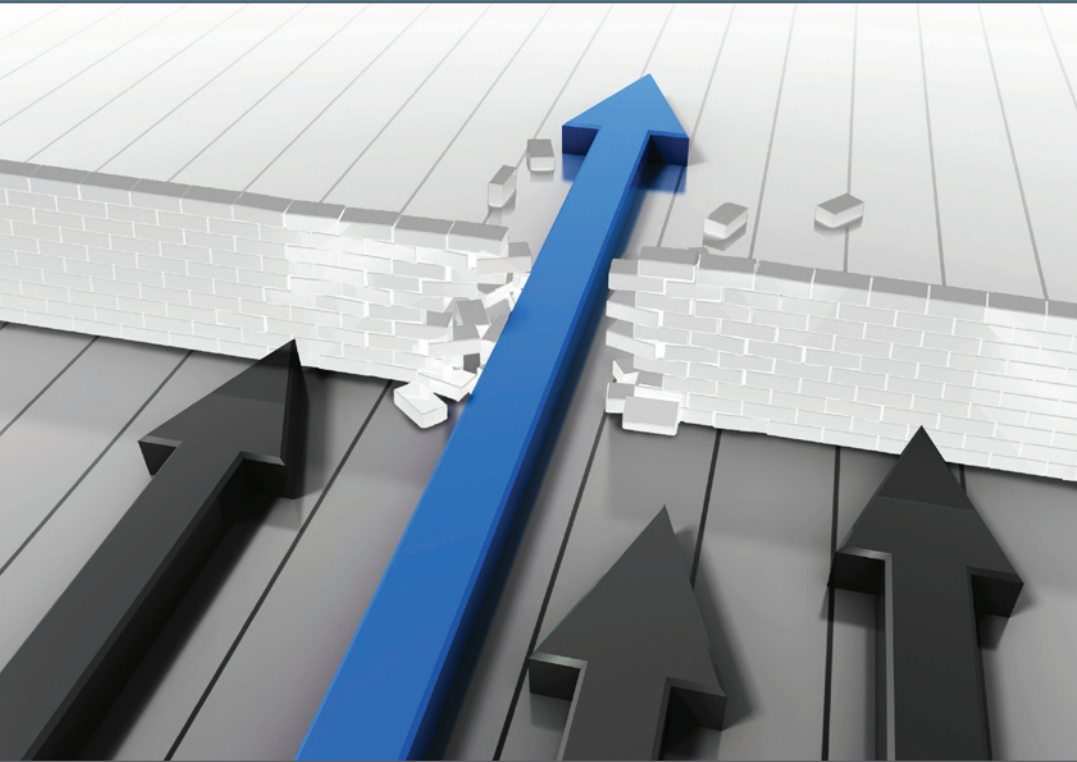




**TOP PRACTICES**  
ACHIEVING PROFESSIONAL GROWTH

presents

# Breaking Through *the* Barriers *in* Your Practice



*Announcing:*

*The 3rd Annual Top Practices  
Marketing and Management Summit*

*October 9, 10, & 11, 2009  
DALLAS TEXAS*

*At the JUST OPENED  
HILTON GARDEN INN  
DFW North/Grapevine Texas  
in DALLAS, TEXAS  
(5 minutes from the airport)*

This is the one  
Meeting you  
**CANNOT** Afford  
to Miss this Year  
**IF** You are ready  
to **GROW** your  
practice at the  
**PACE YOU  
CHOOSE AND  
TAKE BACK  
CONTROL OF  
YOUR LIFE**

"Rem Jackson has some of the freshest ideas in marketing podiatry practices to come along in years. I strongly suggest that anyone that is really and truly serious about growing their practice and getting a big jump on 2010 attend this outstanding summit."

— Hal Ornstein, DPM, Howell, NJ  
Chairman AAPPMM



Special  
AAPPMM  
Pricing  
Discounts!



*"I've attended both of the previous Top Practices Marketing and Management Summits and I can simply say that because of these events I woke up. I woke up to the fact that I can make my own rules and still be successful. I went from working 50+ hours a week to around 30. I spend more time doing the things I want to do*

*instead of the things I felt I had to do. I am now only seeing the type of patients I enjoy. I no longer dread going to the office, but actually have gotten back the feeling that I have the greatest job in the world. The best part is that my income hasn't suffered, in fact, it's significantly increased. I am attending this year for two reasons:*

**First**, *why wouldn't I keep coming back to the place that exploded my business and continues to make my practice and my life better.*

**Second**, *Rem decided to locate the Summit 5 minutes away from my office this year and the first part of the event is **ACTUALLY IN MY OFFICE!**"*

**- MARYBETH CRANE, DPM, GRAPEVINE, TEXAS**

*It's not just words.*

## **In 2008 and 2009 dozens of podiatrists from all over the United States had their break-through year.**

The Reason is really rather simple. They were ready. And they decided to do something about it.

### **You See, There is a New Way of Thinking for this New Economy we all live in and IT WILL BE THE FOCUS OF THIS SUMMIT**

As much as we want control in our lives we give it up the moment we say or think, "It's the \_\_\_\_\_ that is causing me trouble." You can put anything in the blank you want. Whatever it is - the economy, managed care, your area, your staff, your spouse, your grandmother, your pet snake that is missing - whatever it is you give up control and the responsibility to fix it when you enter that state of mind.

# The Practices that will Grow and Thrive in 2010 and Beyond Will Do the Following:

- 1. They take Full Responsibility for the New Economy...** for their own success or failure. Many people will see this as a time to say, "See...I told you so." While others will take this opportunity to move forward, maybe even reinvent themselves.
- 2. They associate with people who can tell them what's true** - not what they think you want to hear.
- 3. They associate with people who can change the reference points in their lives.** People whose view of the world is **SO EXPANSIVE** that you suddenly find yourself thinking much, much bigger than you ever dreamed possible. If you really want your dream practice you have to **RECALIBRATE** your thinking.
- 4. They Know that They Simply Cannot do this alone** - it's not possible for any of us. Most of the people in our lives who we associate with day to day aren't thinking creatively or looking for successful models to replicate. They want to help us, they just don't know how. But there simply is no need to reinvent the wheel or the world.

**People have FIGURED THIS OUT  
and they are willing to share what they know with you.**

**At The Top Practices Marketing and Management Summit  
you'll get connected to winners who are thinking very big  
and you'll recalibrate your own thinking. You'll be amazed at  
how quickly you can change your current circumstances.**

**Alone, you can't sort out all the information, data,  
and facts. You end up with F.E.A.R. taking over.**

**F.E.A.R. is False Events Appearing Real.**

Here is what will happen at the **Top Practice Marketing and Management Summit 2009.**

## On Friday, October 9th Day One

The Summit kicks off at 1PM with a



field trip to the office of Foot and Ankle Associates of North Texas. The office of Marybeth Crane, DPM, Dana Giacalone, DPM, Adrienne Karpati, DPM, and Molleye Karp, DPM.

We will tour this state-of-the art, 10,000 square foot Office which includes:

- Ten treatment rooms
- A retail shoe store run by an on-staff pedorthist
- A physical therapy clinic
- A Nail Salon
- Extensive in office dispensing

The doors will be thrown wide open on Friday for our private visit. We will tour the facility and meet the staff that makes it all run. They will share how they have exploded their growth to become one of the fastest growing, best run offices in the country. We will conclude Day One with a special High End Wine Tasting at the office led by Rem Jackson.



## Lead Presenter

**Rem Jackson, President and CEO, Top Practices, LLC**



Rem Jackson is the Founder and CEO of Top Practices, LLC - a company dedicated to helping podiatrists and other professionals build and grow their practices through innovative marketing programs.

Rem is the leader of the Top Practices Marketing Mastermind Group which has enabled dozens of podiatrists, lawyers, and small business owners achieve their goals by building their practice the way they want it to be, not just the way it turned out. Rem's extensive experience in sales, marketing, and senior management in the areas of education and health care industries uniquely qualify him to mentor, guide, and coach the Top Practices in the United States.

"The value of my Association with Top Practices and Rem Jackson cannot be overstated. I've been a member of the Top Practices Mastermind Group for less than a year, but the results have been astounding. I could list the things that have happened to me and my practice this year but so much has happened you probably wouldn't believe me. Just let me say that anyone who comes to Dallas this year, visits Marybeth Crane's outstanding office, and learns from Rem Jackson and the team he has assembled for the Summit had better be serious about growing while really getting back your personal life because the positive results will astound you. And believe me anyone can do it."

- Andrew Schneider, DPM Houston, TX

## On Saturday, October 10th Day Two

**In the morning.** We will be merging our conference with a group of elite marketers in the legal industry who will also be at the Hotel at their own event. This is an unprecedented opportunity to hear high caliber speakers you would normally not be able to hear speak. **BEN GLASS**, one of the most accomplished marketers in the legal industry, **MISCHELLE DAVIS**, the Director of Marketing for the Chris Davis Law Firm in Seattle, WA who was able to promote their law firm so well, that when Natasha Richardson died earlier this year, CNN's Anderson Cooper 360 called **CHRIS DAVIS** to be on his show in a split screen with Dr. Sanjay Gupta. Michelle is the author of a soon-to-be published book, *Facelift - Using Facebook to Maximize Business Relationships and Elevate Profits to New Heights*, **DAVE FREES**, who Steve Forbes called the Grandmaster of Communications will share advanced communication skills, **JIM BROWN**, an attorney from St. Louis, MO whose staff offered to go pick up clients and bring them to the office during a snowstorm rather than close down the business because of his innovative compensation program, and others.

"I attended my first Top Practices Marketing and Management Summit last year. Since that time I have completely transformed my practice. Truly, when I hear claims of learning how to market your practice and at the same time have more time for your family, I'm very skeptical. And yet, that is EXACTLY what has happened to me this year. And the Bonus has been that I now work much more effectively with my staff than ever before. I give Rem Jackson and The Top Practices Marketing and Management Summit my highest recommendation. When I left last year I told Rem, that my goal was to go home and execute so well that I would be invited to speak the following year. I'm delighted to say that that goal was met too."

- Brandt Gibson, DPM, American Fork, Utah

### Summit Faculty

#### Marybeth Crane, DPM, Founding Partner of Foot and Ankle Associates of North Texas

Dr. Marybeth Crane is the founding partner of Foot and Ankle Associates of North Texas and has been practicing in Grapevine, Texas for over 10 years. She has focused her practice on sports medicine and is the marathon runner's podiatrist. Along with her partners,



she has built an enormously successful practice while managing to reduce the hours she works at the practice by 50%. Her state-of-the-art office with

extensive ancillary services including a 1500 square foot shoe store managed by a full time pedorthist, a 2,000 square foot physical therapy office staffed by two Physical Therapists, a 1500 sq foot nail salon staffed by a pedicurist will be the location of the Summit on Friday, October 9th.

#### Peter Wishnie, DPM, Founding and Director of Family Foot and Ankle Specialists in Piscataway NJ

Dr. Wishnie is the founding partner of Family Foot and Ankle Specialists. He has

# On Saturday, October 10th Day Two In the afternoon and On Sunday, October 11th Day Three until 3pm.

The Summit will be TOTALLY focused on Building a successful Practice while maintaining control and living an exemplary personal life. Topics that will be covered at the Summit:

- **Developing a Clear, Written Practice Growth Plan including marketing plans, staff development plans, plus business and personal goals**
- **Preparing you and your staff for rapid accelerating Growth. Your staff should be composed entirely of Superstar Employees. At the conference you will learn how to build a team that supports and participates in the goals you've set for the practice.**
- **Adding Ancillary services to your practice: In Office Dispensing, DME, Shoe Stores, Physical Therapy, Nail Salon, and more**
- **How to market your practice to experience explosive growth**
- **Internal Marketing:**
  - What are Top Practices doing to reactivate inactive patients in big numbers
  - What are Top Practices doing to generate more and better referrals from their patients
  - What are Top Practices doing to keep their current patients active
  - What are the top tools and strategies Top Practices are using to generate more and better business from their existing patient base
- **External Marketing:**
  - What is working in media advertising and marketing and what not to do



extensive experience in practice marketing and management and runs his office WITHOUT an office manager because of the unique way in which he has organized his office's

procedures and protocols. He is the author of three practice management courses offered through Top Practices. And when the podiatrists who have studied with him were asked how valuable the course with Dr. Wishnie was on a scale of 1 to 10, 1 being very low and 10 being as high as possible - they responded "Eleven!" Dr. Wishnie joins the Summit faculty this year to focus on the "how to implement the ideas and strategies you will learn when you return to your office." Dr. Wishnie recently presented to a group of lawyers which resulted in one law firm redesigning their compensation plan so well that the employees of the firm asked to go pick up clients during a St. Louis Mo. snow storm instead of leaving early as they always had before.

"I have been running a successful podiatric practice for the last 20 years. The Top Practices Marketing and Mastermind Summits are quite simply the most valuable, sophisticated, and helpful business development meetings I have ever attended. Rem Jackson is a marketing and business management visionary. The Top Practices Summit turned my dreams into reality. I am now moving full steam ahead into achieving all my goals. Thank you Rem."

- Dr. Peter Wishnie - Piscataway, NJ

- How to negotiate and save money when purchasing media
- How to build extensive and strong referring relationships with PCP's other medical professionals, and dozens of other businesses that surround your office.
- Dozens of additional ideas and strategies to build your practice by marketing to the community

- **Internet Marketing**

- How to make sure your website is really working for you. Simple changes you can make to your website that will dramatically increase your placement in the search engines
- How to TOTALLY DOMINATE Page One on Google. There is simply nothing more important in 2009 and beyond than having the exact right Internet Strategy. At the Summit we will focus on how you can take over Page One of Google in your market and drive significant patient traffic right to your door
- Why, how, and when to blog
- Why Facebook, Twitter, Stumbleupon, and other social networking sites are a critical component in a successful internet strategy today and how to use them without having to live online or even ever personally use any of them
- Why your reputation online and its protection are critical. How to know if you are getting bad patient reviews online and how to fix it if you are

## Brandt Gibson, DPM, Founder of the Mountain West Foot and Ankle Institute in American Fork, Utah



Brandt Gibson, or the "High Tech Podiatrist" as he is known to the members of the Top Practices Mastermind Group, is the founder of the Mountain West Foot and Ankle Institute

in American Fork, Utah. A former computer programmer, Dr. Gibson is at the forefront of online marketing: websites, blogging, RSS, Twitter, Facebook, and much, much more. He has led the way in redesigning not only his technology and his practice marketing online, he has also been a leader in redesigning his office and its procedures and protocols. In addition, he has been able to refine his leadership position with his staff and now has a staff that is taking the lead in building and growing his practice with him.

## Lori Cerami, Grapevine, TX - Office Manager of FAANT

Lori Cerami will be presenting on how FAANT has been able to manage the exceptional growth of the last two years. An expert on systems, Lori will share hands-on advice on how office managers can run an effective and efficient office.

**"We used to not even show up in Google Searches in our region and were really frustrated. Now we are completely dominating searches on Page One and Page Two of Google and are delighted to market our practice online. It really works. You've just go to know how."**

*- Rich Mattson, Director of Marketing for Central Foot and Ankle Center, Winter Haven FL*

# THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT IS AN ADVANCED AND FAST- PACED TWO AND A HALF DAY SEMINAR.

Beginners are welcome and will be able to keep up because there will be special sessions for beginners. Advanced marketers will not be disappointed. This will be the most advanced marketing seminar you've ever attended or we'll refund your money. (See guarantee at end)

*Top Practices means Top Presenters*

## Is this the right seminar for you and your practice?

- **Of course only you can answer this question. If you are tired of being frustrated with your current efforts to grow and strengthen your practice**
- **If you've tried a lot of things, but nothing seems to really work**
- **If you want all the information you need to implement a marketing plan that makes sense and that generates a clear and quantifiable return on your investment**
- **If you want to instill a culture of growth and high quality "customer service" in your office staff**
- **If you want to develop a professional plan that will enable you to clearly identify your goals and then focus your full attention on achieving them**

## Janet Dixon, Grapevine, TX - Shoe Store Manager and Pedorthist

Janet Dixon manages the shoe store in the FAANT office and will present on how to incorporate a shoe store into your practice successfully.

## Special Guest Presenter

## Ben Glass, Practicing Attorney in Fairfax VA, and Founder of Great Legal Marketing



Ben Glass is a practicing lawyer and extraordinarily successful litigator in Virginia and the District of Columbia. In the late '90s, Ben was frustrated

because he was spending thousands of dollars on advertising and not getting the kinds of cases he wanted, working long hours, and not seeing marketing results.

He went looking for help to effectively and ethically build his personal injury law practice. He discovered it wasn't out there. He did find a lot of "stuff" being sold to lawyers, but nothing that really helped him make the changes he knew he needed to make. Ben had to develop his own system. He stepped "outside the lawyer box" and investigated what other businesses and entrepreneurs



- If you are on the way to implementing some of the above, but want to meet with a group of winners and take the time to prepare you and your staff for a **BREAK-THROUGH YEAR** in 2010

## THEN THIS IS A MEETING YOU SHOULD NOT MISS!

### WHAT THIS SUMMIT IS NOT.

This summit will **NOT BE THEORETICAL**. No one will tell you what you "should" do to be successful at this seminar. This seminar will not skim the surface of some "nice ideas" someone just read about. At this seminar, **WE WILL WORK** to create your 2010 blueprint for **A BREAK-THROUGH YEAR**. At this, seminar **WE WILL WORK** and you will create a specific and detailed plan to grow your business, develop your staff, and manage your business. At this seminar, **YOU WILL KNOW** how to put the systems into place that you need to accomplish your goals and objectives.



### Here is my personal guarantee for the Top Practices Marketing and Management Summit

IF AT ANY TIME, DURING THE SUMMIT ON OCTOBER 9, 10, or 11, YOU FEEL THAT YOU CAME TO THE WRONG PLACE OR WE ARE NOT ADDRESSING THE ISSUES WE SAID WE WOULD IN THIS LETTER, YOU MAY TURN IN YOUR MATERIALS AND RECEIVE A FULL REFUND OF YOUR SEMINAR REGISTRATION FEE—NO QUESTIONS ASKED—NO SMALL PRINT\*

\*Still no small print.

were doing. Over time, he developed a system for ethically and effectively marketing his own practice, with resounding success. His experiences led him to author several books, design the "Ultimate Personal Injury Practice-Building Toolkit" and create Great Legal Marketing, a business dedicated to helping attorneys use out-of-the-box marketing to create the kind of business they want.

Ben has demonstrated his exceptional understanding of what it takes to build a practice and what he took to literally quintuple his practice revenues in less than three years.

### Mischelle Davis, Director of Marketing for the Chris Davis Law Firm in Seattle, Washington



Mischelle Davis is the Director of Marketing for the Chris Davis Law Firm in Seattle,

WA who was able to promote their law firm so well that when Natasha Richardson died earlier this year, CNN's Anderson Cooper 360 called Chris Davis to be on his show in a split screen with Dr. Sanjay Gupta. Mischelle is the author of a soon-to-be published book, *Facelift - Using Facebook to Maximize Business Relationships and Elevate Profits to New Heights*.



## The Bottom Line

**Your practice is your largest and most lucrative investment.**

It is the vehicle through which you achieve all of your goals - professional and personal. It is time to slow down so that you can speed up. It is time to focus on the marketing and management systems you need to put into place to make 2010 YOUR BREAK-THROUGH YEAR - the most rewarding and profitable year of growth that your practice has ever had. It can be done. Dozens of doctors JUST LIKE YOU are doing it right now and you can too.

You're the average of the Five People You Hang-out with the most. Surround yourself with winners who are as focused and committed to building the practice they want, not just accepting the practice that walks in the door.

**Join us in Dallas, Texas on October 9, 10 and 11, 2009 at the DFW Airport just 5 minutes from Marybeth Crane's Office (FAANT).**

Your Seminar Registration includes Continental Breakfast and Lunch on both days of the Summit and the Wine Tasting on Friday the 9th at the FAANT office. Transportation will be provided to the FAANT office on Friday the 9th.

Space is extremely limited for the Top Practices Marketing and Management Summit. Register early and be sure to get your seat at the event.

**THIS EVENT WILL SELL OUT!**

## Tom Foster, CEO and Founder of Foster Web Marketing



Tom Foster is the CEO and Founder of Foster Web Marketing. An internet marketing company that helps attorneys and other professionals promote their practices

on the internet using a variety of sophisticated methods. "Tom Foster is my go to guy for every question and every strategy there is for online marketing. I thought I knew a lot about marketing on the Internet until I met, and now, work with Tom Foster. That he is able to be at this Summit for the third year in a row is something I'm personally very excited about." -Rem Jackson

## Dave Frees, Philadelphia-based trust and estates attorney and author who is an expert in communication skills.

Dave Frees is one of the best presenters Rem has ever seen and he will be sharing his insights on how to communicate much more effectively with your patients, your staff, your colleagues, and even your family.

"I've attended many meetings in my career. In fact, I've hosted many of them. The Top Practices' Marketing and Management Summit, which I attended last year was one of the most advanced, well run, and useful seminars I've ever attended. One of the best features is that I heard from excellent speakers I normally wouldn't have a chance to hear because Rem is able to bring them to his Summit. I don't like to sit in one place for long and I can tell if a meeting is good by how much I remain in my chair. I can honestly say I didn't miss a moment. I left with a complete understanding of what I needed to do to build and grow my practice the way I wanted it to be. I enthusiastically endorse Rem Jackson and The Top Practices Summit and I highly recommend that anyone interested in growing their practice attend."

- Dr. Jeffrey Frederick, President MPMA and President AAPPMM

# Register Early and Save!

## Register before August 17<sup>st</sup> and get the best rate!

Yes, I'm ready to attend the Top Practices Marketing and Management Summit in Dallas, Texas on October 9,10, and 11. FAX THIS PAGE TO 717-625-0552 to Reserve Your Seats

Practice/Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Attendees**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

(Enter additional names on separate sheet of paper)

PAYMENT METHOD: \_\_\_\_\_ Credit card info: MC Visa AmEx

Card no.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_



**Special  
AAPPM  
Pricing  
Discounts!**

First Attendee from the Practice:	✓
<b>Top Practices Mastermind Members EARLY BIRD SAVINGS - \$595</b>	
Top Practices Mastermind Members After August 17th - \$795	
<b>AAPPM Members EARLY BIRD SAVINGS - \$695</b>	
AAPPM Members After August 17th - \$895	
<b>General Registration EARLY BIRD SAVINGS - \$795</b>	
General Registration After August 17th - \$995	
All Additional Attendees (must be from the same practice):	✓
Top Practices Mastermind Member - \$275	
AAPPM Members - \$325	
General Registration - \$345	
<b>Total</b>	

# Make your hotel Reservations EARLY!

## Hotel Reservations

The Hilton Garden Inn DFW North/Grapevine Texas Hotel is a brand new, upscale hotel centrally located between Dallas and Fort Worth, Texas, just 3 miles north of DFW International Airport . It is also just minutes from Historic Downtown Grapevine, home of the Palace Arts Theatre, Grapevine Vintage Railroad and The Grapevine Convention Center. In addition, The Hilton Garden Inn DFW North/Grapevine Hotel in Texas is also just a short drive to over 180 restaurants offering a multitude of dinner choices from local favorites to international cuisine. The hotel is also surrounded by various shopping and recreational facilities, such as Grapevine Mills Mall, Bass Pro Shops Outdoor World, Lake Grapevine, Dallas Cowboys Golf Club and ten wineries and tasting rooms.

Room Reservations must be made directly by calling 817-421-1172. Ask for the special Top Practices low group rate of \$109/night. Reservations must be made by September 8, 2009 to receive this special rate. Rooms are limited so book early.

Rem,

First let me tell you a little success I had....I went on vacation for 8 FABULOUS days to the middle of nowhere in the Caribbean! No cell phone, no email, no contact. I came back to find that everything had run smoothly... all emergencies taken care of...even my mail box wasn't that full! Since I opened my practice in 2005, I have never taken more than 4 days in a row and always scheduled so I could work the first or second half of the work week. AND This was the first time in 7 years that I went away and did NOT turn on my cell phone or email! It truly was an oasis I never could have done it without getting into the mastermind mindset...So Thank You...it truly has been worth every penny!

—Misty McNeill, DPM, Elmhurst, IL