

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

SEPTEMBER 2011 • VOLUME 4, NUMBER 9

I Need to Clear Something Up Is Top Practices Just for Big Practices?

By Rem Jackson, CEO Top Practices



It is true that Top Practices works with the...well...Top Practices in the US and Canada. **In fact, some of the most successful practices in the profession are long-standing members of the Top Practices Mastermind Group.** And it is true that some of those practices are multi-doctor, multi-million dollar practices.

Here is what I need to clear up – many of them are not big multi-doctor groups. And by many, I mean most.

The Top Practices Group is called Top Practices for a Reason

The Top Practices Mastermind Group (the core of how I work with our practices) is not called The Big Practices Group. Some of the practices that have achieved the highest growth in the last year (over 20% growth in a 12-month period) are single doctor practices. And a percentage of our Top Practices are new practitioners (less than three years in practice). We call the group Top Practices because this group of doctors are achieving their goals and are highly successful AS THEY DEFINE IT. In some cases, it is defined by the numbers; in others, it is related more to enjoying the profession and stressing a lot less about running the practice (and everything in between).

The Best Time to Put a Top Marketing Plan into Place is the Day You Open Your Office; the Second Best Time is Now

Here is my list of the true qualities you will need to join Top Practices:

You are not willing to accept having a practice that is just doing “OK” in your mind. You now know you really want to have a practice that works for you and not a practice that you work for. In other words, you are ready to change and grow.

You are willing to roll up your sleeves (with resolve) to take the steps your peers (that is what the Mastermind Group is) and I tell you to take, to fix your challenges once and for all.

You will get engaged and listen to the very specific advice and strategies you hear – make your own informed decisions – and TAKE ACTION. The ability to JUST TAKE ACTION is a key to succeeding.

You are interested in living a professional and personal life that you consider to be filled with success and abundance (however you define it). It is OK to not be sure what that is right now, but you’ve got to be interested (intensely interested) in figuring that out for yourself (with help from me and the group).

It is also OK to be worried about spending money. Everyone is. Folks, it is the quintessential business conundrum – “I hate spending money, because I don’t have enough, but EVERYONE tells me I need to spend money to move forward.” Every Top Practices member feels this way – so does every business owner. When your cash flow is positive and healthy, you never have to feel this way again. That is my focus for the group, every hour of every day.

So, big, small, solo, multi-doctor, rural, urban, new, veteran, had success in the past struggling now, worried out of your mind – whatever, Top Practices IS for you if you meet the criteria above. On the next page is more info on how to join.

I feel better now that I’ve cleared that up. ☺

Dedicated to your success,

Rem

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Tips from
Nicole



18-Step Marketing Campaigns: What Are They and Why Our Successful Practices Don't Market without Them

Okay, you FINALLY got your website where it needs to be. You FINALLY have your Free Book Offers out there in print publications and on the web and your Marketing Director is out there promoting it. And

the book requests are rolling in. You're building that mailing list up at an even faster rate than you thought possible!YEAH!!

Umm, okay, great, but NOW what???How do you get those people that saw your Free book offer in the paper (they obviously needed the information in your book enough to request it) to call and schedule an appointment and actually become a patient?? That's the whole point, right?

Here's how we do it. And yes, it really works! (Do we need to get into ROI and how much is 1 patient worth? I didn't think so.)

You must keep communicating with people in a persistent and educational way using both online and offline marketing messages or "touches".This series of well-written, educational diverse forms of communication is what we, at Top Practices, call an 18-Step Marketing campaign (a.k.a. Conversion campaign, Back-end campaign, Lead conversion campaign). Whatever you want to call it, you are 100% FAILING as a marketer (not to mention throwing tons of \$\$\$ away) if you do not have a Multi-step Marketing campaign for every Free book offer, every contact Form, every Recall campaign, etc.At Top Practices, you may know we have an Ad Agency type of service we provide to our members. We have the books all written, we have the ads all designed; the book covers created and organized nicely; and an award-winning Graphic Arts team all ready to design these books just for you.But there is ABSOLUTELY no use for these snazzy books (with your bio and professional head shot sporting your best grin) if you are not going to continue to market to the people who requested them in just the right way as to convert them from a "Book Requester" to a patient. This is why Rem wrote the 18-Step

Marketing campaigns that some of the most successful practices in the country would never dream of marketing without.

Here is how it works:

Step 1: We design, create, and print whichever book for you that you have chosen to have published. (We have 6 to choose from)

Step 2: We then order the 18-Step campaign for that particular book for you. We completely customize all 18 Steps of the campaign to look like every "touch" is coming right from your desk. We send the books and your 18-Step campaign to your office or your marketing database program.

Step 3: Mr. or Mrs. Book request or will receive these 18 Steps (emails, letters, postcards, a CD, etc.) over a period of about 8 months in which time they will hopefully convert to a patient .If they do not, they get added to your newsletter mailing list to be converted to a patient when they need you. If they do, they get removed from the campaign and are still added to your newsletter mailing list.

The whole idea here is – Market to your target audience. Offer your information premium to capture contact information of qualified leads (people who need a podiatrist). Then spend your dollars wisely by marketing to qualified leads consistently until they walk through your door. Period.

Which leads me to – how successful is your practice newsletter? (To be continued.)

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Nicole Tully is the Director of the Legal Newsletter Program for Top Practices. For more information on any of Top Practices services,, contact her at 717-824-6553 or email Nicole@TopPractices.com.

How Does Top Practices Work?

I get asked this question a lot and the answer is simple. 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 phone 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, I have a 30 minute private consult with each practice each month focused on your practice only. The Top Practices website

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, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish everything you need in developing the tools you'll use to build and grow your practice. We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. Easy. Just go to www.TopPractices.com to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.

3 Things You Can Do Today to Turn Your Website Into a Lead Generating Machine

By Tom Foster, Founder, Foster Web Marketing



It's no longer good enough to just have a website. You have to have a website that dominates the first page of Google, generates leads and converts those leads into real patients. Here are a few things you can do today to get started.

Content, content, content! If you want your website to show up in Google search results – which is the #1 source of information in the world – you need to have a website that is loaded with interesting, informative, relevant, fresh, unique content. Every new page you add to your blog or website is a new piece of bait. The more pieces of bait you have in the water, the better your chances are of catching a fish.

Get in front of the camera. You don't have to be a Hollywood star to be a hit on YouTube; Google is consistently serving up these videos on its first page. You should have video on your site because video, just like a blog article, is bait. Take advantage of this powerful and affordable medium to build trust with your website visitors, answer some frequently asked questions and let viewers in on the questions they should be asking, but don't even know about. To learn more about using video to attract more and better patients, grab a free copy of our book, "The Small Business Guide to YouTube," at www.YouNeedYouTube.com.



Position yourself as an expert.

You have a degree which certifies that you are an expert – Well, so does every other podiatrist in America. You are going to have to take it a step further if you want to use this as a marketing tool. What do most experts have in common? They are published authors. We highly recommend that you write a book. Top Practices has even done it for you with their 6 Done for You books, so what are you waiting for? By offering your book for free on your website in exchange for contact information, you can build a

herd of qualified prospects that you can nurture into patients.

Your web presence can be the ticket to wildly successful marketing, but it won't happen overnight. It takes discipline and hard work to draft a marketing plan and stick to it – but I can assure you, it is time and effort well spent.

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Foster Web Marketing has been helping attorneys and professionals create and maintain a healthy web presence for over 13 years. Search engines have replaced the Yellow Pages which is why every business needs a website. Besides web design, they offer content writing, video production, book writing services, SEO, and link building. Check out www.FosterWebMarketing.com for more information!



Rem's Stock Pick

With today's market swinging in all directions, what advice would Rem give you on your investments? The answer to the question on everyone's mind about what to do about their investments is simple.

Tip#1: Invest your money in the market every month and then don't obsess about what it does. It's called dollar cost averaging and it just works. It always has and it always will. Listen to any other advice and you're crazy. Just keep doing what you are doing now!

Tip#2: Here is my number one stock pick for the next 10 to 20 years.

The Best Investment you have ever or will ever make - is Your Practice. No one can mess up this investment except you.

Your Practice is the number one best investment you have ever made or ever will. It is under your complete control. It is capable of producing the best returns that you can get. Better than anything anyone can tell you about or give you a hot tip on.

"Ambition is a dream with a V8 engine."

– Elvis Presley



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TURN YOUR WEBSITE INTO A LEAD GENERATING MACHINE



SEE PAGE ONE.

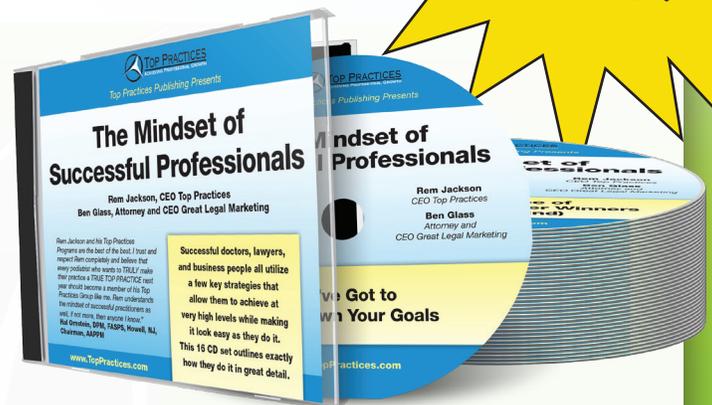
NEW FROM TOP PRACTICES!

The Mindset of Successful Professionals

AVAILABLE FOR THE FIRST TIME ON CD!

Your Roadmap For Achieving the Success You Want in Your Practice While Getting Back Your Nights and Weekends

Recorded over 18 months, this package contains an extensive and in-depth review of the key behaviors and attitudes **that all successful people share**. Make no mistake about it – they all do virtually the same things which enable them to stop being so frustrated and stressed with their professional lives that it bleeds over into their personal lives. Heavily influenced by the work of the legendary genius Napoleon Hill, Rem and Ben Glass share their “secrets” of success that have allowed dozens of their members to enjoy work and fully engage with their families.



Go to www.TopPractices.com and click on The Mindset of Successful Professionals in the left column to order your personal 16 CD package today.

Turn off your TV and radio and focus on achieving the success which, for many of us, can be summed up as, “Ensuring the Emotional and Financial Security of Your Family and Loved Ones”.