



TOP PRACTICES

DEDICATED TO YOUR SUCCESS

What Does it Really Mean to Be Number One in Your Market?

As CEO of Top Practices, I am exclusively focused on empowering our Top Practices members to be number one in their markets. It might surprise you to hear what I mean when I say “Number One” in your market. Not every practice will be the biggest. Being the biggest is not what I mean when I say “**You Should be Number One in Your Market**”.

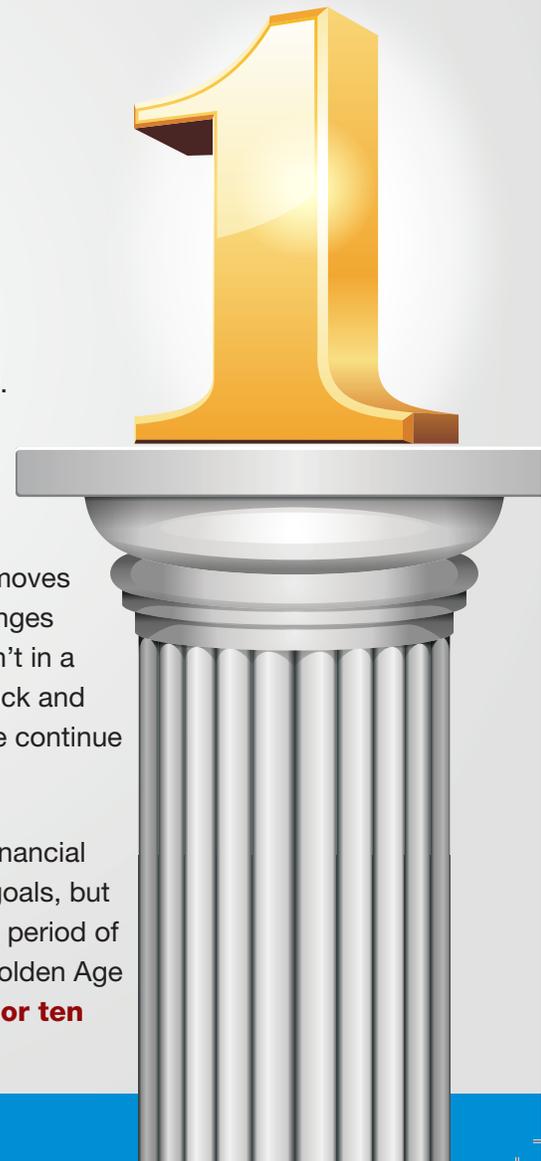
Here is what I mean when I say You are Number One in Your Market.

You are Number One if:

- ✓ You are happy.
- ✓ You have little to no stress.
- ✓ Your staff is proud to work with you and each other.
- ✓ Your patients think you are the best thing that ever happened to them.
- ✓ Your patients tell everyone how great you are.
- ✓ You are known and respected in your community for many reasons.
- ✓ Your phone is ringing off the hook with new patients.
- ✓ You are the dominate practice in your practice on Google search results.
- ✓ Your social media is overwhelming to every other practice in your market.
- ✓ You wake up in the morning excited to go to work every day.
- ✓ **You are making the income that you want to be able to provide for the emotional and financial security of your loved ones.**

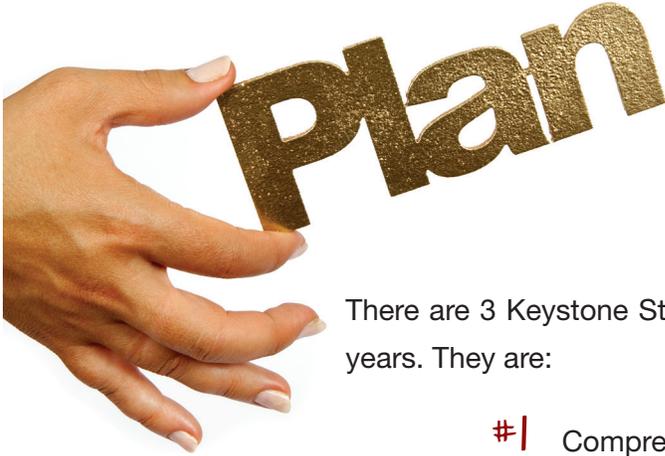
One of the biggest barriers we have to succeeding in our professions is time. It moves by so quickly and in spite of our best intentions, we don't get many positive changes implemented and we continue to drift where we are. We do this because we aren't in a crisis situation. We didn't have the “heart attack” moment. But we are just as stuck and just as in trouble as we would be if we were having a heart attack. Over time, we continue to slip further and further behind.

Most of us can reduce our goals to this one simple goal – “The Emotional and Financial Stability and Security of our family and loved ones.” To be sure, there are other goals, but this goal is at the core of all of our efforts. Despite everything you hear, there is a period of expansion and growth coming for podiatry that may be viewed as the Second Golden Age of Podiatry. **Do you have the blueprint to succeed in the next three, five, or ten years? Do you have YOUR PLAN?**





Do You Have Your Plan or Are You Adrift?



If you are going to succeed in the next 3 to 5 years, you are going to need to have a plan. There is simply no option. The golden age of podiatry may well be coming in the next 5 years, but Golden or not, it is going to be getting more complex. Marketing and Managing is going to rapidly become more difficult if you don't have a plan. It's as simple as that.

There are 3 Keystone Strategies that will ensure you grow and truly thrive in the next few years. They are:

- #1 Comprehensiveness of Care
- #2 Differentiation, and
- #3 The Slight Edge Philosophy for Succeeding.

Comprehensiveness of Care incorporates a wide range of strategies, but if you focus on the following, you have a very good competitive edge:

- Run your Practice by using simple systems and protocols, while
- Running on time

In this newsletter, it is impossible to elaborate on what you just read, but it is truly the formula for solving most of your management headaches and getting your nights and weekends back. Truly.

Differentiation means being able to attract the right kinds of patients to your practice in abundant numbers so that you can achieve your professional, personal, and financial goals. Again, I don't have the room in this publication to elaborate on this or **The Slight Edge Philosophy for Success**, but the Top Practices Marketing and Management Summit is two and one half days, 100% devoted to these three Strategies. When you leave this meeting, you will be 100% prepared with the plan that you will use to truly move your practice to become the kind of practice you want and deserve.

Join us in Nashville, TN on October 4, 5, and 6 to experience a truly informative and focused podiatry meeting that will change you and your practice. Just go to www.TopPractices.com to get all the details.



What the Top Practices Summit is All About

The Top Practices Summit is designed to give you the knowledge, tools, and systems you need to build a thriving podiatry practice filled with your perfect patients. With over two hundred doctors and their key staff members attending from the top podiatry practices in North America, you will be learning from industry experts, practicing doctors, and marketers who know how to successfully market a podiatry practice.

The 7th Annual Top Practices Marketing and Management Summit will take place on October 4, 5, and 6

There is simply no other conference like it in podiatry. It is hyper focused on teaching you exactly how to grow your podiatry practice precisely the way you want it to grow.

Here are some CONFERENCE HIGHLIGHTS:

- ✓ How practices across the country are successfully marketing Lasers, Custom Orthotics, Shoe Stores, and other ancillary services that significantly enhance patient outcomes and the practice's bottom lines (how they are experiencing explosive growth)
- ✓ Attendees will receive a complete marketing plan built by podiatry practices and experts who understand the changing circumstances podiatry practices are facing and they will be able to install this plan into their own practices
- ✓ Learn how to construct, manage, and evaluate your marketing budget (how much SHOULD you invest and why?)
- ✓ Special session focused on helping new associates build the practice quickly (how to produce profits for the practice from DAY ONE)



NEW

✓ **NEW! Breakout Half Day Workshops Exclusively for :**

- Marketing Directors on how to do their job just like the best Marketing Directors in the country do!
- Practices who are new to Top Practices Marketing (Fundamentals to build your marketing)
- Advanced Marketing – the most advanced podiatry marketing sessions on planet Earth

- ✓ How to make sure your practice is number one in Google Local Search
- ✓ How to get your staff motivated and on the same page (end the drama)
- ✓ Three presentations by Top Podiatry Practices competing to be “The Top Practices Marketer of the Year”
- ✓ How to easily produce the Perfect Patient Newsletter (yes this IS possible – Jim Palmer is the national expert)
- ✓ The very latest marketing strategies for dominating Google in your market
- ✓ How to become an effective “CEO” of your practice
- ✓ Every attendee will leave with a complete, extensive, plan for growing their practice in significant double digits in the next 12 months and beyond

Just go to www.TopPractices.com to get the full conference brochure.



1002 Lititz Pk., #191 • Lititz, PA 17543
 717.626.2025 ph • 717.625.0552 fx
 info@TopPractices.com
 www.TopPractices.com

What Does it
 Really Mean to Be
**Number
 One**
 in Your Market?



Hurry, the
 special early
 pricing
 deadline is
 May 31st!

**The Top Practices Summit in Nashville, TN
 at the Gaylord Opryland Hotel and Resort
 October 4, 5, and 6**

You can compete and you can achieve
 the Success You Deserve in the next 5 years
 and far beyond. You can compete as a private
 practitioner no matter what the government,
 insurance carriers, hospitals, or competitors
 throw your way. You can become
 number one in your market, whether
 or not you believe that right now.

“If I could pick you up and drive you personally to Nashville, I would!”
 – Hal Ornstein DPM, Chairman, AAPP

Find out all the details at www.TopPractices.com

