 100% Money Back, No Tears for 90 days Guarantee.

**New From
Top Practices**



"Without a major purpose, you are drifting toward certain failure."

– Napoleon Hill

The Truly Shocking Truth
About Barack Obama:
Rem Finally Breaks his Silence

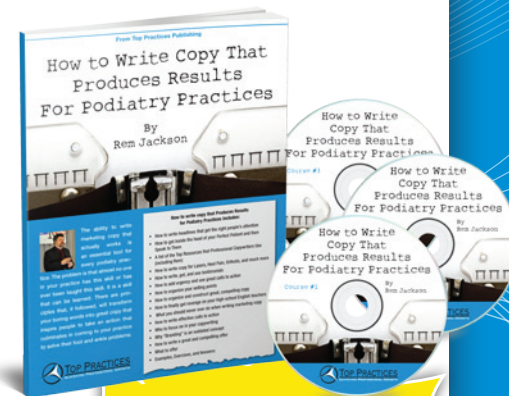


See page one.

How to Write Copy That Produces Results For Podiatry Practices

Rem's Rules for Copywriting:

- Rem's Rule #1** Marketing copy is not supposed to entertain or inform—it is supposed to sell.
- Rem's Rule #2** You should only sell people things that will help them solve their problems.
- Rem's Rule #3** You have to KNOW your prospects just like you know your own family.
- Rem's Rule #4** You Need to know your Unique Selling Proposition (USP).
- Rem's Rule #5** Don't skip rules 1,2,3, and 4.
- Rem's Rule #6** Enter the conversation that is already going on in the minds of the people you want to attract. –Robert Collier
- Rem's Rule #7** Nobody cares about you.
- Rem's Rule #8** Who says so besides you?
- Rem's Rule #9** You have to write copy that people will actually read.
- Rem's Rule #10** Tell a story.



**New From
Top Practices**

See Page Three for Details!