

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

FEBRUARY 2013 • VOLUME 6, NUMBER 1

The Slight Edge

By Rem Jackson



Every once in a while somebody has something of real value to say – Napoleon Hill in “Think and Grow Rich,” for example, or John Maxwell in “The 21 Irrefutable Laws of Leadership.” Jeff Olson has done just this in his book, “The Slight Edge.” If you don’t own it, minimize this screen or put this paper newsletter down and order it right now so you don’t forget to get it and read it as soon as possible... I mean it.

OK Already I’m Listening!

You know something is good when you start being told by more than one person you should get a copy of this book. Dr. Peter Wishnie, the practice management genius who I work with in Top Practices, told me I had to read it. Larry Weinstein, the founder of Smart Marketing for Accountants mailed me a copy. Tom Foster, CEO of Foster Web Marketing pestered me to get it and read it.

So I did....and wow.

My Top Practices members and I are taking a Deep Dive into this book in our monthly mind-set calls starting in the first Quarter of 2013, so, if you are a member, get ready for awesomeness. ☺ For now, here is a taste.

You Already Know What to Do

Olson makes the point that we all know what to do already in most cases. We’ve read enough self help books, enough health and diet plans. We KNOW how to exercise. If you are a Top Practices member, you know what you need to do to market your practice. But only 2% of us actually do the things we need to do to accomplish anything. (That’s not Olson’s number, it’s Napoleon Hill’s number and I’ve learned it is accurate.)

Think about that. You ALREADY KNOW everything you need to know to accomplish everything you wish to accomplish in your life. So, what’s the problem? What’s the answer?

The answer is... wait for it... you don’t do it.

Yup. You just don’t do it. On top of that, what you need to do is EASY to do. But here’s the thing, it’s easy NOT to do too. Just as easy. And if you aren’t in the habit of doing it, then you will (98% of the time) NOT do it. Just like you’re not doing it now.

What’s the Deal?

This is the big thing that I have been noodling about for the past few years. Why is it that when we lay everything out before our doctors WE get different results? We know our principles of marketing work – we have proven that over and over and over – and yet, some doctors

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quit and go try something else because they are convinced it won't work FOR THEM. They can't dispute that it works for others -just not for them, not in their market. Now, we KNOW it will work FOR THEM IN THEIR MARKET. Why didn't it work? Answer: They didn't really do it. If they had, they would have achieved transformative and ridiculously positive results.

What's the difference? It is certainly The Slight Edge, in many cases.

You Aren't Doing It

So if you aren't getting the results from the things you know how to do, chances are you aren't doing them, or you aren't doing them right and haven't figured that out. Or a better way to say it is that you **haven't tried** to figure out why.

The actions that will enable you to achieve all the success you desire are easy to do and are also easy not to do.

People always want to know how to do something, but The Slight Edge Philosophy states, it is HOW YOU DO THE "HOWS" that matters. It's your philosophy that creates your attitude, and your actions, and results – AND THIS CREATES YOUR LIFE.

The Slight Edge

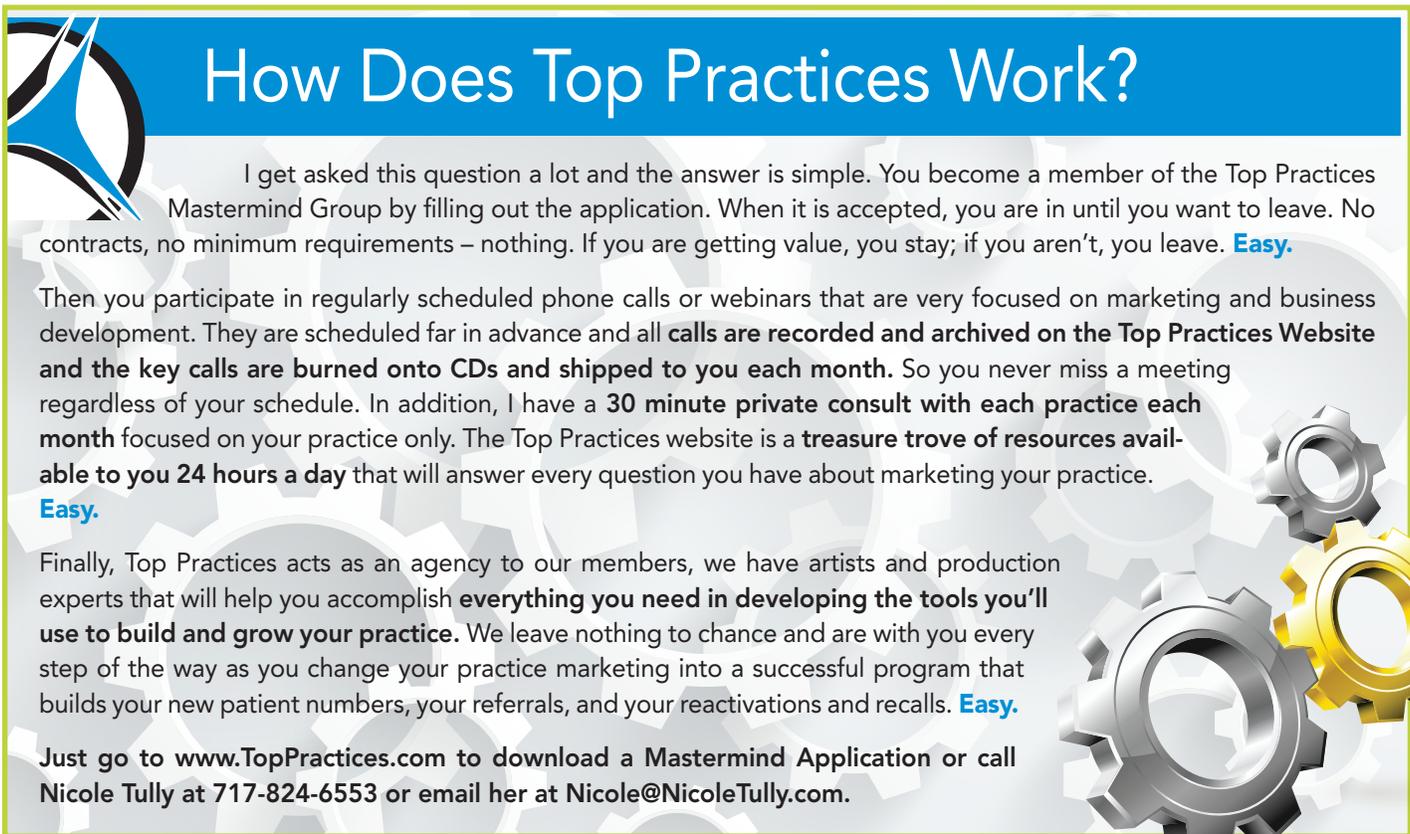
Here is an example of what he means. How would you like to be able to do 100 perfect pushups? What health benefits would come from that? Here is the slight edge way to do it. Start on day one and do 1 pushup. On day two do two, on day three do three -you get the idea. 100 days later you will be doing 100 perfect pushups. Might as well do sit ups too.

How would you like your website to get 20,000 unique visitors in one month like my Top Practices member, Dr. Andrew Schneider from Houston Texas, gets every month with his Foster Web Marketing site? (This translates into 5-7 new patients from his website EVERY DAY, by the way. ☺) Add one piece of content every day to your website for one year like he has done for the last 4 years. Want to speed it up? Make it two or even three. That's it. Marketing Nirvana the slight edge way.

It will be very easy not to buy and devour this fabulous book. It's just as easy to **buy it now!** And get started now. It's a slight edge.

Dedicated to your success,

Rem



How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren't, you leave. **Easy.**

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all **calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month.** So you never miss a meeting regardless of your schedule. In addition, I have a **30 minute private consult with each practice each month** focused on your practice only. The Top Practices website is a **treasure trove of resources available to you 24 hours a day** that will answer every question you have about marketing your practice. **Easy.**

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish **everything you need in developing the tools you'll use to build and grow your practice.** We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. **Easy.**

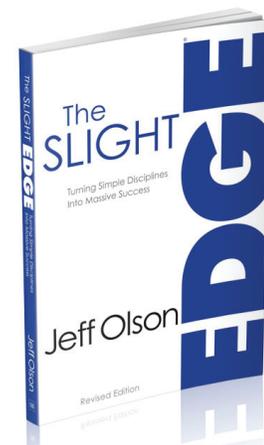
Just go to www.TopPractices.com to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.



Top Practices Marketer of the Year Finalist

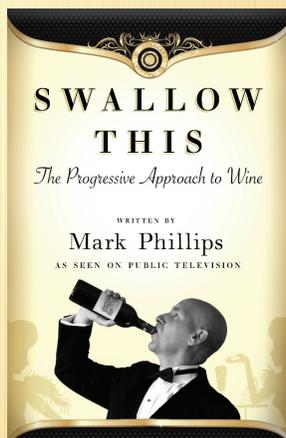
Dr. Scott Schulman and his director of marketing, Jerry Green, shared their marketing plans with the attendees of the Top Practices Summit in Las Vegas, Nevada last September (see this year's Summit announcement on page 4). Scott also shared his plan 55. He just had his 50th birthday and his Plan 55 goals are clearly defined and well on their way – 5 offices, 5 doctors, and 5 months vacation for him (plus other excellent goals). Top Practices members can see their entire (and expanded) presentation in the Top Practices website Library. Jerry is proof that success is 100% about mindset. In a position dominated by younger people (often female), Jerry has brought his wisdom and experience and outstanding work ethic to this already highly successful practice and added his own brand of rocket fuel to their growth. Congratulations to this Top Podiatric Marketing Team!!

The Slight Edge is an essential, must-read book for everyone who wants to be successful. Come to the Top Practices Website and click on the Must Read list for Rem's choices of the best business books you can read.



Fun Department: *Wine*

Most people who know Rem know he likes wine (because he tells everyone). Many people are frustrated about wine because they aren't sure what to try (and what to pay) when they are at a wine store or online. Rem's read every book he could lay his hands on about wine (no surprise there) but this Christmas Diane gave him *Swallow This: The Progressive Approach to Wine* by Mark Phillips. It is hands down, the single best, no nonsense book about wine Rem has ever read. Fun and informative, it gives you everything you need to know about wine and how to never be intimidated by it again, all in one easy to read book. Pick it up, you'll be glad you did. Interesting note: the lawyer who keeps Mark Phillips out of jail for one year (read about it in chapter 22) is Bob Battle, a personal friend of Rem's. Small world.



"Successful people do what unsuccessful people are not willing to do."

– Jeff Olson, author of *The Slight Edge*





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IN YOUR PRACTICE



See page one.

Mark Your Calendars!

The Top Practices Summit for
2013 is **October 4, 5, and 6**
in Nashville, TN. Details to
be announced next month –
mark your calendars now
and be sure not to miss
this event which happens
only once per year.

