

# DEDICATED TO YOUR SUCCESS

## 7 Reasons You Should Make Plans to Attend the Top Practices Summit in September (and one reason you should not)



*September 14, 15, and 16 in Arlington, VA  
Renaissance Arlington Capital View Hotel*

**# 1 – You are sick of all the negativity.** At the Top Practices Summit you will be surrounded by other doctors and their staff who are growing their practices in double digits. That means more than 10% and many of them are growing above the 25% mark—some even in triple digits. No other meeting (with the exception of the AAPP's meetings) has this kind of focus and positivity. You can listen to everyone tell you how bad your profession is becoming, or you can learn from the best and love your practice and your career.

**# 2 – Being in business is hard.** Really hard. When I worked in corporate life we always said, "If the market doesn't kill you, and if the clients don't kill you, the home office will." Meaning that being in business is tough. Really tough. You can't deal with all the problems, paperwork, taxes, and on and on, by yourself. You need to be around other smart people who can give you that one idea that changes everything. This happens every year at the Summit. It's an investment in your happiness.

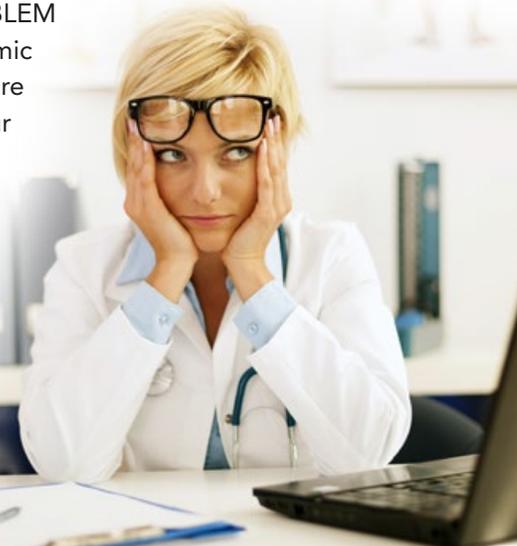
**# 3 – You want more and better-quality patients.** Your filled reception room is the key to success as a podiatrist. Period. Without it, nothing else, NOTHING else matters. Top Practices Marketing Programs are the most sophisticated and successful in podiatry. No one is more trusted, and we know what works. Even if you are a member and doing well, one visit to the Summit in the year often makes the difference between good and GREAT numbers.

**# 4 – Managing your volume is tough.** The more successful you are, the more work there is for your team. This is one of the biggest limiters in success for doctors. You have to learn from others who know how to see 40-plus patients per day, per doctor, and still get home for dinner. Would it be worth your time to accomplish this at the Summit?

**# 5 – You and your associate doctors could work together better.** The TOP PROBLEM my doctors report to me is their relationship with their associate doctors. It's an epidemic of difficulties. We will be focused on how to work together—much better, have more patient acceptance of ancillaries like lasers, or essentials like orthotics. You and your doctors can enjoy working together without killing each other.

**# 6 – Your staff will make you or break you.** No Top Practice ever became a Top Practice because of the doctor alone. You need to have the best staff in the country. We've got answers for you and them at the Summit that could change your entire practice. Worth a weekend of your life?

**# 7 – Time is flying by.** We all have good intentions. We all want to earn what we deserve and have our nights and weekends to ourselves. It won't happen automatically. You've got to make the changes and the Summit has the play-book. Sign up now at [www.TopPractices.com/Summit](http://www.TopPractices.com/Summit)





# How to Diagnose Email Campaigns That Mysteriously Underperform

By Tom Foster



You've finally gotten through writing and implementing the email campaigns that you worked on for weeks or months. It was hard, and everyone told you it would work "like magic."

So, you sit and wait, and wait, and wait.

Nothing is happening! Was it a dirty trick?

Are you scratching your head trying to figure out why your practice's email campaigns aren't performing? Here are five steps that will help pinpoint email marketing problems that often fly under the radar:

- 1. Check your signup forms and landing pages.** Great emails can fall flat because the links, buttons, forms—and MOST IMPORTANTLY—the content on those pages at the beginning and end of the process don't work as intended. Try subscribing and unsubscribing to the email campaign on your own, as though you are a potential patient. Do your signup forms make sense? Do your landing pages and links work correctly?
- 2. View your email on different devices and browsers.** Poor formatting, poor grammar, and poor mobile functionality will hamper the effectiveness email campaigns. Try opening your emails with different browsers and devices to make sure they look great for everyone, and always edit and proofread carefully.
- 3. Identify goals and calls to action.** Use clear calls to action in your emails that motivate people to reach out about a specific goal for each campaign. For example, do you want people to download your free book? Do you want them to "like" your Facebook page or visit a certain landing page?
- 4. Match the message to the audience and goal.** Each email should be crafted to speak directly to your recipients and goal. Your email content should be focused on what that particular segment of your "perfect patients" want and what you're trying to do with the campaign.
- 5. Test emails and analyze the data.** You can test nearly every aspect of your email campaigns, from color to content. It's also easy to review basic data, like click-throughs, opt-outs, and opens. If you aren't testing your email campaigns and reviewing the hard data, then there is no way for you know what might be going wrong or how to do better.

Dedicated to the TRUTH about marketing,

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.

# Turn Your Practice into a Well Oiled Machine

**All attendees of the Top Practices Summit are automatically registered into the Top Practices Business Development and Goal Setting Workshop which takes place over the summer.** It's an innovative program to help you comfortably develop your plans and goals over the summer at a steady but easy pace. Then, when you attend the Summit in September you will be more prepared than you have ever been to hit the ground running and turn your practice into a well-oiled machine. Register for the Summit today at [www.TopPractices.com/Summit](http://www.TopPractices.com/Summit) and begin the course at no extra cost when it launches. And if it's already launched by the time you read this—catching up is easy.

## What About That One Reason Not to Come to the Summit?

Ok, so you noticed I didn't include the one reason not to come on page one? Good for you. So, here it is: "You don't believe you can really Earn What You Deserve and Get Your Nights and Weekends Back." If you can't at least believe this is possible, then it's not possible—for you. It's ok to be skeptical. It's ok to question whether you've got the right stuff, or we've got the right stuff. That's normal. But if in your heart you don't believe anymore, it is most likely a waste of your time. It is not very many people who are beyond reach, so please, PLEASE come if you even have a glimmer of belief in the possibilities we describe. That's the only reason there could possibly ever be for not coming to the Summit that is legitimate. Well, there is another, if your daughter or son is getting married on September 14, 15, or 16...then you probably shouldn't come. And Congratulations!





# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



Give me one  
good reason to come  
to the Summit in  
September. (We'll give you 7)  
(SEE PAGE ONE)



THE TOP PRACTICES  
**MARKETING AND MANAGEMENT SUMMIT**

**EARN WHAT  
YOU DESERVE**

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**SEPTEMBER 14-16, 2018**

Renaissance Arlington Capital View Hotel, Arlington, VA



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