

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

MARCH 2015 • VOLUME 8, NUMBER 2

An Amtrak Derailment in Your Head



Time really does fly by quickly. It's March 2015 for crying out loud. A friend of mine used to give a great talk about time. When we are children it seems to go by so slowly. Summer vacations lasted so long we actually began to look forward to school starting just for a change. Then we got older and much busier and the perception of time moving dramatically speeded up. Apparently this will stay this way until we become older with far fewer responsibilities, and then time will seem to move much more slowly again.

Until then we are busy. So let me ask you. When is the last time you met with other people who were seriously interested in being successful, both in professional practice, and in life?

I just returned from the AAPPM Meeting in Tampa, Florida (what a nice change from Pittsburgh, PA in March!) and worked with so many podiatrists and their staff. The energy was very positive and everyone said how valuable just being with other doctors and businesspeople was for them. If you don't get together with others for a long period of time you can begin to have what my brother calls "an Amtrak Derailment" in

your head. You can really go off the tracks and start focusing on your challenges and problems, instead of the solutions to those problems and the resulting satisfaction and achievement that comes from implementing those solutions.

Mark your calendars now for the Top Practices Summit which will be held in Denver, Colorado on October 2nd, 3rd, and 4th. Registration will open on April 1st and full details will be sent to you then too.

There is simply no other meeting of its kind in Podiatry. It's intensive and it is extensive. Focused on building your practice to the size you want while maintaining your sanity by managing the growth correctly - there is no other meeting with its format or energy. It has made THE DIFFERENCE in hundreds of practices and enabled them to literally transform their practices from struggling or drifting in place, to getting great forward momentum. When you talk to and work with others who are in very similar circumstances to you, you can not only avoid the train derailment in your head, you can move forward much more quickly and enjoy the ride too. DON'T miss this once a year meeting.

what's inside

2 Nurturing Your Inner Six-Year-Old

3 Nurturing Your Inner Six-Year-Old (cont.)

4 Just some of what you missed in the month of February if you're not a Top Practices Member

The Top Practices Marketing Summit 2015

October 2, 3, 4

The Westin Denver Downtown | Denver, Colorado

Top Practices

1002 Lititz Pk., #191

Lititz, PA 17543

717.626.2025 ph

717.625.0552 fx

info@TopPractices.com

www.TopPractices.com



Nurturing Your Inner Six-Year-Old



By Rem Jackson

(This article was first published in APMA News several years ago. I have received more feedback about this article than any other I've written. We've reproduced it here in its entirety. Please share it with everyone in your life that you care about.)

You talking to me? You talking to me? You talking to me?

– Robert De Niro in “Taxi Driver”

In his iconic role in *Taxi Driver*, Robert De Niro looks into the mirror and asks his infamous question all the while letting his mirror image know that he's got a gun and is quite prepared to use it. The message is “if you are talking to me like THAT, then you, my friend, are in really, really big trouble – nobody talks to me like that.”



Well, not hopeless. Because I became aware of this a long time ago and I now refuse to treat myself badly. I even refuse to let others do it. I'm too busy thinking and growing rich in all parts of my life to allow any room in my mind or spirit for this kind of painful activity. I have literally spent as much time as I can bombarding my brain with positive books, CDs, Masterminds, friends, and music.

Who's talking trash to you? I mean the really nasty stuff – the ones that give you a psychological blow in your gut? Most likely it's not the people you work with. They are faaaaar too skilled to just openly beat you up. Most likely not your family (very often) at least not directly. Those messages are usually symphonic productions of guilt layering, worthy of Mozart, and while effective, they aren't the really horrible stuff.

Nope. Only we can really take ourselves out to the woodshed and open up a really big can of whoop-ass. No one can just grind our souls into dust like we can do ourselves. We all are guilty of this and some of us are fantastically gifted in this category.

I'd like to ask you why. What did you do that was so bad that you deserve to be psychologically beaten? And make no mistake that is what is happening – a steady drumbeat of abuse from the one person we can't get away from no matter how we try – ourselves.

I know all of this because I have more than my own share of self-inflicted scars and I've been like this most of my life. I'm a first born (strike one). I'm an over-achiever type (strike two). And I actually care what people think about me (strike three). I'm hopeless.

I literally stop and smell as many roses as I can, but the most effective technique (or habit) I've ever used I discovered myself.

Here it is:

This weekend wouldn't it be fun if you could spend the day with yourself as a six-year-old? You could drive up to your old house and there you'd be on the porch waiting for you to pull up in the car. You'd run up and jump into the car, buckle your seatbelt and look over at the grown-up who was going to hang out with you today with great anticipation. Your adult self would look into the eyes of this precious child and ask “Well, Remy, what would you like to do today?” Of course, you would already know the secrets of this little child's heart, and when your six-year-old self answered, you'd say “I thought you might say that – let's go!”

As you spend the day with this lovely blessed child, how would you talk to them? You might, of course, try to teach them all about investing and suggest some great stock tips and you might even try to teach them how to access the funds to accomplish the trades, but this six-year-old would be lost so you would abandon that plan. You might then decide to tell them how to not go out with a boy or a girl on a certain night to avoid two years of heart-ache in the future, but this plan would most likely fail as well.

AN AMTRAK DERAILMENT IN YOUR HEAD



See page one.

Just some of what you missed in the month of February if you're not a Top Practices Member

Every month The Top Practices Marketing Mastermind Group is hyper focused on sharing exactly what you need to navigate the crazy medical environment you are practicing in. (See page one—*An Amtrak Derailment in Your Head.*) The program is designed to be easy to use (not an obligation) and it is designed for you and your entire staff. You don't have to do this alone and you shouldn't do it alone. You can find out more about how Top Practices is rewriting success in podiatry practice at www.TopPractices.com. Here are just a few things you missed if you're not a member:

- An in-depth review of the foundation of great practice marketing
- Goal setting tips
- How to find and manage a marketing person
- The single most important tactic in podiatry practice marketing
- How to get more acceptance and compliance from your staff by leading them much more effectively
- The importance of email marketing and how to do it well
- The platforms you should consider in email marketing
- Why your EMR isn't cutting it
- A detailed checklist in emails do's and don'ts that can save you from accidentally getting blacklisted
- How to advertise on the radio and have it work ridiculously well as one of our members explained
- How to participate effectively in health fairs, 10k's and other races
- Prepping your MA's to all be scribes – how and why
- Great post-surgery ideas to build your relationship and improve compliance by your patients



This is just February! Don't let it freak you out. There are answers to how to market well. Not only do we have those answers, we have the people who can make it all happen for you. And if you join Top Practices everything above is available in our Website Library now so you wouldn't miss a thing. There are benefits to membership www.TopPractices.com