

# DEDICATED TO YOUR SUCCESS

## The Times We Live in Are Complicated. Being Successful Isn't.

**Succeeding in Private Practice Has Changed Dramatically. Are You Prepared?**

You have to make a choice: private practice or work for someone else? If you choose working for someone else, then stop this newsletter because the Top Practices Summit is not for you.

Sorry.

But if you choose private practice read on because you need to hear what follows.

### **Owning your own practice has some very big advantages:**

1. You have the ability to earn as much income as you choose to earn. No one can restrict this. If you think the payers, the government, or even your patients have any control over this you are wrong. Dead wrong. Yes, they are involved, but only you control your income.
2. You can shape your practice to serve you and to fund your IDEAL lifestyle. If you think your practice is demanding more of you and your time than is reasonable, you aren't doing it correctly. This is very good news. You CAN shape your practice and take off your nights. Have your weekends. Even take Fridays off if you wish. You just need to know how to do it.
3. You don't have to listen to anyone who has control over your life. No one but you have that.

### **BUT being in private practice has its challenges:**

1. People say they want to own their own business so they can set their own hours. That should make you laugh out loud, right? You might say, "Yes, I set my own hours - all of them!" It doesn't have to be that way; you just have to know how.
2. Managing people is just hard. It's the hardest of all the things you have to do. Your management challenges will never end. People have their own agendas and will always do what is in their best interests. As they should. But managing people doesn't have to break your soul. It can become a skill that you possess and when that happens you are lifted up by your staff and not taken down. You just have to know how.

Find out how to accomplish all of this at the Top Practices Summit, held in San Antonio, Texas on the famed Riverwalk on September 13, 14, and 15.

[Find out more about this one-of-a-kind event.](#)

It's guaranteed. If you attend the summit and it isn't the best podiatric event you've attended in the last 100 years, we will refund your entire registration fee (keep your materials) with no tears.





# Ever Wished You Could Get on the Exact Same Page With Your Staff?

You and your staff need to be in sync if you are going to prosper.

If you've ever wanted your staff to be "on the same page" as you and are frustrated, let the experts at the Top Practices Summit make it finally happen.

On Sunday September 15th in San Antonio ,Texas at the Top Practices Summit, Rem Jackson and a team of experts he has assembled will guide you through three simultaneous-coordinated, practice building and managing workshops designed to enable you to take full advantage of the three leverage points you have in your practice.

Those three points of maximum leverage are:

1. Excellent Patient Volume: Your practice needs the right number and right kind of patients in your reception room every day.
2. High Per Visit Revenue: Your practice must be optimized to provide comprehensive care so that every patient visit produces the maximum amount of revenue.
3. High Dollars Per Hour: Beyond Per Visit Revenue, your practice must generate the maximum dollars/hour it can. This efficiency can make your practice much more profitable without causing you to work harder.

On Sunday at the Top Practices Summit, doctors will work with our team of experts in a step-by-step approach to understand and be able to execute a plan to raise their patient volume and target the correct mix of patients for the practice, raise their per visit revenue through management systems that enhance care and revenue every time a patient walks through your doors, and increase the dollars the practice generates every hour through strategies that go beyond your Per Visit Revenue.

## **AT THE SAME TIME:**

Your key staff members will be in a separate workshop led by experts who are also working with you to teach them how to accomplish the very same goals: Higher Patient Volume, Higher Per Visit Revenue, and Higher Dollars Per Hour so that they will understand what you have learned and will be able to hit the ground running with you to put these strategies into play at your practice.

**No more confusion. No more misunderstanding. No more frustration of not being on the same page.**

Finally, in a third workshop, your marketer will be in a workshop exclusively focused on how to raise your patient volume AND target the right patients to your practice. Designed and led by Rem Jackson, this workshop will ensure your marketing people are completely in sync with what Rem and his team are teaching you at the same time.

Communication is the most difficult issue every practice faces. It is truly a common denominator for all practices. The Top Practices Summit for the first time will tackle this problem head-on and make it possible for you and your top staff to work together seamlessly to build the profitable, enjoyable practice you want and need—the practice you should have.

[Register for the Top Practices Summit now.](#)

# Three Priorities for Managing Your Email List

By Tom Foster



If you don't manage your email marketing list, you could be blocked from major email hosts and ruin your chances to market yourself in the future. That's a big problem, but it's avoidable when you pay attention to a few priorities.

## 1. Privacy Choices

You may have a "list," but that doesn't mean the contacts on that list agreed to receive your marketing materials or "opt-in."

Instead, the default arrangement should be "opting out." That means that, without explicit permission, the contacts on your list must be treated as if they have denied your right to email them.

Here are some extra tips for managing privacy and contact options:

- Your privacy policy should fit your practice. Review this policy regularly.
- Link your privacy policy to every contact form on your website.
- Set up an automatic unsubscribe link and include it in each email.
- If you get an unsubscribe request via online chat, in-person conversation, or any other means, inactivate the contact manually.
- Occasionally ask your active list if they still want to receive your emails.

## 2. Preventative Maintenance

Routine care and maintenance of your email list keeps you on track:

- Deactivate contacts when messages bounce back undeliverable.
- Use tags to focus the right campaigns on the right contacts.
- Weed out contacts that have not engaged in a campaign.
- Test emails ahead to ensure they do not go into spam folders.

## 3. Email Content

If you write emails that look or read like spam, then spam filters will filter them out:

- Don't use excessive exclamation points (!!!!!) or ALL CAPS.
- Avoid fonts, text colors, and huge images that make emails hard to read or load.
- Be relevant and get to the point.
- Avoid spammy or sales-y words.
- Don't use deceptive or misleading subject lines.

There is a lot that you need to know about managing your email list. Want to talk about your email marketing in person? Give us a call at 888.886.0939 or visit [FWMdemo.com](http://FWMdemo.com) to see the email tools in DSS in action.

Dedicated to the TRUTH about web marketing,

Tom Foster, CEO Foster Web Marketing

Tom Foster is CEO and Founder of Foster Web Marketing. You can contact Foster Web Marketing at 888-886-0939.





The Times  
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 Are Complicated.  
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 (SEE PAGE ONE)



SATURDAY, SEPTEMBER 14TH • 9:00 AM – 10:00 AM  
**KEYNOTE ADDRESS BY DR. MARYBETH CRANE "The Finish Line"**

**"Running a podiatry practice is not a sprint, it's a marathon. It's actually an ultramarathon."**

*DR. MARYBETH CRANE, FOUNDER, FOOT AND ANKLE ASSOCIATES OF NORTH TEXAS*

Top Practices is honored to announce that the Keynote Speaker for the Top Practices Marketing and Management Summit is Dr. Marybeth Crane. Dr. Crane will share her journey from opening her practice in 1997 with her mother answering the phone—to today's multi-million dollar Foot and Ankle Associates of North Texas (FAANT) with 2 offices, 6 doctors, and 40 employees.

A long-time competitive distance runner, Dr. Crane will share how she faced down a seemingly endless series of challenges that threatened to break her spirit and bankrupt her practice, to now prepare for her exit from private practice on her own terms.

Jeff Bezos said, "Time and 10 years make an overnight success." Dr. Crane wholeheartedly agrees. What people see at FAANT is the visible tip of the iceberg—the growth and success. What is not visible is the 95% below—the focus, systems, and the blood, sweat, and tears it took to achieve that success. It's the same for distance runners. Crossing the finish line with a personal best is the reward and the most visible moment in the run, but what no one sees is the dedication, consistent focus, and effort it took to succeed.



Dr. Crane and FAANT in 1998



Dr. Crane and FAANT in 2019