

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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I Don't Know about You, but I'd Rather Make Some Money

By Rem Jackson, CEO Top Practices



I am constantly amazed at how many times I hear people say these words to me, "I'm not greedy, I don't need to make a lot of money, I just want enough to pay the bills, and have some left over to do some of the things I want." Really? Since when was being as successful as you can equate to "being greedy"? What is wrong with making money? The last time I checked, we all still live in the capitalist system here in the US and Canada where we are rewarded based on our creativity, innovation, and hard, smart work.

This is true for all professionals that are in private practice. You have earned the right, through your long years of study and investment in your career, to earn a very good income. That is why you spent so many of your adult years investing in your future. But all you earned was the right to have a successful career, no one handed anything to you as you well know. Now, because you have the skill set that you have, you are in a much better position than most people who are looking for a job. You bought your job years ago and no one can take it or its incredible rewards of owning your own business away from you – except you.

Here is how the Top Practices see this issue – they accept the fact that being successful and reaping the rewards of that success is honorable and ethical, and a much better choice than the alternative which is working harder and harder with mounting stress just to "pay the bills and have some left over to do some of the things I want".

Folks, nothing makes successful people happier than GOOD POSITIVE CASH FLOW. When you have Good Positive Cash Flow (GPCF), the sun is a

little brighter, the sky is a little bluer, and you just sleep better. But NO ONE is going to award GPCF to you. If you are going to make this a way of life for you, you are going to have to get serious.

GET SERIOUS ABOUT MARKETING YOUR PRACTICE

Successful people are always marketing. This applies to everyone, not just podiatrists or professionals – everyone. Marketing and business development is one of the thorniest and most frustrating parts of every practice or business. Successful people embrace – they voraciously seek out new ideas and find out what's working. They make marketing one of their key business activities and they create a culture in their office of always educating and teaching and communicating to everyone that knows them.

I know that everyone WANTS to be marketing their practice more effectively. I know that everyone wants to be successful, but VERY FEW OF US EVER DO ANYTHING ABOUT IT. This is one of the great competitive secrets of all time. To be successful, you don't have to be great, you've just got to be better than everyone else around you. Just a little better. Success is a slight edge business.

Most professionals are worried about the concept of "making money". That somehow it's beneath them as professionals. Whoever instilled this in the doctors and lawyers that I know was wrong. Dead Wrong. Only by being very successful, as defined by you (making money – having Good Positive Cash Flow), can you have the ability to be a more relaxed and focused doctor, spouse, parent, friend, or any other role in your life.

Making money the old-fashioned way by providing great service and care and charging an ap-

Continues on page 2.

what's inside

2 Are You
Valuable?

3 What Does It
Take to be
Indexed by Google?

3 Start Blogging
Now!

4 Member
Spotlight –
Dr. Craig Thomajan

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Are You Valuable?

Some would say that we are currently experiencing a time of economic uncertainty. This often raises the question of who and what kind of practice will survive.

I think a fair answer to that question is those who are valued will not only survive, but grow.

These days it is not enough just to see your patient, address the issue at hand, say "see you next time", then proceed with billing.

Doing just enough to be "good" is not good enough anymore. As I'm sure you know there are others out there doing things bigger, better and faster. These practices are constantly raising patient expectations. Just giving "good value" is not going to be enough anymore.

Now the old fashioned mindset of doing more for less is coming back into the picture. I've talked in previous issues about building strong relationships with your patients. Now, you've got to go one step further. Perhaps even two steps further. It's a must. Practices that are not going the extra steps are disappearing.

The moment your patient needs you and learns to trust you and a relationship begins to develop – this is the moment you have actually succeeded and have become valuable.

How can you do this?

Education. Knowledge is power. Are you educating your patient on their condition? Your products? your services. I mean really educating.

Are you sending them your monthly newsletter? Does it contain office news, new services, insurance changes, thanks to special patients?

Do you hand out "goody bags"?

Are they being asked how their experience was? This is crucial! Then, be sure they are listened to!

Do you ask them "Do you have any questions?"

Are you providing samples of products you recommend? And telling you how and why those products work?

Are you discussing a treatment plan in words they can understand? With a resolution at the end?

Are you sure they leave your office relieved and do they feel like they were treated like a VIP?

Are they aware of ALL of your services? Do your Diabetics know you treat Ingrown toenails? Do your Athletes know you offer help with Fungal Nails?

Are they aware that you appreciate referrals? Do they feel confident recommending you to friends and family? Do you reward those patients who send you referrals?

If they call in with a concern, are they helped in a timely manner?

Will you be sure to follow up with them? With educational emails, letters, news and invitations to come back in for a follow up or another service.

Take the extra step, create the "experience" and change your rating from "Okay" to "Excellent". That's value.

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"I Don't Know about You, but I'd Rather Make Some Money" continued from page 1.

appropriate amount for its delivery is one of the most honorable things any of us can do. Embrace this concept as do all the Top Practices. And then use the innovative, creative, new ideas that I focus on in Top Practices each and every month to make it a reality; to market and manage your practice so that it sustains you, your staff, your patients, your family, and your larger community for the rest of your career.

To accept anything less is to limit the fun and joy and abundance that make living truly worthwhile.

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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.

What Does It Take to be Indexed by Google?

By Tom Foster, Founder, Foster Web Marketing



By far, this has to be one of the most common questions that our clients ask. I also regularly receive the question of how long it will take to be indexed by Google. Well, I have good news for you. You are going to learn

the answers to both right now!

Let's take a step back and explain what it means to be indexed on Google. Basically, Google has an index server, which it refers to as something "similar to the index in the back of a book." When someone searches a keyword or phrase, Google's index shows which pages contain terms that match up with the query. You can see why you would want YOUR Web pages to appear in Google's index!

What does it take to be indexed by Google? Really, the answer is not that complicated. You need to have content, and a lot of it, as well as links that point to your site. I'll explain these two factors in more detail:

1. Content. This is the foundation of SEO, or Search Engine Optimization. If you want to be indexed on Google and other major search engines, then you need relevant, high quality content. You have to write a mix of informative articles, blog entries, frequently asked questions, and news updates. Don't make the mistake of believing that a few pages of content on your website will get you highly listed in Google's search results, because chances are it won't. Every page on your site is a potential landing page for searchers so the more pages you have, the higher the chance of attracting searchers.

Your content also needs to be optimized for search engines. What does that mean? It means you need to include your targeted keywords in your page title, article body, and meta keyword list.

2. Links. Link building is the more "mystical" of the two factors that go into indexing, but also one of the main elements involved. You want Google to come across your website, and a great way to do that is through links. For example, if Google is crawling a website, the term used to describe Google's process of reviewing Web content to update its index, and it happens to find a link to your site, guess what? Google will start to crawl your site and index your Web pages, too. Eventually, as more websites link to yours, Google will frequent your site and index more of your pages.

All of this information leads to the next question that must be answered: How long does this entire indexing process take? Unfortunately, there is no concrete timeframe. I have heard of the process taking anywhere from a couple hours to a couple weeks. It really depends on your website content and if you have quality links pointing to your site. If you have everything in place correctly, then your website will be indexed faster.

If this information overwhelms you, or if you feel like you just don't have the time to deal with it, we can help. We have SEO experts on staff who know what it takes to get indexed by Google and to rank well in search results. For more information, give us a call at 888.886.0939.

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Foster Web Marketing has been helping attorneys and professionals create and maintain a healthy web presence for over 13 years. Search engines have replaced the Yellow Pages which is why every business needs a website. Besides web design, they offer content writing, video production, book writing services, SEO, and link building. Check out www.FosterWebMarketing.com for more information!

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"Member Spotlight" continued from page 4.

TP: What is the most compelling reason someone should become a member of Top Practices?

Craig: When you're ready and available to do it, take a look at yourself critically. Ask yourself if you believe that you have achieved all your professional or personal goals and then I challenge you to spend a little time with the group. You might be surprised at how close the next level can be! That was certainly true for me.

TP: Please describe Top Practices to someone who's never heard of the company.

Craig: Most people understand the concepts of a director in Hollywood making great movies and getting great performances, a personal trainer to help with your physique, a football coach leading his team to a super bowl, a celestial star being formed out of an ever collapsing cloud of dense gases. Now, think of Rem and his team as the makers and facilitators of Superstars!



Start Blogging Now

You've heard of blogging and most likely wondered what all the fuss is about. Well it's a big deal and it's something you should be doing regularly. A Blog is a Web Log (like a diary only available to the entire Universe). Podiatry Students make great blogging partners. They supply the content, you pay them and review it and you are instantly online and participating in a key activity that will boost your ranking on Google and bring many new patients to your door.

"It is not the mountain we conquer but ourselves."

— Edmund Hillary



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What Does It Take to be Indexed by Google?



SEE PAGE THREE.

Member Spotlight Dr. Craig Thomajan on Top Practices



Craig Thomajan

Austin Podiatrist Craig Thomajan has been an active member of Top Practices for over a year and is also a member of the Top Performers Group. He has been intensively focused, since joining AAPP and Top Practices, on the growth and development of his practice. Here, in his own words, is his report on how he and his staff are achieving and significantly exceeding the goals he set for his practice. Craig, who studied at the New York College of Podiatric Medicine, also credits his time working with Rem Jackson and the Top Practices team with ultimately helping him have the practice he wants and a better way of life as well.

TP: How did you find out about Top Practices?

Craig: At an AAPP meeting in November 2009 where Rem was a scheduled speaker. As I listened to what he was saying, I realized that his approach to marketing and his thoughts on how to run a professional practice were exactly what I was looking to do in my practice.

TP: What has Rem (Top Practices) helped you with the most?

Craig: Providing the infrastructure, positive mental attitude, contacts, and tools required to reach my ever expanding potential. Top Practices not only shares with its members exactly what to do to increase our profitability, they also have a team, assembled and managed by Rem, that helps me and my staff do everything we need to do to get the job done.

TP: Where do you see the largest growth in your marketing program?

Craig: Shoe leather marketing (building and extending our referring relationships) and our e-newsletter appear to provide the biggest return on investment since its very recent inception. Rem points out all the time how important it is to market to the people who already know and trust you, as long as you do it correctly, and he is 100% right.

TP: What is unusual or unique about Top Practices, in comparison to other marketing programs that you have had exposure to?

Craig: It's Rem! Has to be. Regardless of the lecture or presentation, the message or tenant, each time I hear it or hear it again, I am in a different place and the message resonates even more with me!

Continues on page 3.