

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Or More...Or Sooner...

By Rem Jackson



If you read this newsletter, you will know I really believe in “Masterminding,” which I would define as regularly learning and teaching other winners.

This October, I took advantage of that opportunity and attended the Mastermind meeting led by my friend Dave Frees. At that meeting, I learned YET SOMETHING ELSE NEW about how to set goals and how to use affirmations. Every time you set a goal, write it and state it using the phrase or more... or sooner.

Brilliant, and oh so simple.

Let’s say you set a goal to increase your practice revenues by \$300,000 in 2014 over last year. You

write that goal in this way: By December 31st 2014 or sooner, I will have practice revenues of \$X, or more, which is 300K more than in 2013.

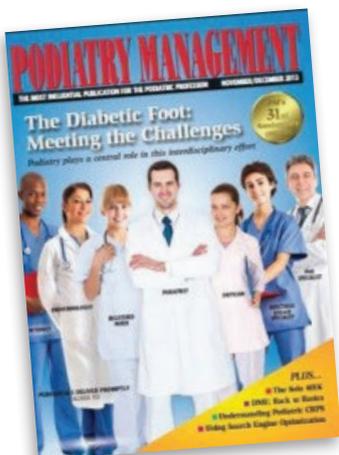
Every goal – every time. Write them this way. Read them this way and....

BEAT them this way.

Very powerful.



Look Around Your Office



Do you still have the November/December issue of *Podiatry Management Magazine* from 2013? Well, go find it. On page 191 – the very last article appropriately called *The Last Word in Practice Economics* – you will find an article by Dr. Jon Hultman entitled: *Retirement: The Risk of Being Too Safe*. This is one of the wisest, simplest, and most useful articles I’ve read in a very long time. I had the privilege of hearing Dr. Hultman speak late last year, and I was so impressed by his no nonsense, clear eyed views. He has so much to teach, but this article is brilliant and if you take it to heart, it will make you wealthy.

what's inside

2 Greater Than the Sum of Its Parts: Linking Your Google+ and YouTube Accounts

3 What You Are Going to Miss in 2014 (If You’re Not a Top Practices Mastermind Member)

4 Why I Don’t Buy Lottery Tickets

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Greater Than the Sum of Its Parts: Linking Your Google+ and YouTube Accounts

By Tom Foster, Founder and CEO of Foster Web Marketing



So, you've taken our advice and signed your business up for a host of social media accounts, including Google+ and YouTube, all in an effort to boost your web traffic, increase your online presence, and solidify your brand. Now, it's time to sit back and relax, right?

Well, not exactly. The world of online marketing and social media is always changing and improving, and your business will have to change with it in order to stay competitive. One of the most recent changes taking place involves account linking and profile linking. Specifically, Google has recently taken steps to link its Google+ user accounts with other Google-owned platforms, including YouTube.

Wait, why should I bother to link up my accounts?

First and foremost, linking your accounts together helps your brand. You are tying much of your social media activity to one profile that users will begin to recognize—and that profile has the same picture, the same name, and the same contact information.

Secondly, linking your Google+ and YouTube accounts makes your videos easier to find, both for Google+ users and YouTube users. Everything you upload will be cross-posted and grouped together, making it easier for people to find videos and browse the rest of your collection. In addition, when you comment on videos, it will be through your Google+ business profile, not your personal profile or your YouTube channel profile.

Finally, linking your accounts increases your security through a single sign-in system. You will be less likely to confuse your profiles—and you will be able to take action on both platforms without making any transitions. Anyone who helps manage your Google+ profile can also now help manage your YouTube account.

Okay, I'm convinced. So, how do I link my accounts correctly?

Linking your accounts can be trickier than it seems, though it boils down to 3 very basic steps:

- 1) Create your Google+ personal page,
- 2) Create your Google+ business page from your personal page, and
- 3) Link your Google+ business page to your YouTube channel from your Google+ business page.

It is important not to link your Google+ personal page to your YouTube channel—your YouTube username should be the name of your company, not your personal name or any other username.

The bottom line? Both search engines and potential clients love to see consistency when it comes to profile names, branding, comments, and posts. Get your profiles linked up as soon as possible!

At Foster Web Marketing, our clients can access and utilize their Google+ and YouTube accounts through our Dynamic Self-Syndication (DSS) website management system.



What You Are Going to Miss in 2014 (If You're Not a Top Practices Mastermind Member)

I am very proud of the unique program that we've developed at Top Practices in the last 7 years. It continues to become more and more sophisticated, and our members are experiencing the growth that comes from it.

When you join Top Practices, you instantly have 100% access to the number one podiatry marketing system in existence. Seriously, nothing else even approaches what we've built here at Top Practices. And the VERY day you join, you get access to the online vault that exists behind the firewall on our remarkable website.

Then, you receive the Top Practices System in a workbook and 10 CDs that contain everything you need to know.

If that wasn't enough, you are then placed into a small mastermind group of other doctors who are serious about changing their numbers and growing a real practice that is abundant and very profitable. This very small group (4-6 practices) is working together and keeping each other accountable and moving forward –together.

And then, you receive the coaching – highly focused marketing coaching that will teach you and your staff to transform your practice into a well-oiled marketing machine; two group sessions each month that are sent to you by CD and posted on the website; an additional coaching call on how to solve your time management problems, staff management problems, self-management problems, and more; and an additional coaching session for your marketer and staff to make sure they know what they are doing.

If that's not enough! We can create and publish everything you need to market your practice – we do it for you, and we have the best people in the United States trained by us to actually DO ALMOST ALL of the marketing you need to do. All of them live right here in the United States. But our members now stretch across the globe! Here is what our recently joined Mastermind member from Australia has to say about his Top Practices Membership:

Being part of the Top Practices family has not only made me a better Podiatrist and business owner, but it has allowed me to become a better father and husband because my head is now back in the game.

Thank you, Rem and the Top Practices Team.

–Tyson Franklin, Earlville, Queensland, AU

And here in North America:

Since joining Top Practices, our office has exploded from a small "Mom and Pop" practice, still reeling from a partnership break-up, to a corporate-style, 3-location, 4-Podiatrist practice, with plans for 3 new locations in the next 18 months!

Rem Jackson is a coach, a friend, and the person holding me accountable for my actions, and making sure I do what I say I am going to do. The assistance, guidance, and accountability is tremendous. He is my personal consultant, but has the knowledge of what multiple other Top Practices are doing, and as such provides tremendous shortcuts and insight that saves us lots of time, energy, and money.

*I now have a road map to success, instead of wandering aimlessly.
By tracking important numbers, using protocols, and implementing the
Slight Edge philosophy, every facet of my life has improved.*

– Dr. Scott Schulman, Indianapolis, IN

Sometimes, all it takes is one step. You can go to www.TopPractices.com or call Nicole Tully-Henderson at **717.824.6553** to learn more.

"It always seems impossible until it's done."

– Nelson Mandela



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ACHIEVING PROFESSIONAL GROWTH

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OR MORE...
OR SOONER...



See page one.

WHY I DON'T BUY LOTTERY TICKETS

Rem Jackson

Did you ever notice that nobody who wins the lottery is ever wealthy? Now, you can probably prove me wrong so no need to send the email, I accept that it has probably happened. But pay attention from now on – people who win the lottery are never people who make money. Because winners know that winning the lottery doesn't happen to anyone ever. They know that working smart and following the simple yet powerful principles that all successful people follow works 100% of the time. It would never occur to them to wait around for lightning to strike. They take their business or podiatry practice and turn it into a profit generating machine. One final thought, I have seen many happy people win the lottery – simple, happy, lovely people. Money isn't everything. Happiness is. Being happy can make you an awful lot of money.

