

# Here is How Top Practices Works

*“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 collaboration of like minded individuals who share a common goal, work together, and share ideas on a regular basis. The Mastermind Group becomes a critical source of fresh ideas, as well as a sounding board for discussing challenges we are facing. It also becomes 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. That is the first step – you just become a member of Top Practices.

## Here is What You Receive as a Top Practices Mastermind Member

1

**FIRST**, you are a member of an exclusive group of medical professionals 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.** These meetings are recorded and distributed by CD and posted inside the Top Practices Website Members only library to all Mastermind members so you will never miss a meeting.

2

**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 envi-



ronment 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 and posted inside the Top Practices Website Members only library to all Mastermind members so you will never miss a meeting. This is one of the most popular resources in Top Practices.

3

**THIRD**, you have access to an additional marketing call: The Marketing Directors' Exchange call where the marketing directors from our top practices around the county share their latest and greatest ideas. And, they share exactly how to do what needs to be done. Your staff can learn from the best people, marketing medical practices in the country, each and every month. This is one of the ways we ensure your staff is executing as effectively as possible. We teach your staff how to do it.

4

**FOURTH**, you have access to additional calls that you can listen to and participate in, that are being conducted in other industries and markets. I routinely participate in these discussions and am 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.

5

**FIFTH**, you receive emails from me 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.

6

**SIXTH**, you receive access to the Top Practices 'members only' content rich website that is 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.

7

**SEVENTH**, you have unlimited email access to me. We'll be able to review what you're doing and keep it focused and on track together online.

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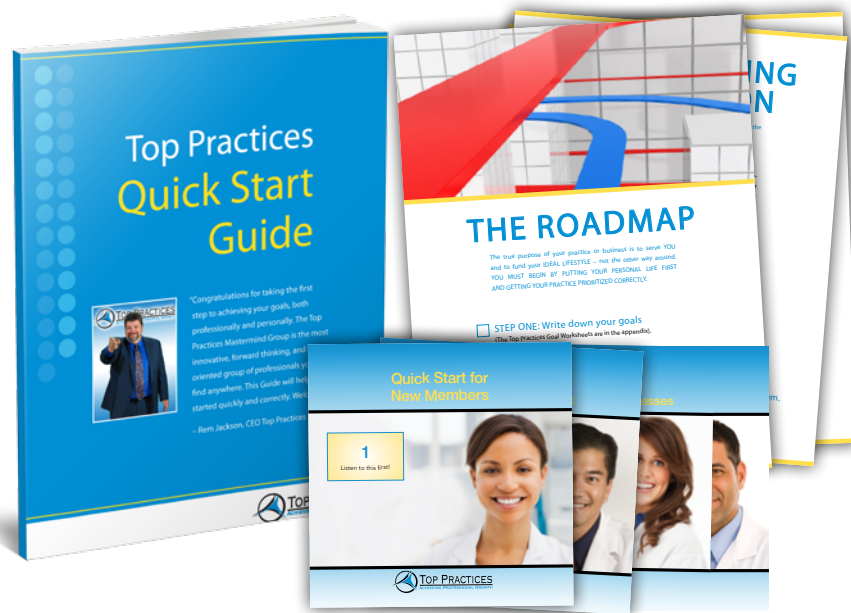
**EIGHTH**, you have the ability to use our Virtual Marketing Director Service. This is a team of expert marketers who understand Top Practices Marketing and medical marketing. This service is exclusively available to Top Practices Members. Our team can do everything you need done to market your practice, 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 en-



gage 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!

9

**NINTH**, you receive the Top Practices Quickstart Guide to Marketing Your Medical 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

**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.



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 satisfied that I'm willing to guarantee it!



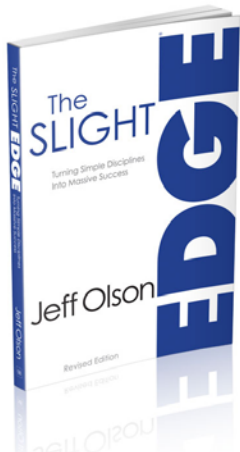


I have realized that there is a particular type of doctor that does best in Top Practices. These doctors are optimists. They see their challenges, but believe that with the right plan, they can accomplish more – much more. These doctors are open to learning how it is that successful people think and behave. They have read good books like “Think and Grow Rich”, “The Seven Habits of Highly Successful People,” to name a few. They are interested in success and the mindset of successful professionals.

**So, when you become a member of the Top Practices Mastermind Group, you will also receive a copy of *The Slight Edge* by Jeff Olson.**

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## Extra Bonus to prove to you I am as serious as a heart attack about your success.



In 2011, Jeff Olson wrote a brilliant book. In my opinion, the greatest flash of insight in over 100 years. It’s called **The Slight Edge**.

If you decide to join Top Practices, you will also receive a copy of *The Slight Edge*—your first homework assignment in Top Practices will be to read this remarkable and simple book.

Doctor, if you don’t decide to join Top Practices, PLEASE go to Amazon.com and get your own copy of this fantastic book. I promise, you will learn so much from it that you will give copies of it to your children, your friends, anyone you care about.

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Dedicated to your success,

*Rem*

Rem Jackson

**PS**

This is my very best attempt at shaking you out of whatever has caused you to be complacent. If you need a plan, join Top Practices. You can quit anytime if you don’t like it. And if you are really doing well, then you REALLY need to join, because winners love to hang out with other winners. I know you won’t quit because you will love it.

**PPS**

The whole program is designed to fit into your already way-too-busy lifestyle so you WILL have the time for this.

**PPPS**

At \$397/month (with this offer), it is designed to cost less than 1 new patient per month. Think about that and then join us.



# Rem, it is time: Count me in!

As a member of Top Practices Mastermind Group 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 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 Rem 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 the ability to engage the Top Practices Virtual Marketing Director Services (exclusive to Top Practices Members). In addition, I will receive the Top Practices Quickstart Guide to Marketing Your Medical Practice for FREE, and it's mine to keep no matter how long I stay in the group. All of this comes along with **Rem's Personal Super-Strength Guarantee** so there is no risk to me. Also, I will receive *The Slight Edge* by Jeff Olson as an **Extra Bonus** if I sign up now.

**Fax this application to 717-625-0552**

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

Date of Order \_\_\_\_\_

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

Client 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 ~~\$459.00~~ \$397/month as long as you remain a member.

**Fax this application to 717-625-0552**

