



Dedicated to Your Success

Fall in Love With Your Practice...Again

By Peter Wishnie



It is February, the month for love. Just like we shouldn't have a day to remind us to love the special ones in our lives, we really shouldn't need a reminder to love our practice.

However, it is good to have this reminder and to take the time to think about the special people who love us. Sometimes life gets in the way and we don't think about what makes us successful. We focus way too much on the negative aspects of our lives and practices. When we do this, it is easy to fall out of love. So, if you fell out of love with your practice or you are still in love, but you don't know how you got there, this article will help you get back or stay in love.

The first thing I would like to say is if you are not in love, it is probably because your practice is causing you stress and you might be burned out. Well, below is what you need to do and do on a regular basis. Every time you hit a low, just follow the WAG formula and you will immediately fall in love again.

1. Your Why: The first thing you need to do is remind yourself why you became a doctor. You fell in love with helping people. You felt like a superhero. You can do what most people can't, and that is fix their medical issue. During the day, write down the number of patients who are truly grateful that you helped them. Reread your on-line reviews and focus only on the positive ones. This will brighten up your day.

2. Answer the question in your head. Write down what gets you so upset during the day in a little pad that you keep in your lab coat. Don't handle these issues immediately. Just write them down. Review them after you see all your patients for the day. Try to come up with answers for each problem. Involve your staff at your weekly meeting. You will find that most of your problems are either a staff issue or an issue of too much to do, which is basically a delegation problem.



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Hate Relationship
with Your Website?



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Highest Value Use
of Your Time



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Are You in a Love/Hate Relationship with Your Website?

By Tom Foster



Maintaining a love/hate relationship with your website isn't healthy for you or your medical practice. If your practice's digital marketing feels like a constant swing from highs of hopeful expectations to lows of frustration and disappointment, then it's time to make up with your website and build a better future for your digital marketing. It just takes a little:

- **Communication.** Talk constructively with your marketing team (whoever that may be—internal, outsourced, or yourself) about the status of your website and your goals for the future. Make it easy for your patients to reach out to you and stay in touch. The more clearly you communicate with your online audience and your marketing team, the better your website will work for you.
- **Balance.** If you don't take the needs of your "perfect avatar patient"—who coincidentally refers other perfect patients—into account, you risk pushing them away, gaining a bad online reputation, or even getting in trouble with Google. If you don't keep your goals in mind, then you risk wasting money on digital marketing that isn't helping your business.
- **Attention.** You should be reviewing the performance of your ad campaigns, social media efforts, and website so you know what to keep doing and what to change. If you aren't paying attention, your marketing can quickly get away from you. Not knowing how to do this isn't an excuse for failure. Instead of being a rudderless sailboat, lost in the vastness of the digital ocean, hire a marketing professional or establish relationships with partners who are well-versed in online marketing. Your marketing team can then help you understand online performance analytics and guide your online efforts so they work for you.
- **Honesty.** You must be honest with your marketing team about why you're looking for help and what kinds of efforts you've made in the past. You must be honest about the time you can spend on marketing yourself. You have to tell the truth about where you are to get where you want to be. Most importantly, be honest with yourself about your goals and what you are willing to do to achieve them.
- **Patience and commitment.** Changes happen fast in the digital world, but it can still take time to see results. You can't wildly switch from marketing company to marketing company anytime something goes wrong. While there are always temporary ups and downs online, stick with what brings you steady improvements and realistic gains over time.

Frustrated doctors come to Foster Web Marketing to finally get the results they have been looking for. So, do you hate your website? We work closely (daily) with The Top Practices Virtual Marketing Director Team and together we CAN help you. Call us at 888-886-0939 to schedule a free website analysis and let's get your marketing working for you instead of against you.



Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.



Marketing is the Highest Value Use of Your Time

It's true. Marketing IS the highest value use of your work time. Of course, nurturing and being present in your relationships is the highest use of your time; all of your relationships, with yourself, your family, the universe. On your final day in this world nothing will matter but your relationships. Steve Jobs put a dent in the universe with Apple, but even he knew this at the end and it was a hard lesson for him to learn.

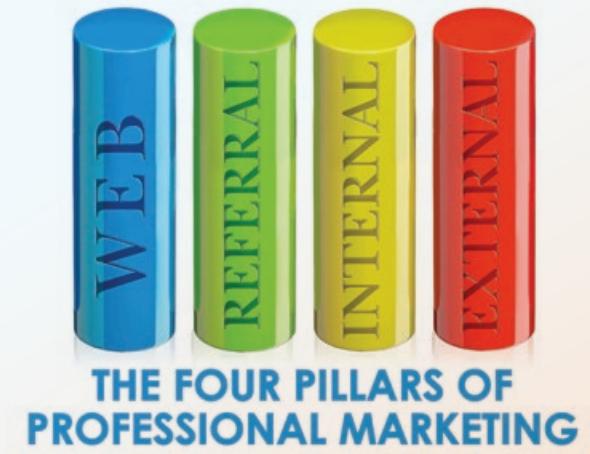
So, marketing, the highest value? Yes. Here is why. When your practice reception room is filled with the exact kind of patients you want and need to see, it translates into business success: lots of patients and lots of profit, and cash flow. Doctor it is okay, in fact it is honorable to make money. As business owners it is our duty to make abundant incomes. It is a natural and appropriate state that the universe will never block if you do your work. And Never Never Never Quit.

We owe this to ourselves, our families, our creditors, and our patients, clients, or customers. Good cash flow translates into financial freedom and financial freedom is an essential component of peace of mind. This takes practice to learn and years to perfect, but it is one of the keys to happiness.

And this all brings us back to marketing. Marketing in the Top Practices Four Pillars produces patients in abundance. The kinds of patients you'd rather be seeing every hour of every day. No doctor was taught any of this in school (in fact very few people learn any of this in school) but some of us have advanced degrees in great marketing. I always cringe when magazines accidentally put a DPM behind my name because I didn't earn that, but when it happens I just say I'm a Doctor of Podiatric Marketing – DPM. And That is true.

The Top Practices Marketing Mastermind Group is filled with DPMs of both types who have learned that yes in fact, marketing is the highest value use of their time. You can join the Top Practices Mastermind Group and find the financial freedom that excellent marketing produces for yourself.

Contact us for more information about how our Mastermind program can help you transform your marketing and grow your practice today. Just e-mail Answers@TopPractices.com or call us at 717.725.2679 to find out more.



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3. Gratitude. Wake up every morning and write down 3-5 things you are grateful for. Think about your practice and what can you do today to make the people around you feel good. Your mood and energy levels will improve immensely when you make others feel good about themselves. You are not in this alone. When you show appreciation, your staff will try to help you.

It is February and love is in the air, especially in your practice. Remember, the Virtual Practice Management Institute is here to help you find solutions to your most complex problems. Email answers@TopPractices.com or call 717.725.2679 to find out more. Or visit us [here](#).

Dr. Peter Wishnie is the Founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management Institute. You can find out more about Top Practices Management Programs at www.TopPractices.com.

"Whatever we accomplish belongs to the our entire group, a tribute to our combined effort."

– Walt Disney



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**SAVE
THE
DATE**
2018



**THE TOP PRACTICES SUMMIT 2018 WILL BE IN
WASHINGTON DC ON SEPTEMBER 14, 15, AND 16!**

Mark Your Calendar and Save the Date Now!