

# DEDICATED TO YOUR SUCCESS

## Blow Your Own Nose



*“We cry to God Almighty, how can we escape this agony? Fool, don’t you have hands? Or could it be God forgot to give you a pair? Sit and pray your nose doesn’t run! Or, rather just wipe your nose and stop seeking a scapegoat.”*

–Epictetus, Discourses, 2.16.13

The world is unfair. The game is rigged. So-and-so has it out for you. All of this might be true, and is for many, if not most of us. But, so what? What are YOU going to do about it? You, not someone else.

Ryan Holiday writes in “The Daily Stoic” in the reading for June 5th with the title of this article:

*“We have a choice: Do we focus on the ways we have been wronged, or do we use what we’ve been given and get to work? Will we wait for someone to save us, or will we listen to Marcus Aurelius’s empowering call to “Get active in your own rescue - if you care for yourself at all - and do it while you can.” That’s better than just blowing your own nose (which is a step forward in itself).”*

Bad things happen. I’ve said now for years that we all get three stink bombs a year. Three letters, audits, embezzlements, you name it. We all—every one of us—get these. No one escapes them. It is our job to build our lives and families, careers, and businesses (podiatry practices) to be strong, resilient, flexible, and profitable enough to withstand and deal with the stink bombs.

COVID-19 was a Category 5 hurricane that hit the whole world at nearly the same time. We should not be surprised that this happened. When the next earthquake happens (it has to), the next actual hurricane, tornado, fire, flood, and embezzlement happens (they have to), we should not be surprised. We should be prepared.

Podiatry practices (well-managed, podiatry practices) are remarkably resilient. They are resilient in down economies and pandemics for instance. Most podiatric practices are now recovered to near 100% volume pre-mid-March. Not all, but most. Some entire industries may never return and will be significantly changed in the future. This is actually an expected and normal part of the business cycle. And great strides and changes occur during periods like the one we are in now. There is a company we will all know and use in 5 years that is just getting launched right now.

Top Practices’ mission has is, and has been since 2007, to coach, guide, lead, and support you as you lead your own practice—your own business—to become a profitable, enjoyable, and rewarding business to own and operate.

As you begin to build your own resilient, strong, flexible practice, focus on these three essential points of leverage:

**The number and quality of the patients coming to your office every day.** You need great marketing and exceptional customer service to do this. If your office is filled with the kinds of patients you want to see, you will become stronger and stronger.

*Continues on page 2.*



Continued from page 1.

**Your Per Visit Revenue.** This is the amount of revenue generated by every patient visit in your practice. Knowing and working to improve this number increases your patient outcomes and profitability. This requires training, protocols, and efficiency.

**The dollars generated every hour your practice is open and patients are in your clinic.** By using your people, time, treatment rooms, and modalities that include cash efficiently, for instance, you can transform your practice from a stressful, cash-strapped, practice, into a well-oiled machine that makes you able to effectively weather the next stink bomb.

No one is coming to save you. No one should. The system isn't fair and it certainly isn't what you signed up for. But you can beat it. You can be your own best ally. Through Top Practices, your fellow doctors want to help you get there and they want to learn from you and what you can share.

Stop complaining online about how bad it all is. It's bad. So what? It's always been bad we just didn't have 24-hour TV channels and social media platforms to remind us endlessly. Don't let anyone else do your thinking for you. You are more than capable of that yourself – you earned a DPM – you are a very sharp person.

The future of private practice is brighter than ever. The status quo of the last 10 years just got upended. The labor market just improved. The number and quality of DPMs you could bring into your practice just increased.

*“If you think you can or you think you can't, you're right.”*

–Henry Ford

I wish for you a realization of all the blessings that you have right now. And I wish for you to “blow your own nose” and build the practice that you deserve. One that provides for the emotional and financial stability of you and those you hold dear.

*Rem*

“

## The Virtual Practice Management Institute Is Worth Every Penny

"Top Practices Virtual Practice Management Institute (VPMI) is wonderful and worth every penny. Our clinic has been growing since starting with Top Practices back in 2012 and joined shortly after VPMI.

Tina's advice has been invaluable; I have heard her speak at multiple conferences, seminars, and webinars. Having access to all the coaching calls, webinars, and worksheets online help with training our staff. The weekly one minute videos help with mindset in the office as well (I require the staff to watch and comment on them).

Tina is only an email or phone call away; our favorite topic is usually employee issues. She is always so calm, practical, and reassuring with any topic we have discussed.

Thank you, Tina, for keeping me sane!"

**Krista Neibauer, Missoula, MT**



# Keywords That Kill & What to Do Instead

By Tom Foster



Gone are the days when you could focus on a handful of keywords or key phrases, plug them into your content, and win the search engine marketing game.

Now, using keywords is a subtler art. If you want to learn how to use keywords the right way, let's start by talking about how and where keywords can go wrong in your website content.

## 4 Keyword Mistakes to Avoid on Your Website

- 1. Keywords with awkward implications.** Are you accidentally giving off “crystal healing” vibes? Now, we don't have anything against crystals, but frequent use of “alternative medicine” keywords may give the wrong impression. Even if potential patients might search for some of these keywords, you have to be careful about what they might mean to your readers in context.
- 2. The same keywords over and over.** While your homepage and practice area pages benefit from major target keywords, it is overkill to stuff those same keywords into every piece of content. This is called “keyword cannibalization” and leads to multiple pieces of your own content competing against each other. The real “meat” of your content should be written for your perfect patients, and powerful key phrases and keywords will naturally arise.
- 3. Overused, clichéd keywords.** Leaning too much on broad, general keywords for your podiatry practice—“New Jersey podiatry,” for example—puts you in direct competition with tons of other podiatrists. While having a handful of major target keywords is fine, you should aim to build an information-rich website that uses a variety of relevant keywords. The traffic you get for less competitive keywords and “long-tail” key phrases might even outperform your “old standards.”
- 4. Keywords based on industry jargon.** The medical industry is full of jargon that might be used by colleagues, but not by clients and their family members. Don't spend a lot of time emphasizing keywords that will only bring in other doctors. Instead, do a little keyword research and decide which keywords work best for your practice. Not sure where to start?

Check out these Keyword research tools, and be sure to watch Rem's June 23, 2020 Mastermind Call recording to get details on how to make the most of these tools (and more!):

**SEMrush** is an SEO tool that supports both traditional keyword research and competitor-based research methods.

- **Spyfu** is a competitor keyword research tool for AdWords.
- **Google Trends** helps you to understand searches that are closely related to the topic at hand, as well as the users' intent behind these searches.
- **Quora** is a free platform that allows you to search by topic and displays the most popular questions around each topic.

Need a hand? Visit [FWMdoctorAnalysis.com](http://FWMdoctorAnalysis.com), and we'll help you identify which keywords are working for your practice, and which keywords could be hurting your rankings!

Dedicated to the TRUTH about marketing,

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.





# TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



No One is  
Coming to Save You...  
and No One Should.  
(SEE PAGE ONE)



## TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

PRESENTS

# THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

THE HOME FOR PRIVATE PRACTICE

# THE BULLETPROOF PRACTICE

OCTOBER 16, 17 AND 18, 2020 • THE GRAND HYATT, DENVER, COLORADO

Redesign Your Practice So It Can Withstand the Challenges that Inevitably Will Come Again.

