

DEDICATED TO YOUR SUCCESS



Spend a Transformational Weekend in Las Vegas with Rem Jackson in a Limited Seat Mastermind Meeting

When: Saturday and Sunday, February 26-27, 2022

This will be the only public Mastermind Group Rem will personally lead in 2022

Where: Las Vegas, Nevada at the Red Rock Resort and Casino
(Dinner on Saturday Night at Rem and Diane Jackson's Home)

Registration: \$2995 (See special pricing for Top Practices Members)

Register for this quickly if you are interested, there are only 20 seats.

Attending a meeting like this years ago changed the trajectory of Top Practices for me. Our Top Performer Group program is built with three of these per year and this kind of interaction has taken many, many practices to the next level and way beyond. It will really help you think differently and better and you will walk away with an actual plan to attack your SPECIFIC KEY opportunities and challenges. **Bottom line: you'll be happier and make more money.**

If you're worried about your problems being too specific to your situation or just not interesting to other doctors, forget about that. Probably the number one thing that happens at these kinds of meetings is that you realize you're not nearly as messed up as you thought you were. You realize almost everyone is dealing with VERY SIMILAR stuff. It will build your business confidence, and it will provide you with a plan (a runway) so you can launch your practice to where you want it to be so that it can serve you and fund your ideal lifestyle.





5 Ways to Build a Winning YouTube Strategy for Your Practice

By Tom Foster, CEO Foster Web Marketing



Over 80% of Americans are YouTube users, and—as of 2021—it is the most popular social media site in the nation. YouTube is ALSO one of the most popular search engines in the world, second only to its parent company Google.

That means that almost everyone uses YouTube, including the vast majority of your patients. So, if your practice doesn't, you're missing out on a key marketing tool.

How to Make YouTube Into a Marketing Asset

YouTube is easy to use, but it's not as easy as uploading your videos and forgetting about them. If you want to set yourself up for success, here are 5 ways to do it:

- 1. Do your research.** Search YouTube to see what's already out there for your target topic. How can you do it better? Research tools—like Keyword Planner, the DSS SEO Tool, or Google Trends—are also great places to get ideas.
- 2. Optimize your video content.** Your videos should include a title, detailed description, custom thumbnail, end screen and annotations, and a relevant call to action. You can also comment on your video and pin it at the top. These all help personalize your videos and optimize them for search.
- 3. Optimize your YouTube Channel.** Your Channel is the hub of all the videos you post. So, customize your banner, add a channel description with keywords, create some playlists, choose featured videos and channels, and include an appropriate call to action.
- 4. Stick to a schedule.** Whether it's twice a week or once a month, a regular posting schedule will keep your subscribers interested and go a long way toward establishing you as a reliable expert.
- 5. Go beyond YouTube.** Connect YouTube to DSS, and use it to host your website videos. When you add new videos, tell your email list and social media followers about it. You can also promote your older videos in your new videos—or add an annotation!

Need a hand creating and maintaining a YouTube Channel for your practice? Visit [FWMDoctorAnalysis.com](https://www.fwmdoctoranalysis.com) to schedule a meeting with our team, and let's make it happen.

Tom Foster, CEO Foster Web Marketing

*Tom Foster is CEO and Founder of Foster Web Marketing.
You can contact Foster Web Marketing at 888-886-0939.*

"Spend a Transformational Weekend in Las Vegas with Rem Jackson" continued from page 1.

We will be preparing (I won't overdo this, I promise) but I want you to come prepared to be able to answer specific questions about key numbers, staffing challenges, marketing, vision for your practice, your exit and your role, and even things like limitations such as office size.

We will also be collecting some simple info from you and giving you a good idea of how your practice compares to other practices like yours and some of the Top Practices in the country.

What will happen is a very structured, but also free-flowing meeting designed to help you really get your **Top 3 Should Do's** identified WITH a real plan to methodically solve them and move on.



All of this to help you get control of your schedule, yourself, your team, your cash, and your future.

The single most valuable thing I ever personally invested in was a Mastermind Meeting like this one. It can truly be that transformational.



So, want to join me and a small group of like-minded doctors like you for a weekend like that?

Significant others/Spouses may attend if they work directly with you in the practice (see registration form for more info.) If they aren't directly working in the practice they may wish to come anyway. The Red Rock Casino is a world-class facility with a great pool and outstanding spa. Red Rock Canyon itself is only 5 miles away and a wonderful place to hike. And they are also invited to Diane's and my home on Saturday night for a relaxing dinner with an amazing view of the entire Las Vegas Valley. Sometimes the best discussions and ideas happen around the fire pit.

I know this is what some of you need and I know it will transform your practice and your life, in fact, I guarantee it.

If you come and it isn't worth it to you, I will refund your entire registration fee. I'll only ask one question - Why?

What do you say? There are only 20 seats and half are already taken. I have to cut it off at 20 or this won't work as well. It's first-come, first-served.

Special Pricing for Top Practices Members: \$2395 with Coupon Code redrock22

Rem, I'm In! Sign Me Up!

toppractices.com/library/red-rock-2022.cfm

You have nothing to lose and everything to gain. If not now...when?



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Come to Las Vegas and Transform Your Practice...Really!

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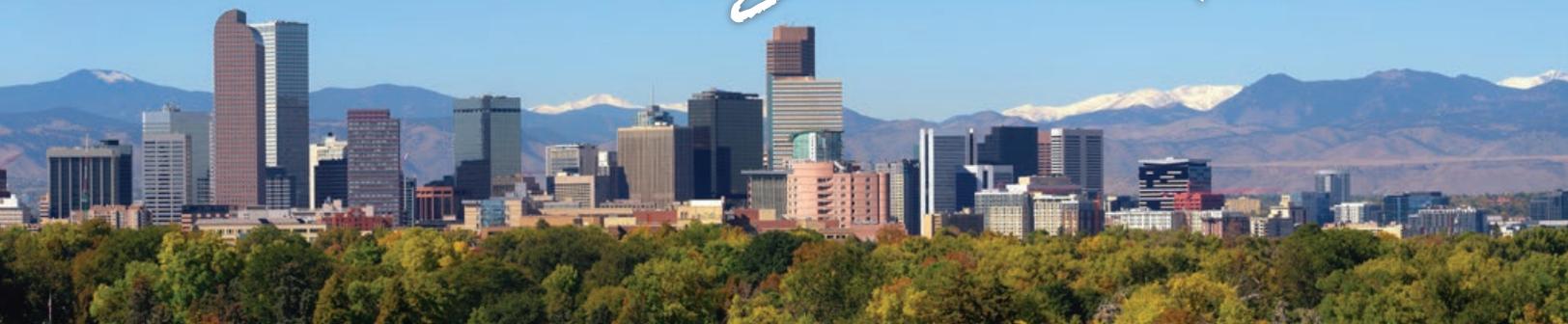
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