



DEDICATED TO YOUR SUCCESS

How You'll Know When You've "Arrived"?

Excerpted from "Podiatry Prosperity: How to Market, Manage, and Love Your Practice"
by Rem Jackson, CEO of Top Practices



Rivers know this: there is no hurry. We shall get there some day.
—WINNIE-THE-POOH

How will you know when you've arrived? You don't. That's because we don't ever "arrive." That might sound obvious, but I can tell you it's something that most people don't understand.

Most people think that they will be happy "when." We all engage in this kind of thinking, and here are some common ones for doctors:

- I'll be happy when I get into the right college.
- I'll be happy when I get into the right podiatry school.
- I'll be happy when I get the perfect residency.
- I'll be happy when I'm practicing.
- I'll be happy when I own my own practice.
- I'll be happy when I have my practice running well and profitable.
- I'll be happy when I have x number of millions saved up, and I can retire.

The problem is that "when" never comes. There's always another level of success or security to strive for.

In my younger days, I visited people who had beautiful homes and thought how nice it would be to own a home like theirs. Later in my career, I visited homes that had a house just like the house I thought would be my dream house, but it was merely a guest home on their property. It doesn't matter who you are or what



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you have, you never arrive. There's always a nicer house, a better situation, or something else you need to achieve. Or, if you've achieved what you desire, then the worry and fear of losing it take over, and the same thoughts plague you but now in reverse.

Does money make you happy? The answer is “yes” and “no.”

It's “yes” if you're so poor you don't have food, safety, or shelter. If you can make enough money to obtain these three things, you become much happier. After that and all the way to the level of people like Jeff Bezos, there's no difference in happiness. Money doesn't make you happier after your basic needs are met.

In fact, to win the lottery can often be a curse. People who win the lottery are often back to their original financial position within seven years. They just can't believe there's a world in which they are financially independent, so they behave in ways that sabotage their windfall and restore them to their true self-image.

So how do I deal with all these issues—daily problems, annoyances, frustrations, and stink bombs? It's through my commitment to live in what I call a state of “Peace of Mind.” Here's how I do that. I know that in twenty-four hours, whatever made me upset will be resolved, and I'll be back to that peace of mind I strive for, so I decide not to allow the issue to upset my peace of mind. I grab onto the peace I know I'll have in twenty-four hours anyway. I get to be happy today, right now. And when I claim that peace, I solve the issue better because I'm centered and peaceful. When the stink bombs come, I do the same thing. This takes more effort, but I know I'll be fine in two weeks, so I just remember the peace of mind I'll regain in two weeks and choose to live in it now, in the present moment. Having money doesn't make you happy, but being happy can make you a lot of money.

Happiness is a choice.

Patience is a choice.

Anger is a choice.

Love is a choice.

Happiness is a choice. I choose to live in the good old days now. I love being married, and I choose to live in happily ever after with my wife now in our house in the desert—not at some point later on when my ship comes in.

Anger is a choice. Thomas Jefferson said, “When angry, count to ten before you speak. If very angry, count to one hundred.” Whoever loses their temper in an argument, loses the argument.

Patience is a choice. When you choose patience and try to understand the other person, you'll achieve so much more in the moment. You may find solutions that aren't available to the angry mind. You will take care of yourself.

Love is a choice. In the end, for me, love is the only choice. My best wishes to you on your journey. You will never “arrive” but you can enjoy every moment of your journey.

Rem





TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

MASTERMIND GROUP

Join the Top Practices Mastermind Group

Since 2007, The Top Practices Mastermind Group has helped hundreds of podiatrists market and manage their practice with outstanding results. There are other coaches and consultancies that help podiatrists, but none have the unique approach nor the results that Rem Jackson takes with Top Practices.

Here is what one of our members has to say about his experience with Top Practices.



The best thing about being a Top Practices member is networking with other successful podiatrists, gaining new ideas, and also to be a mentor to the newer members. I find that very enlightening in getting new ideas and sharing ideas.

My focus has been on patient care and giving the best customer or patient service to my patients. The marketing has actually added to the value of the practice by letting patients know that they can come to my office and get the same care from either myself or my associate. So, the marketing has been the best decision I've ever made to expand the practice.

Without doubt, I'd recommend being a member of Top Practices because if you don't have that knowledge of marketing, there are things we know and things we don't know. And running a practice is a small business, and that's simply not taught in school. Why make the same mistakes over? They're very expensive. So, the cost or investment in Top Practices will pay for itself over and over again.

– Kevin Sunshein, DPM Dayton, OH

You can arrange a practice review and consult with Rem Jackson at no cost.
Simply send an email to Answers@TopPractices.com or call Dave Ryan at 717.725.2679.





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12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



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The Top Practices Marketing and Management Summit

PODIATRY PROSPERITY

HOW TO MARKET, MANAGE, AND LOVE YOUR PRACTICE



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