

DEDICATED TO YOUR SUCCESS

How to Get More Leads for Your Medical Practice

By Tom Foster, CEO Foster Web Marketing



Every podiatrist wants more leads. And, sure, there are lots of things you can do to improve the leads you get from your website and other marketing efforts.

However, there's only one "perfect" way to get more "perfect" leads for your practice. And that's to actually understand the leads you want to attract.

So, here are 3 great tips to do just that.

1. Are You Using Keywords They're Using?

People probably aren't searching for the words and phrases you THINK they're searching for. They're not searching for technical terms or neatly packed keywords. Instead, they're searching in their own words for what they think they need at the stage they're at.

For example, they are more likely to type in "sharp pain in heel" than "plantar fasciitis." You need to "speak their language" and use words and phrases that accurately describe the problem as THEY understand it.

2. Do You Have the Right Answer in the Right Moment?

It's great to get traffic to your website, but it's not about just bringing in "more." You really want your website to resonate with the handful of people that need your help right now. If you go too general trying to capture a ton of clicks, you risk missing the one click that actually matters.

So, be specific. Be helpful. And be in the right place at the right time.

3. Are They Waiting for You to Ask?

Use calls-to-action throughout your website and content. Tell people how to take the next step. Guide people along in their customer journey and move them toward a relevant goal.

Never just leave them hanging and wondering what to do! If you don't ask, they won't click or call.

Add a Little to a Little and You Get a Whole Lot

If you want some pro insight into where you can lean in to get the most out of your marketing, visit FWManalysis.com or call 888.886.0939. You'll get a quick breakdown of where you are, where you could be, and how you can get there—and that's everything you need to start improving your leads.

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.





Let's Stop Having Our Patients Remove Their Socks Themselves and Let's Instead Just KNOCK THEM OFF with Our Incredible Customer Service

By Tina Del Buono



Over the past year I have heard from many Healthcare employees that their patient encounters have been more difficult than before COVID. They have noticed that more patients are not as nice during their encounters, or their expectations are unrealistic during visits.

We do understand that this past year has affected all of us differently. Difficult patients are not new and have always been a challenge, but along with this challenge we are given the opportunity to improve upon our patient care skills.

Brendon Burchard, one of today's top thought leaders, said, "You grow into the service level you want to provide." We know it is our choice how we present ourselves each day at work with our patients and coworkers.

I think the message that Brendon is trying to get across though is that we need to make the effort to continually grow our service skills, or patient care skills, in order to continue to provide a higher level of quality patient service.

If you go to work each day and never invest in yourself to become better, how do you expect it to happen?

Here are a few questions to ask yourself and then rate yourself from 1-5, with 1 being poor, 2 average, 3 good, 4 very good, and 5 excellent and see how you tally up with your "service skills" score.

- Am I friendly all the time at work?
- Can I have a positive attitude even when the encounter I'm having is not so positive?
- Do I make it easy for customers to do business with our practice and myself?
- Am I helpful to the patients and to my coworkers trying to make their day a better one?
- Do I empathize with patients or coworkers when they have a problem and try to help them?
- Do I remember that my actions can and do trigger other's actions, either for good or bad?
- When I see a patient is my first thought, "I want to make their experience a great one?"
- At the end of the day have I earned a "gold star" by the service I have given?

How did you do? I know working with the public can be difficult and sometimes frustrating. I also know it is not for everyone. If you think your career is in the field of delivering "Great Patient Service" then I hope you take Brendon's advice and continue to grow your service level, it will make your career not only more meaningful, but the people you work with and those that you encounter each day at work will enjoy connecting with you.

At Top Practices we offer excellent books, videos, and courses to improve and grow your patient service skills in multiple areas. When you invest in your growth not only do your skills improve, but you become a better you overall.

"Excellence comes from an internal standard that asks, "How can I deliver beyond what's expected?" ~ Brendon Burchard

Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to overcome their practice management challenges (that seem to get worse by the day) and run their practice so well that everyone gets their nights and weekends back with all their work done. Find out how it can transform your practice at [Virtual Practice Management Institute](#) today!



How Long Have You Been a Top Practices Member?

I've been a Top Practices member for five years.

Has Being a Top Practices Member Helped Your Practice?

I remember back in the day, I thought it was very expensive. I'm going to pay for a few months, go to the library, read everything, and then stop paying. And it's been five years. There is so much information. It's so wonderful. Actually, I learned things every single month. There's more information and it's just wonderful.

Would You Recommend Top Practices?

I highly recommend it to anyone who's considering joining.

Marjorie Khawam, DPM



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