

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

MARCH 2012 • VOLUME 5, NUMBER 3

There Truly is a "Secret" to Success

By Rem Jackson, CEO Top Practices



I've been a student of success for most of my life (isn't everyone interested in the topic) but I've only been a serious student for the past 8 years (2 years before I started Top Practices which is no coincidence). What I've discovered, for myself, is that while everyone wants to be successful, VERY FEW of us actually do much about it. I'm not going to talk here about people who think the world owes them something; I'm not going to talk here about losers. If you are reading this newsletter, you don't fit that category. Losers wouldn't even get past the title of this article. I'm talking to you. You are already successful. You're making a living; you've got a family, friends, maybe even a dog or a cat. You have hobbies. Life is pretty good. BUT, your life also has too much stress, worry, time management issues, paperwork management issues, and cash flow woes. You know it could be better. You see colleagues at conferences and it certainly seems to be better for a few of them. In your community there are people you know who seem to have it figured out. Who are these people?

They are Winners

Very few of us are really and truly winners. Most of us are "phoning it in" and doing OK. Most of us, however, feel like something is "missing" in parts of our lives. Most of us feel that if we could just accomplish one or two big things (fill in the blank for you) we could be less stressed, more at peace, less reactive

and more proactive. But we really don't make any changes that enable us to actually make progress and achieve what we want. The reason for this is that life is not so painful for you that you are ready to do the work it takes to change. Have a heart attack and you are really ready to change. Lose your job - time to make a change. But, for most of us, we just can't stay focused long enough to break the old habits and build the new.

And Winners all do THE SAME THINGS

The winners I am talking about are the few of us (less than 2% of the population) that make up their minds that they are settling for nothing less than "everything." They accept no limitations. They reject negativity and they stay focused on what they want. Folks, I can tell you they get 100% of what they want. Keep in mind that you can't simply decide to win the lottery - that's just chance. I'm not talking magic here. HERE IS THE KEY THING THEY ALL KNOW -THEY CAN'T DO IT ALONE. They all (ALL!) mastermind with other winners. They surround themselves with other people who can stretch them, teach them, and recalibrate what they can vision in their lives. They keep connected to other winners and sustain themselves through the ups and downs of life. Please turn the page to see how The Top Practices Mastermind Group can empower you to accomplish everything you want.

Rem

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Top Practices

1002 Lititz Pk., #191

Lititz, PA 17543

717.626.2025 ph

717.625.0552 fx

info@TopPractices.com

www.TopPractices.com

How Top Practices Works

It's Easy. 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. The key calls are burned onto CDs and shipped to you each month. So you never miss a meeting regardless of your schedule. You also have a 30 minute private consult with Rem each month focused on your practice only. In addition, 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.

The Top Practices Marketing Mastermind Group



COACHING

Each month there are 5 group calls or webinars plus one individual consult.

The Top Practices Marketing Mastermind Calls

(The HEART of the program)

Twice a month on Tuesday evenings at 8PM EASTERN you participate in the marketing Mastermind call. They are one hour in length and are 100% focused on marketing. In these calls Rem, the members of the group, and invited experts share the very best, innovative, and current ideas, strategies, and tactics in marketing a podiatry practice. These calls are recorded, posted in the secure Top Practices Website Library, and mailed to you on CD. This way you never miss a meeting and can use them for staff training.

The Top Practices Mindset Call

Once a month on Monday afternoons at 4PM EASTERN Rem conducts a Mastermind call focused on the issues each of us (as small business owners) face daily. The focus of these calls is discussions of staff relations, staff compensation, hiring great staff and firing poor performers, and examining the behavior of successful people. This is one of the most popular components of the Mastermind Group. These calls are recorded, posted in the secure Top Practices Website Library, and mailed to you on CD each month. They are available permanently 24 hours a day.

The Top Practices Marketing Directors Exchange

Once a month, the Top Marketing people in the Top Practices Mastermind Group share exactly how they are getting the work done from managing web based marketing (blogs, social media, multiple websites) to making the visits locally to referral sources, to ensuring your patients are so happy with their experience at your office that they not only want to refer you, but they know how to as well. These calls are recorded and posted in the secure Top Practices Website Library.

The Top Practices Marketing Lunch

Once a month, Rem and his team open up the lines for a "brown bag" lunch and discuss the challenges, questions, and issues that the Top Practices members have. This call goes as long as is needed to be sure every member of Top Practices has no outstanding questions each and every month. This is a very popular call. These calls are recorded and posted in the secure Top Practices Website Library and are available permanently 24 hours a day.

Individual Consults with Top Practices Leader Rem Jackson

Each member of Top Practices is able to schedule a 30-minute consultation with Rem Jackson, the CEO and Founder of Top Practices, to work directly with him on building your practice. The members use these consultations in a variety of ways. Rem has over 20 years of experience running multi-million dollar divisions of Fortune 100 companies. Access to his insight and experience is key to making sure you stay focused AND working on the things that will do the most to ensure your success.

AGENCY SERVICES

Top Practices Not only Teaches YOU how to market your practice successfully, if you need help getting things done, we can do it ALL for you.

Top Practices Virtual Marketing Director Services

Top Practices has a team of people who understand how we market Podiatry Practices. There is no other company who has this specific podiatry marketing knowledge and skill. This service is not offered to anyone who is not a Top Practices Mastermind Group Member. Our team can do the following essential marketing tasks for you:

Social Media Management

- Setup, market and maintain social networking profiles. (Facebook, Twitter, LinkedIn, Google +).
- Create a Facebook Fan Page for your business and submit two postings weekly.
- Make sure that weekly blog posts and Facebook posts are on your website.
- Review which social media forums would be beneficial and setup automatic feeds for posting to those social profile sites.

Website Management

- Make sure your site is compliant to Google and Yahoo Webmaster tools (i.e. Google Analytics and Google Guidelines) and review monthly.
- Review content management for website.
- Make simple changes to your website.
- Add content weekly to your Homepage.
- Review and proofread your website, suggest changes for navigation, layout, testimonials, etc.

Local Marketing for Review Sites

- Add your brick and mortar business to Google Maps, Yahoo Maps, and other review sites.

- Create postcards for distribution to satisfied patients for their personal review.

Public Relations

- Create accounts at free press release sites.
- Write, proof, edit and submit press releases, bringing in one way links back to your website.

Videos

- Create accounts at video sharing sites and complete profiles.
- Do keyword research for videos and write titles, descriptions and keywords.
- Upload videos; add captions, titles, descriptions and keywords.

Additional

- Research for unique marketing ideas related to the niche of your product or service.
- Write and submit testimonials with your site link for sites where you have purchased products or services.
- Interview clients and write case studies or testimonials for articles and for the websites.

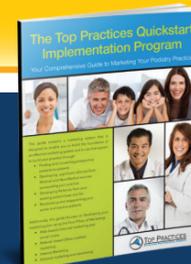
The Top Practices Secure Website Library

The Top Practices website is filled with information to help you market your practice, but members have access to the members-only section, which is a treasure trove of Podiatry Marketing Information. This includes training for staff, explanations for everything, samples, examples, hundreds of documents, recordings, and information for members only.

Top Practices Publishing

Educating your market is at the core of excellent marketing and it is at the center of the Top Practices marketing methods. Our artists and production staff produce everything you need to market your practice.

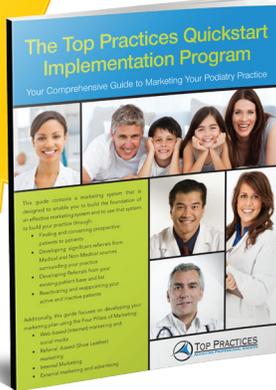
**Information Books for Marketing,
Marketing Campaigns for New Patients and Recall,
Ads, Marketing Flyers, Newsletters**



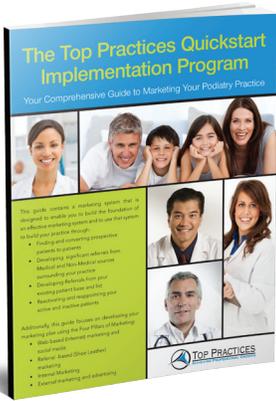
Every New Member of Top Practices receives the Top Practices Quickstart Implementation Guide – 11 CD's, 10 complete Modules, checklists and guides to ensuring you build your Million Dollar Marketing Plan correctly and quickly.



1002 Lititz Pk., #191 • Lititz, PA 17543
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FREE to New Top Practices Members!
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FREE to New Top Practices Members!

The Top Practices Quickstart Implementation program, developed by Top Practices, is The Definitive Podiatry Marketing System. It is not for sale. It is provided to members of Top Practices when they join the Top Practices Marketing Mastermind Group. Here's what's inside:

Quickstart Implementation Call Module #4 – Referral Marketing, also Known as Shoe Leather Marketing

Quickstart Implementation Call Module #5 – Internal Marketing – Why Your List is the Most Important Asset in Your Practice Other Than Yourself

Quickstart Implementation Call Module #6 – External Marketing – the Whole Reason for Marketing Your Practice Externally Is to Build Your List.

Quickstart Implementation Call Module #7 – How To Evaluate your Existing Marketing Plan

QuickStart Implementation Call Module #8 – How to Write Great Content for Your Marketing Plan

QuickStart Implementation Call Module #9 – Who Does What? What is the Role of the Doctor/Owner and What is the Role of the Marketing Director?

QuickStart Implementation Call Module #10 – Maintaining a Vibrant Practice for Your Entire Career

The Resources Section – a Collection of Resources for Building Your Practice

The Quickstart Implementation Program is divided into 10 Modules. Each Module has:

- A recording on CD
- A complete transcript of the recording
- A Quickstart Action Essentials Card – This is a step by step checklist for the module that you can follow to implement the strategies, tactics, and ideas in the module

Quickstart Implementation Call Module #1 – This call is step one in the Top Practices Marketing Program. Listen to Rem give you step by step instructions for the beginning of your marketing plan.

Quickstart Implementation Call Module #2 – How to Create the Foundation on Which to Build Your Marketing Plan

Quickstart Implementation Call Module #3 – Dominating the Internet in Your Market

TURN TO PAGE TWO TO FIND OUT HOW TO GET YOUR COPY!