

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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I know this sounds like hyperbole, but it's just stating the facts. The Top Practices Mastermind Group Library is the most comprehensive resource ever developed for podiatrists who want to grow their practices.

Here is how it was developed: Top Practices was founded in 2007 and since that time several hundred doctors and their staffs have been sharing incredible ideas for marketing a podiatry practice. Experts from many other industries have joined Rem and the doctors of Top Practices and in the last 8 years everything has been recorded. Everything has been written down. And all of it is archived in the Top Practices Mastermind Group Library which every Top Practices member has access to 24/7.

Look at this screen shot of the main sections of the library.

What you can see is **the** main sections of the library. Behind each section are dozens and dozens and dozens of documents, recordings, and webinars; absolutely everything you ever wondered about how that will help you quadruple the size of your practice without cracking up.

And it's 100% searchable. Nothing like this exists anywhere else, because no one but Top Practices has put the work into this to make it even possible.

Want some great news?

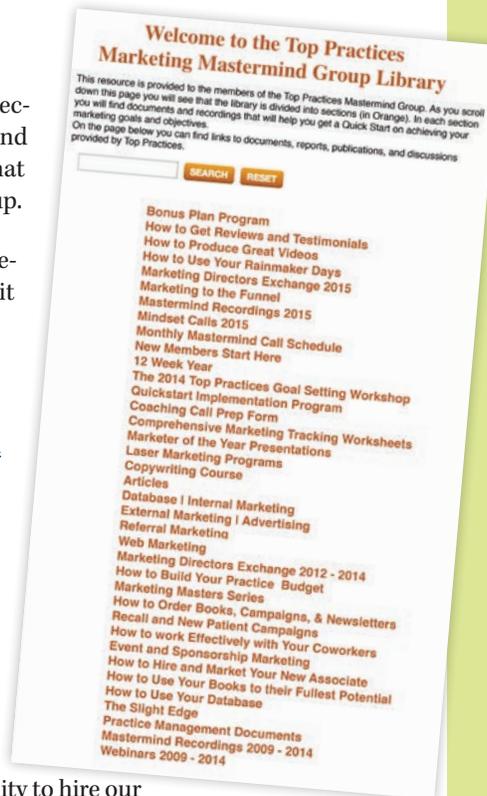
It's 100% included in your monthly [Top Practices Mastermind Group Membership](#).

This is in addition to the monthly group coaching calls on marketing and mindset. This is in addition to the Quickstart Implementation Guide Workbook and CD set that is sent to you the minute you join (and in the library too). This is additional to the Marketing Director Exchange calls and webinars that happen every month to teach your people what they need to know to help build your practice.

This library is in addition to all of that and it's in addition to the ability to hire our Virtual Marketing Directors, and Marketing Database Management Experts. Our Virtual Marketing Directors are highly trained in writing, posting, and optimizing your Internet marketing. Believe me when I tell you there are hundreds of companies who say they know Search Engine Optimization (SEO), but very few actually know how to do it right. It takes a great amount of knowledge about how to do it and Top Practices is the head and shoulders leader in this area and has been since 2007.

There is only one way to get the help you need

And that is to join the Top Practices Mastermind Group. It's that simple. That one decision can transform your medical practice ownership from frustrating and unhappy, to successful and satisfied. Now, no one at Top Practices promises that this will happen instantly and that you won't have to invest time, energy, and some money to make that happen (anyone who will is lying), but we can tell you that if you do, incredible results can be yours.



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Top Practices

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Joining the Top Practices Mastermind Group is Easy

By Rem Jackson

Joining the Top Practices Marketing Mastermind Group is... well it's easy. ☺ You become a member of the Top Practices Mastermind Group by filling out the [application](#). When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren't, you leave. **Easy.**

Then you participate in regularly scheduled coaching calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all **calls are recorded and archived on the Top Practices website and the key calls are burned onto CDs and shipped to you each month.** So you never miss a meeting regardless of your schedule. In addition, you have access to Rem and the Top Practices experts each month in regularly scheduled “open office hours” that you can call into and get help from your coaches. **Easy.**

Have I mentioned the Top Practices Website Library yet? ☺ It is a treasure trove of resources available to you **24 hours a day** that will answer every question you have about marketing your practice. **Easy.**



Finally, you have the ability to use our Virtual Marketing Director Services. This is a team of expert marketers who understand Top Practices Marketing and Podiatry Marketing. This service is exclusively available to Top Practices members. Our team can do everything you need done to market your practice, except make visits to your local medical and non-medical referral sources. You've got to be local to do that. We designed this program so you can engage them to do everything or only one thing. It is designed to be extremely flexible so that you NEVER GET STUCK. Your marketing just gets done, and done well. Finally!

Easy.

So come to the Top Practices website and get the Mastermind Application today. There is no risk, you can quit anytime you want. What really have you got to lose except frustration and sleepless night?

Dedicated to your success,

Rem Jackson

PS I did remember to tell you it was **easy to join**, right?

The Top Practices Summit is in October, but attendees are already preparing and it's not too late to join us!

By Rem Jackson

All attendees of the Top Practices Summit are preparing to get their practice straightened out all summer long with me in a 9-session workshop on goal setting and business development. Look, I'm very excited about being able to work with everyone, even if you're not a Top Practices member, starting now and continuing through September. This course is a serious workshop series that I've designed to get you organized, focused, and truly prepared to really improve your practice. I'm very serious about this.

Here is what the workshop will accomplish for you:

This 9-session workshop begins on June 24 and continues through September 16.

- Each session has one or two weeks between sessions to give you time to complete the coursework and prepare to move to the next session.
- Each workshop builds on the work you've done in the previous sessions. It is essential, for you to get the most gain from this experience, that you stay current and do the work.
- Each workshop will be online on the date you see below. You will receive an email each time it is posted to remind you to check-in.
- Each session is composed of an approximately 20-minute audio recording that you can listen to and review at your convenience. You will be able to revisit each session throughout the entire workshop period.
- Each workshop will include simple documents you can use to complete your homework assignments.

This program has two primary goals:

1. To prepare you to attend the [Top Practices Summit in Denver, Colorado](#) on October 2, 3, and 4 fully prepared to get the maximum gain from the Summit. And to enable you to share your work with other doctors and their staff and receive their work to give you a great perspective on how other practices, other top practices are doing in comparison to yours.

2. To give you the tools you need to achieve all of your cherished goals in your life. This workshop has been created by me using the very best goal setting and business development concepts that my Top Practices members and I have learned and developed over the last 8 years. If you commit to this process you will achieve more in the next 12 months than you have at any other time in your life. You will be able to solve your challenges and lead yourself and your staff into becoming a highly effective, focused, and profitable practice regardless of the environment in which you now practice.

Session #1: How to get organized and prioritized so that you can begin to execute (June 24)

This has been recorded and is waiting for you right now.

In this session, you will learn how to use a simple and extremely powerful tool to finally get organized. You will then be able to find your top three priorities. You will now know what you should be focused on doing, instead of trying to accomplish everything and actually accomplishing very little.

Session #2: Extend your clarity and use extreme focus to do what you should be doing to succeed (July 8)

This has been recorded and is waiting for you right now.

Most of the things that demand your time and attention are trivial and not worth your time. In this workshop we will first identify what you need to be truly focused on and we will prepare you to produce truly SMART goals that will serve you and your family.

Session #3: Create smart, focused goals that serve you and your family (July 15)

This has been recorded and is waiting for you right now.



In this session, we roll up our sleeves and create meaningful, specific goals for your business, personal life, financial life, health, and fun. This will create the blueprint for what we will be focused on every day to finally break through and achieve your goals.

Session #4: Understanding the power of action plans for you and your team (July 29)

This has been recorded and is waiting for you right now.

Managing people and products can be frustrating and extremely difficult. Solving that problem is much, much easier than most people think. In fact, this incredibly powerful solution is so simple that most people never try it. In this session, we prove to you that this will work.

Session #5: Designing perfect 12 week execution plans that allow you to get things done (Aug 5)

This has been recorded and is waiting for you right now.

Goals are useless if you don't achieve them. Based on Brian Moran's "The 12 Week Year", this session shows you how to build your plans in 12 week periods so you can get your goals completed much faster and much more effectively.

Session #6: How to prepare you and your staff for the Summit (Aug 19)

It is surprising how little thought is put into gaining the maximum amount of expertise at a professional meeting. Maybe that is because so few professional meetings are very helpful. In this session you will learn exactly how to plan for and prepare you and your staff to get everything you possible can out of the Summit so that you can get the maximum return from your investment.

Session #7: How to do a marketing review for your practice (Aug 26)

The Top Practices Summit is a marketing and business development meeting first and foremost. You are going to learn exactly how to market your practice so that you can fill your reception room with hundreds of the patients you want to see. Knowing the state of your current marketing plan and how to quantify and evaluate it before you go to the Summit will help you enormously as you then make changes to drastically improve your results after the Summit.

Session #8: The importance of knowing your numbers (Sep 2)

Very few doctors know how to collect, compile, and evaluate their key practice numbers. In fact, most doctors don't know what numbers they should even be looking at. In this session you will learn all of your key practice indicators and where to find the data and most importantly how to review the data. Knowing your numbers, no matter what state they are currently in is vital in being able to move forward with confidence.



Session #9: Final Summit preparation checklist (Sep 16)

This final session of the workshop series prepares you to come to the Summit armed with your data. It prepares you to speak to the other attendees and experts who are there with confidence. It also prepares you to share your information with your fellow attendees and to be able to collect their info so that you have a better understanding of how you compare to other practices. This kind of benchmarking is useful to give you perspective, hope, and essential information you need to be successful.

All of this is yours at no cost when you register for the [Top Practices Summit](#). If you don't do this now, with this much help and support, when are you going to take this bull by the horns and solve these problems? If not now ... when?

You can find out more about the full curriculum of the Summit here. There is no reason for struggling in a private medical practice. There are answers and solutions and you will learn them at the Summit and all summer during the workshops.

"Success requires no explanation; failures must be doctored with alibis."

– Napoleon Hill



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**REM IS JUST
STATING
THE FACTS –
NOTHING MORE**

Countdown to Denver!

The Top Practices Summit in Denver, CO on October 2, 3, 4 at the Westin Downtown



It's time to get your nights and weekends back. It's time to build your practice to the volume and profitability that you desire and deserve. They didn't teach you any of this in school. They should have, but they don't know any of this in schools. What you will learn is proven and working right now in medical practices all across North America and Australia. When you come to the Top Practices Summit, you will be surrounded by the best practices (the absolute TOP practices) who will be on the stage and in the roundtables opening up the entire playbook for you and you will be 100% prepared to learn it and take it back to your practice so you can start having some fun. I promise.

Come to the Top Practice Marketing and Management Summit, which will be held this year in Denver, CO on October 2, 3, and 4. This is an unprecedented opportunity for you to **just get the Playbook** – the Instruction Manual to solving the frustrations and challenges of being in private practice. Register Today!