

What You Will Receive As a Top Practices Mastermind Member

FIRST: You will be a member of an exclusive group of podiatrists 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 will be recorded and distributed by CD to all Mastermind members 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 will share what is working and we will attack what is not working or any topic that can hold you back, and I'll be making recommendations to the group of the right companies to go to for resources and help when they need it. Also, at times the group will be meeting with other 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 will 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 will be recorded and distributed by CD to all Master Mind members so you will never miss a meeting.**

Third: You have access to two additional marketing calls each month. The first is called a **Marketing Lunch**, which is an informal conference call. The content 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. These are recorded and posted online each month. The second is the **Marketing Directors' Exchange** call where the marketing directors from our top practices around the county share their latest and greatest ideas.

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 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

Fifth: You will have access to monthly open office hours to meet with me one-on-one to discuss any topic that you want to discuss. Anything. It can be reviewing your materials, discussing staff issues, goal setting, or reviewing things you heard in the conference call.

Sixth: You'll 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.

Seventh: You are able to purchase any products that Top Practices produces for significant discounts off the retail prices.

Eighth: You receive access to 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.

Ninth: You will receive a monthly newsletter produced by my colleague Ben Glass for his legal marketing group. It is filled with examples of good marketing, great ideas, and proven strategies that great professional practices marketers are using to grow their practices.

Tenth: You will receive a complete practice patient newsletter every month that you can customize and send to your patients and prospective patients. It is produced by one of our members and offered **free** to all of our Mastermind members! All you have to do is contribute an occasional article for the newsletter.

Eleventh: You receive the Top Practices Quickstart Guide to Marketing Your Podiatry 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 will be 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 this 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 \$450.00 annually to a podiatric practice. 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 \$450.00/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 podiatrists 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 \$429.00/month but I'm extending the discounted price of \$379/month for a very limited time. And that price is guaranteed not to rise for 2 years minimum. You can lock it in.

There is no contract to sign for three months or a year, no deposit, no fine print, nothing.*

My Personal Super-Strength Guarantee

*I guarantee that if you are not satisfied with the results you see and the value you receive that 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 is filling up very quickly with a group of podiatrists 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 \$379/month and you can cancel at any time if you want.

* Still no fine print

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 podiatry.
4. A constant stream of content from me 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. A private session with me every month devoted to addressing your specific questions and issues.
6. Unlimited email access to me for help and advice - every month.
7. The best rates - guaranteed - if you want me and my staff to take over any aspect of your marketing and just do it for you.
8. Discounts (at least 30%) off of any Top Practices products released.
9. 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 \$379/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. In our first month we shared an idea

that is worth five patients a day! 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 podiatrists 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 podiatrists 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 application and fax it back to me. I'll contact you immediately with details. .

Dedicated to your success,

Rem Jackson