

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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At Top Practices, We Really Love the Ladies



Let me explain what I mean by that. 😊

In marketing a medical practice, we have the luxury of focusing on only one gender – women. Many other professionals and other

businesses don't get to ignore half the population, but podiatrists do.

We can ignore men of all ages because for our purposes, men are “bears with furniture.” We go to the doctor when our wives, mothers, girlfriends, or sisters tell us to go, and we go where they tell us to go.

Women are the keepers of their family's health-care. So even if you want to market to men, you do it through women.

Women use the internet and social media differently than men do.

Women consume information differently than men do (see Men Are from Mars, Women Are from Venus 😊). I know this isn't a news flash, but it does matter when you are constructing your content plans.

In many cases, heel pain for instance, women and men will use many of the same search terms – sharp stabbing pains in my heels, my foot hurts when I get out of bed in the morning, etc. So it's important not to take this too far. But you can write content that addresses what her concerns for her family: my husband's toenails are nasty looking, soccer injuries in children and more. Remember, she is trying to get

answers to her family's needs. So your website and your blog should always be filled with great content that addresses what your patients are telling you they are worried about every day in the treatment room, but the added context of thinking of women – age 30 and up – will help you really hone in on the searches “SHE” is making near your office.

Women don't hang out in the same places men do.

Women and men don't consume the same information online and often don't use the same online platforms. Lucky for us, we don't have to think about where the men might be online. The women, however, are easy to find. They are all over social media – Facebook, Twitter, Instagram, Google+, local reviews, and Pinterest.

Haven't heard of Pinterest? Ask a woman. The ladies love Pinterest. It's a search engine devoted to images. If you haven't been on it, check it out, those images are often rich with data and information. They use it all the time to do searches for EVERYTHING. Pinterest must now be included in the essential podiatry practice marketing plan. Fashion, shoes, celebrities, recipes, foot and ankle issues for children, athletes, women who must work in high heels, bunions, ugly toenails – the list is just endless.

The Top Practices Mastermind Group has been teaching our practices how to use Pinterest like a pro. Why miss out? Find out more about the Top Practices Mastermind Group or call Nicole Tully-Henderson at 717-824-6553 or email her at Nicole@TopPractices.com.

what's inside

2 Beat the Odds:
Use This Game
Plan to Make Sure
You Get the Absolute
Most out of the Top
Practices Summit in
September

3 Beat the Odds
(cont.)

4 How to Make
It Rain in Your
Practice

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Beat the Odds:

Use This Game Plan to Make Sure You Get the Absolute Most out of the Top Practices Summit in September

Note: This article is just as important for you to read even if you aren't planning on attending the Top Practice Summit in September.

If you are smart (you're reading this newsletter so we know you ARE smart), you will do everything you possibly can to prepare NOW for the Top Practices Summit in September in Arlington, VA.

START NOW! It's already getting late for this.

You're probably wondering, "WHY prepare NOW for a meeting in September?"

- You don't do this for any other meeting, right?
- You figure that you'll go to the meeting and then get the info and then do the work, right?
- What kind of prep CAN you do?
- You aren't actually going to the Summit. Seriously! **RE-CONSIDER that NOW!! I'm NOT KIDDING** when I tell you that this meeting is transformational. Even if it hasn't been transformational for you in the past – it STILL can be. IT SHOULD BE. It will be if you are serious and ready to actually do what you need to do.

So why prepare?

- Preparing for an event like this will make you and your team stronger **NOW**.
- The artificial deadline of the Summit, September 12th, can be used to drive you into action NOW even during the summer which is usually a pretty low activity period for all of us. (Hint: not ALL of us.)
- You will get significantly more out of the Summit if you prepare now and you'll accomplish more after the Summit.
- It will energize you.

How to prepare for the Summit:

- 1. Make your travel plans now.** There are two key things you should do and you're not going to like either of them:
 - a. The first thing you should do is plan to bring more of your staff. Minimally, your office manager and marketer. Optimally, your top leaders in ALL areas. Clinical and financial too. They need to understand
- 2. Get VERY serious about your goals.**
 - a. Work all summer to get your goals in the best possible shape they have ever been. The Top Practices goal worksheets are available to everyone. Just go to www.TopPractices.com/library/goals.pdf to get your copy. You should be taking your THOUGHTFUL time working on this all summer long. You will feel GREAT about it. You are going to have to bring them to the Summit anyway to share with others, so why not do a great job. If you know what you truly want by the time you get to the summit, it will be so much easier to then go get it.
 - b. Share your goals with the appropriate people. Your personal goals should be shared with your spouse and your close mastermind alliance friends who can use the Top Practices goal worksheets as well, even if they aren't coming to the Summit. Your business goals should be shared with your staff. These aren't private. Your personal financial goals are, but those should be in your financial goals section.
 - c. This is the most important and useful thing you could be doing right now. The hard part of all of this is staying focused and on task – month after month, year after year. Things get in the way and using the Slight Edge strategy to stay on track is the ONLY thing that will get you there.
- 3. Read the Summit agenda on the Top Practices website and decide which workshops you AND YOUR STAFF will be attending.** This is important (VERY IMPORTANT) for several reasons:
 - a. You can't go to everything. You will be choosing be-

what you are doing and support it completely.

- b. Book your flight home as late as possible on Monday. Yep. The Summit is over at 3:30 on Sunday to accommodate flights home for a Monday filled with patients. But staying one day extra to review your notes, get organized and ready to return READY to implement will be far more important than seeing patients on Monday.

tween small or solo practice workshops and multi-doctor workshops. Now this seems like an easy and obvious choice, and it is. BUT if you look at all of the sessions, you will see that you can truly start preparing your list of challenges and questions that you need help with now.

- b. Your marketer will be at the marketer workshop and your office manager will be at the manager's workshop. What are they doing to prepare their own list of challenges that they really need help with too? You should be meeting with them and discussing this. This will also give you a list of things you need to attack as a management team NOW.
4. **Come loaded with all of your toughest, geekiest (even really dumb you might think) internet questions.** This summit is being held 5 miles from the Foster Web Marketing offices in Fairfax, VA. It will be literally crawling with internet geniuses who are there to talk to you. Unless you go to internet conferences, you will never have been to an event so rich with internet marketing smarts.

5. **Read the description for the workshop on Saturday afternoon: The Top Practices Practice Transformation Marketing Workshop.** It should be very familiar sounding to you by now. It is organized into the four marketing pillars.

- a. Using your marketing organization board, do a review of each of your pillars:
 - i. Rate yourself from 0-10 on your internet marketing; what number do you give yourself? Be a tough grader. What would it take for you to rate yourself 2 points higher? What help do you need to get there? What do you want to be POSITIVE? You will learn at the conference how to get at least two points higher. WHAT IS YOUR PLAN before you ever go to the Summit?
 - ii. Do the same thing for your shoe leather marketing.
 - iii. Do the same thing for your internal/database marketing.
 - iv. Do the same thing for your external marketing.

6. **Meet with your marketer and discuss the Marketing Directors Workshop.**

- a. Don't have a marketer? Who is going to this session while you are with the doctors? This is too important to miss. Someone needs to be there, and your office manager will be out for part of the morning in the manager's workshop. Who is going? Who is taking all those critical notes?
- b. Got a marketer? Review your pillars with that person. Discuss what is missing in your plan, what you need to improve on, what THEIR PLAN is for coming back with **SPECIFIC** answers to their challenges and questions.

7. **Meet with your manager and discuss their plan for the Top Supporters Workshop.**

- a. What is on their list of their biggest challenges?
- b. What is their plan to meet people who they can partner with later?
- c. What is their plan to get answers to their top challenges?

8. **Plan your own experience.**

- a. You are going to CEO School. Read the description. Where do you need help as a leader in your practice?
- b. What is YOUR plan to get help?
- c. What is your plan to find other docs in similar situation? There will be dozens and dozens, find one or two who will agree to follow up and be in a mastermind alliance going forward. Will they agree to an accountability relationship with you?
- d. Are you going to solo small practice or multi-doctor? What are YOUR BIGGEST CHALLENGES? How will you be ready to articulate this? How will you meet people and get answers to those questions?

9. **How are you going to avoid procrastinating this list?**

- a. Most doctors will start thinking about this on September 1st or later.
- b. The winners ALWAYS are thinking and planning and working far in advance. ALWAYS. It is something that is shared by ALL of them.
- c. Block your time now.
- d. Make an agenda and a plan now.
- e. Use this list now.
- f. Do this whether you are coming or not.
- g. Do this frequently and regularly.
- h. This is rainmaking at its best.

10. **Reconsider staying an extra day to plan and organize and absorb.**

11. **Reconsider bringing your key staff members.**



**Hear the Buzz Surrounding the
Top Practices Summit**

"Specific suggestions of things I can now [use] to increase profitability and patient retention. I am excited to get a 'handle' on my practice and use goals and benchmarks."

- Darren Silvester, DPM, Pleasanton, TX

WHY IS REM JACKSON SO OBSESSED WITH WOMEN?



See page one.

How to Make It Rain in Your Practice

Doctor, it is your responsibility to “make it rain” in your practice. When the rain comes; the crops grow, the land is fertile, and life is good everywhere. When the rain comes in your practice, your reception room is filled with patients every day that you want to see.

Doctor, you don’t have to be the one who does the work to make it rain, but it is your responsibility to find the people to do this and do it well for your practice. You can hire them and train them or use good companies who understand podiatry marketing. At Top Practices, our core competence is helping you do both of these things.

Read the article in the inside of this newsletter. It is an outstanding guide for doing exactly what great CEOs do to make it rain in their companies.

If you do, you are going to need a bigger umbrella. 😊

