

Your Practice Marketing should be **EFFECTIVE** not Frustrating.

– Rem Jackson

The "Secret" to Growing Your Practice

One of the greatest secrets of success in every endeavor we can undertake in our lives is to simply **"take action"**. Your competitors are still "thinking about it" while you have already begun to move forward if you just TAKE ACTION.

Everyone wants their practice to grow and thrive, but very few of us actually take the time to intentionally and actively make the changes we need to make to move forward. By simply "taking action" and doing *something*, we create new opportunities and possibilities that may never have presented themselves to us if we had just continued doing the same things again and again.

While taking action is **THE KEY** to effecting positive change and growth in your practice and your life, it's critical to search out others who understand what you are attempting to do so that you can benefit from what they already know. There is no need to make mistakes that can be easily avoided or to spend your valuable time trying to create strategies that others have already perfected.

For most of us, finding like-minded individuals who are ready to take action and grow professionally and personally is easier said than done. Most of the people we encounter say they want to grow, but never seem to do anything about it. They are always "going to get started soon" or "have been thinking about doing something" but month after month, year after year, they continue to do the same old things they've always done and complain about it over and over.

And if you let them know what you are doing to actively and intentionally grow, they've usually got more than enough reasons why you shouldn't do it.

*You are the "Average" of the Five
People You Hang Out With the Most*

Jim Rohn famously said that "You are the average of the 5 people you hang out with the most". That can be a scary thought for some if not most of us.

Hence the concept of the Mastermind Group – a group of like-minded individuals who share a common goal, and work together to collaborate and share ideas on a regular basis. The Mastermind Group becomes a critical source of new fresh ideas as well as a sounding board for discussing challenges we are facing and a brainstorming group to understand why ideas that seem sound aren't getting us the return we expect. Often, a simple twist or tweak to a good idea can transform it into a real winner.

What You Receive as a Top Practices Mastermind Member

First You are a member of an exclusive group of aesthetic surgeons who are taking control of their practice building and making the steps to change how they market and build their practice. This group meets twice a month in regularly scheduled conference calls. **These meetings are recorded and posted online in a secure website and also distributed by CD to all Mastermind members each month so you will never miss a meeting.**

I guide the group through the Top Practices Marketing Program step-by-step, week-by-week, so that every member of the group can implement an effective marketing plan without getting confused or overwhelmed. We share what is working and we attack what is not working or any topic that can hold you back, and I make recommendations to the group of the right companies to go to for resources and help when they need it. Also, at times, the group meets by phone with experts in marketing from other industries in these calls. Remember, you are the average of the 5 people you hang out with most. By becoming a member of a group focused on achieving the same goal, you will make more progress in a month than you could in a year trying to do this by yourself.

Second You have access to a monthly "mindset" call that I currently conduct with multiple groups of professionals and business people. This program is entirely devoted to setting and achieving personal and professional goals, managing priorities, creating an office environment that is exceptional for your patients, managing and leading your staff, and keeping yourself accountable to moving all the important aspects of your business forward. **These meetings are recorded and distributed by CD to all Mastermind members so you will never miss a meeting.**

Third You have access to two additional marketing calls each month called Marketing Lunches and Top Practices Quickstart Implementation Calls. The content of the marketing lunches is totally driven by the questions the group has and these very popular calls are the perfect forum to work on the challenges you are facing. The Top Practices Quickstart Implementation Calls are a structured Step-by-Step Curriculum program designed to get you moving forward quickly. These are recorded and posted online each month.

Fourth You have access to additional calls that you can listen in on and participate in that are being conducted in other industries and markets. I routinely participate in these discussions and are constantly amazed at how these "under-the-radar" strategies are continually being refined and improved. You'll be able to hear what others are doing first-hand as well as share what you're doing.

Fifth You receive emails from us every month filled with live examples and samples of great ideas that are producing results, and resources and companies that you can use to save money and get things done quickly.

Sixth You have unlimited email access to us. I'll be able to review what you're doing and keep it focused and on track together online.

Seventh You are able to purchase any products that Top Practices produces for significant discounts off of the retail prices (at least 30%).

Eighth You receive access to Top Practices' "members only" content rich websites that are filled with resources, ideas, detailed how-to's and past-coaching calls as well as additional expert recordings from other Mastermind Groups that I have access to.

Ninth You receive the Top Practices Quickstart Guide to Marketing Your Aesthetic Surgery Practice. A comprehensive marketing manual with the entire Top Practices system laid out in a step-by-step program. As a new member of Top Practices, you will receive the guide immediately at no cost. It contains the entire system that the Top Practices are using to explode their business growth and it will become your blueprint for success in The Top Practices Mastermind Group.

Finally You are making the decision to build the practice you want, not just the practice that comes in the door. You'll be implementing exactly the strategies you need to put into place to end the questioning and frustration about your practice building efforts and you'll **know** that you are doing exactly the right things to take control of your future and make next year your best year ever.

So, What Does it Cost?

Before I answer that question, let's take a look at what new patients mean to your practice. The best estimate that I've heard is that a new patient is worth \$3,500 to an aesthetic surgery practice in the first year. Your own numbers may be higher or lower, but that is the average.

Now, many of the high end coaching groups like the Top Practices Mastermind Group that I've participated in cost \$10,000.00 per year and are paid for one year up front. In fact, on the mindset call I've included every month for this Mastermind Group the other participating callers are paying exactly that.

If we assume that participating in this Mastermind Group will make it possible for you to get only 1 new patient a week, 52 in a year at \$3,500/patient, and we assume that the cost is \$10,000.00, I know you can do the math – it would be a great investment. By the way, this program is designed to increase your patient flow by hundreds, not by one a week.

But, I don't have any intention of asking plastic surgeons to sign up at that price or in that model. I reserve the right to do that in a later model, but for now, here is the deal.

To become a Top Practices Mastermind Group Member and to begin to implement a step-by-step program that will allow you to build your practice as big as you want it with the kinds of patients you most want to treat, the investment is \$599.00/month, but I'm extending a discounted price of \$499.00/month for a very limited time. You can lock it in. **There is no contract to sign for three months or a year, no deposit, no fine print – nothing.**

Our Personal Super-Strength Guarantee

I guarantee that if you are not satisfied with the results you see and the value you receive, you can quit at anytime. That's right; you can leave anytime with no questions asked. There is **no contract** to sign and **no time commitment** to make. I only want you to remain in the Mastermind Group if you are happy with the experience and the results. And I'm so sure that you will be that I'm willing to guarantee it!

This group has grown significantly in the last four years with a group of physicians that are tired of dealing with media vultures and want to take control of the marketing side of their business. I also know that the monthly investment for subsequent groups will be higher, but for now - for you - it is \$499/month and you can cancel at any time if you want.

OK Rem - What's Next?

The next step is yours. If you want to get started on a fast track to get your practice building in high gear and you want to get the advice, and templates, and strategies, without having to sit around by yourself thinking them up, and you want to participate in a group that has the following benefits:

1. Membership in a group of like-minded professionals that are taking control of their practice building and creating the practice of their dreams.
 2. Participation in a group that is also focused on developing and maintaining a "mindset" that enables them to find balance between their personal and their professional lives.
 3. The opportunity to learn from some of the best marketers in the country in markets beyond medicine.
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4. A constant stream of content from us that is working in other practices so that you never have to reinvent the wheel or find the right vendors or try to figure out what a good deal is, etc. All you've got to do is put the program into practice.
 5. An easy to use Quickstart Guide that outlines the entire marketing program step-by-step.
 6. Unlimited email access to us for help and advice – every month.
 7. Discounts (at least 30%) off of any Top Practices products released.
 8. Peace of Mind knowing you are moving forward and taking the steps you need to take to build your practice exactly the way you want it.

So, at \$499/month, I've created a program that makes it impossible to lose. Even if you only got one or two patients A MONTH, by implementing these ideas, you are still ahead. And, by the way, if you only get one or two patients a month after putting these strategies into place, I'll tell you to quit.

Now, if you aren't ready to participate in the calls and implement the ideas and strategies then don't join this group. I really only want to work with surgeons who have reached the point where they are sick and tired of using the same old yellow page ads and the same old tired ideas that don't work (but we do them anyway!).

I want to work with professionals who have figured out that creating a steady stream of new business makes the achievement of all your goals (both personal and professional) possible, and that you have to take action to make it a reality.

I want to work with surgeons who don't want to focus on why nothing ever works and focus, instead, on what DOES WORK.

If you'd like to join now, just fill out the attached application and fax it back to me.

Dedicated to your success,

Rem Jackson

Top Practices

P.S. As soon as I receive your fax I'll contact you with details.

P.P.S. See next page for the faxback application

Count me in. As a member of Top Practices Mastermind Group for **Aesthetic Surgeons**, I will receive access to four closed-door group meetings per month where we discuss effective practice marketing plans and easy ways to implement them, access to a 5th meeting each month to make sure I am staying motivated to achieve my goals, manage priorities, and create an exceptional office environment, recorded audio CDs of meetings so I never miss a thing, emails from Top Practices each month filled with examples and samples of marketing tools that are producing results plus resources I can use to save money and get things done quickly, unlimited email access to Rem, and **deep discounts** on any products or services that Top Practices offers to plastic surgeons. In addition, I will receive the Top Practices Quickstart Guide to Marketing Your Aesthetic Surgery Practice for FREE, and it's mine to keep no matter how long I stay in the group. All of this comes along with Top Practices' **Personal Super-Strength Guarantee** – so there is no risk to me.

FAX THIS APPLICATION TO 717-625-0552

As soon as we receive it, we'll contact you with details.

Date of Order _____

Practice/Company Name _____

Customer Name _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Alt phone _____

Email(s) _____

Credit card info: MC Visa AmEx

Card No. _____ Exp. Date _____

Name on Card _____

Billing address for credit card if different than above:

Street Address _____

City, State, Zip _____

Your credit card will be charged ~~\$599~~ **\$499/month** as long as you remain a member.

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