

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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So, Rem, Where Do You Get Your Big Ideas?

By Rem Jackson



I'm an idea man. Yes, I am. I love ideas, and I share them every day of my life. Because of this, I'm often asked, "Rem, where do you get all these ideas?"

Very very rarely do I say, "I thought of this one myself." Almost never, in fact. I've never been an inventor. I don't tend to look at things and ask, "Why not?" I'm a relatively normal person. I consider myself to have a well developed sense of humor, but I can't come up with an original joke or even caption for a cartoon. I try, but nothing comes.

I Pay Attention

What I've learned to do is pay attention. And, I didn't used to have this skill. I had to develop it. I used to just plow through things. I would read great books, but never really did anything they told me to do. I rarely EVER sought out other people's opinions – people who have earned the right to share their opinions with me. I was just too busy, I thought. I had my head down just getting the work done and I thought that if I just worked hard, really hard, I would be able to stay ahead of the work.

Wrong. All I got from that were headaches and lousy sleep at night.

Dr. David Weiman (www.WeimanConsulting.com) shared some fantastic ideas about stress and how to know if you're stressed on a recent call (Top Practices Members will receive this in

the monthly CD Pack and it's currently online in the members library.) He said that if anyone has asked you recently if you are OK, if you're feeling OK, or If you have been ill, it's an early warning sign that you might be stressed. Believe me when I tell you, I was stressed.

But then, I actually began to pay attention. I paid attention when I read great books on management, or success. I always tried to find the one or two things I WOULD DO, that I learned and make sure I changed my behaviors.

More importantly, I began to meet, in various ways, with other smart and successful business owners who could share great ideas with me. I, then, started Top Practices which has this concept at its core. Listening to other smart, successful people who are willing to share their ideas and then implementing them is the very heart of Masterminding. So now, because I work so closely with dozens and dozens of winners every month, and I PAY ATTENTION, I am able to share many really excellent ideas with everyone I coach. (Everyone in my life, actually.)

Where do I get my ideas? From everyone I talk to. The difference between me now and me then is I actually use these ideas. I share these ideas. And, I watch these ideas come back to me in an improved form.

Truly, is there any other way to live?

Rem

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The Verdict on Google+

Bottom Line: It is a failure that we all have to pay attention to, a lot of attention, and I'll tell you why – because of this little guy.



As Danielle Ruderman will explain in the article on the following page, Google has changed everything YET AGAIN. This time, they called the change Penguin 2.0. One of the things you need to understand about Google is that they are tightening things up every day. So much, in my opinion, that they are now causing people to wish there was an alternative. If they're not careful, they will sow the seeds of their own replacement. But, for now, Google is king; and Google wants Google + to succeed. So, even though no one is actually using it, having your Google + Plus Ones will help your ranking online. The plus one is the little  that you see everywhere. You should be clicking this on all of your friends, and they should click it for you. Encourage your patients to plus one your practice. Google will take note and give you more loving (higher rankings).

Is There a Secret to Patience?

One of my Top Practices members recently asked this question within my range of hearing. So, I answered her. Is there a secret to patience? Or better, is there a secret to cultivating the habit of being patient? I think there is.

Patience is a choice. In fact, patience is a mature choice.

You can either choose being patient or being impatient. There is no middle ground. Maybe indifference, but then that means you are unplugged and ineffective. You have a choice today. Take a deep breath and choose to be patient with everyone in your life, or choose to be frustrated and impatient. If you choose to be patient, people will learn from you, they will perform better for you, they will want to do better for you. If you choose impatience, you choose a path that leads to frustration, anger, and suffering. You will lose good people instead of cultivating them. Recognizing that it is a mature choice to be patient, and that good results follow, will vastly improve your effectiveness and your health.

Think about it. If you choose impatience, you eventually come around to calming down and choosing some form of patience. By that time, all the damage is done and you have to repair the damage and still be patient. Why not get credit for being a wise and mature – patient – person right from the start? It is in YOUR best interest to choose patience.



What Is the Google Penguin 2.0 Update and Why Should You Care?

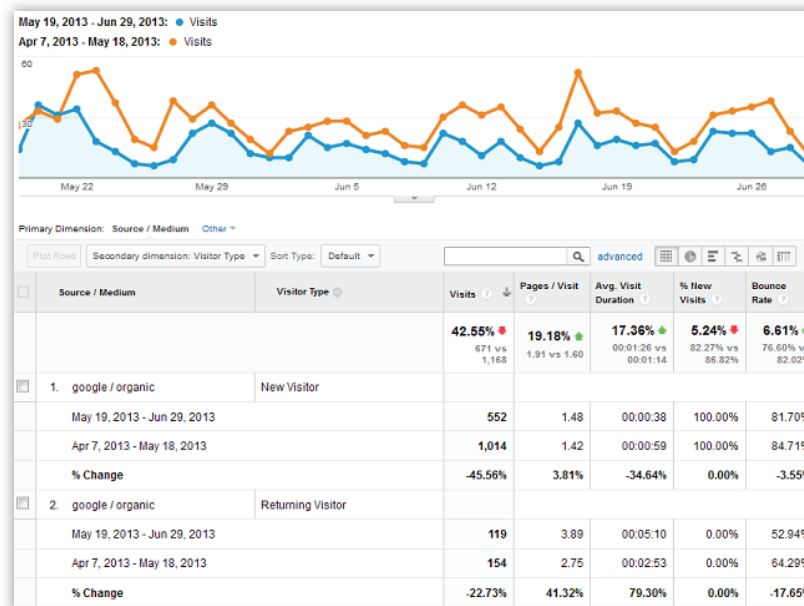
by Danielle Ruderman, Director of Research & Development at Foster Web Marketing



These days, “penguin” is a dirty word in the search engine marketing community. It isn’t because we have anything against these charming aquatic birds, instead, it is but because Penguin is the nickname Google gave one of its most feared search algorithm updates.

The first Penguin update (version 1.0) rolled out on April 24, 2012 and targeted sites with low-quality backlinks to their home pages. (A backlink is a link on another website that goes to a page on your site.) Nobody knew until recently that this update targeted only links to the home page. That is why the most recent Penguin update (version 2.0) on May 22, 2013 affected so many sites; it targeted low-quality links to all pages of a website.

You can tell if you were affected by Penguin 2.0 because you’ll see your Google organic traffic drop off as of May 22. We’ve seen sites with anywhere from a 22 to 47% drop in traffic, thanks to this Penguin update. The graph below shows a 42% traffic drop for a site hit by Penguin 2.0, mainly due to links from low-quality article marketing directories added by another SEO company. Ouch!



There are a few lessons to be learned from the Penguin updates:

- 1. Cheap SEO costs more in the long run.** Getting good links is neither easy nor cheap, but it is cheaper than scrambling to fix problems after your site tanks.
- 2. Avoid backlink tricks.** Old tactics like blog rolls, sidebar or footer links on your peers’ websites back to your site, and article directory marketing are tactics you should avoid. If you’ve been doing these things, it is time to clean up your backlink profile.
- 3. Don’t cheat.** You are not going to outsmart Google in the long run. Invest your time and effort in quality marketing.
- 4. Don’t rely on Google.** Now is the time to sit down with your marketing plan, and find ways to diversify your lead sources. If Google organic traffic accounts for the vast majority of your leads, you are a sitting duck for another algorithm update.

“Just what are you waiting for and why are you waiting?”

– Napoleon Hill



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THE VERDICT ON GOOGLE+



See page two.

The Top Practices Marketing and Management Summit

Nashville, TN • October 4, 5 and 6
Opryland Hotel and Resort



Over 200 Podiatrists and their staff are registered for
the premiere podiatry business development conference of the year. Are you?
Register at www.TopPractices.com and save your seat now!

Having a shot of adrenaline could not do more than the Top Practices Summit does! Being with like-minded people makes all the difference. The encouragement and support pump you up to new levels, and seeing what others are achieving helps you realize that you can be there as well. – Scott Schulman, DPM, Indianapolis, IN

The Top Practices Summit is "The Meeting" to go to. I get more out of this meeting than you could possibly imagine. I enjoy this meeting so much that I am bringing my entire office this year. – Nicole Freels, DPM, Lexington, KY

The Top Practices Summit impacted me personally by enabling me to be the most energized I've ever been. I learned so many new things at the Summit that I was able to implement in the practice (very quickly, I might add), and my revenue stream increased a tremendous amount. – Jeff Bowman, DPM, Houston, TX

The Top Practices Summit helped me in becoming more accountable both as a physician and also a business owner. The Summit reenergizes me and my practice. – Bryan Bullard, DPM, Amarillo, TX
