

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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## An Open Letter to all Podiatrists

By Rem Jackson, CEO Top Practices



You are most likely receiving solicitations on a daily basis from companies (most you've never heard of and some you have known your whole life like The Yellow Pages) telling you that they have the tools to get you onto page one of Google.

Don't believe a word of it. And DO NOT send them your money. Podiatrists, like all professionals have been a prime target for "Marketing Vultures" whose sole purpose in life is to part you with your money. Most of the salespeople you talk to aren't bad people. They are trying to make a living and support their families by selling you things you don't need and some of them don't even realize it.

But make no mistake. It is suddenly the wild wild west out there again and snake oil is being sold in the hundreds of millions of dollars. The reason: The Internet.

By now, you know that you must be marketing your practice online in order to be successful in the coming years. I tell you now that the books—the phone books delivered to your house—will be extinct in five years. I know you know this at some level, you just don't know what to do about it.

### Just Say No

If a salesperson tells you that they can get you onto page one of Google and other search engines in less than 60 days and you don't have to do anything—THAT IS YOUR CLUE that it is time to hang up. They can't. Tricks and undefined SEO (search engine optimization) services don't work. It didn't in the past and now that Google has released the Google Panda (Panda here means truth) update. The only thing that will get you onto page one of Google is good quality content. Good content is the very definition of SEO. Anything else is snake oil. Somebody sitting in an office in the Midwest, New York City, or India can't possibly produce that kind of content for you, unless they really know and understand podiatry and work with podiatrists every day.



### Follow Somebody Who Knows

"If you are going to walk through a minefield, follow somebody." Great advice I recently heard from a friend of mine. The only way to sort out the new frontier of internet marketing is by getting help and advice from your fellow knowledgeable DPMs. And the trusted companies who work with them. Search Engine Optimization (SEO) is critical for the future health and growth of your practice and, quite frankly, you don't have to become expert in it at all. But you must know that your practice is doing things correctly and as inexpensively as possible.

### The Geek Squad

Best Buy started their Geek Squad computer services division to better serve their customers. At Top Practices, we have our own geek squad and they have DPM after their name. Remember that you don't have to do this alone. In our mastermind group, we work continually to make sure you practice is growing and succeeding because the alternative is unacceptable to us.

See you on the road.

Dedicated to your success,

*Rem*

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## Top Practices

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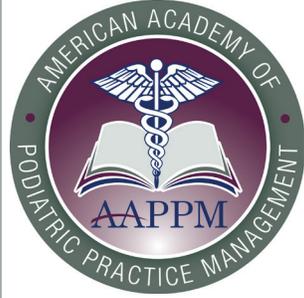
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1961–2011  
*50 years*

## The Incredible Vision of AAPPAM

The American Academy of Podiatric Management Services turns 50 this year. With over 1500 members, it is the largest affiliate of the APMA.

If you haven't been to one of their meetings in the past year, you should consider that a professional emergency. There are big changes coming in podiatry and you've got to be ready for them. You've got to be prepared to offer your patients better service, improved outcomes, and you've got to be able to enhance your bottom line at the same time. That is the mission of AAPPAM.

There is simply no other professional association that Rem has ever seen to compare with this group of doctors. They are working tirelessly to improve the profession and to improve each other's practices. They really do have very current and up-to-date information, advice, and help. And they are 100% willing to share it with you, with no strings attached.

If you think you've heard everything they have to say, or you just don't need to be associated with these doctors, you are wrong. Dead wrong. Make a plan to visit one of their meetings as soon as possible. You will be thrilled that you did.

[www.aappm.org](http://www.aappm.org)

## 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](http://www.TopPractices.com) to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at [Nicole@NicoleTully.com](mailto:NicoleTully.com).

# Producing Powerful Patient Testimonial Videos

By Gary Igotofsky, Web Power Video



Patient testimonials are one of the most effective ways to promote your practice. Placement of video testimonials on your practice website will hold prospective patients on your site up to 10x longer, increasing the likelihood that they will become new patients.

Patient testimonials should always be in the patient's own words and never be scripted. Before you put your patient in front of the video camera, sit down with them for a few minutes and ask them to describe the foot condition they were treated for, how the condition affected their lives, what they thought of the treatment they received, how well informed they were about the treatment, how happy they were with the results, and how well they were treated by you and your staff.

This brief pre-production interview will not only relax the patient about what to say on camera, but also provide an outline for them to recall their experience in an anecdotal manner which will come across genuine and unrehearsed.

Now that the patient is comfortable and ready to appear on camera, prompt them to begin their testimonial by asking them the above question in its entirety as a reminder of what to discuss.

Position the patient in an exam chair or in front of an attractive clutter-free area of your waiting room. Place the video camera on a tripod and set the zoom to the widest aperture. Frame the patient just above the waist. Use a wired lavalier microphone, if your camera allows for it, and close the doors.

You are now ready to begin. It is important to keep the testimonial between 1-2 minutes in duration so as to not lose the attention of your viewers.

Send your videos to your webmaster and ask them to place a "Patient Testimonials" graphic on your homepage which links to a patient testimonials webpage.

Also upload your video to YouTube and other search engines to dramatically increase your web presence.

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Gary Igotofsky is President and Executive Producer of Web Power Video. Web Power Video has produced over 800 podiatry videos for podiatrists across the country. Find out more at [www.webpowervideo.com](http://www.webpowervideo.com) or contact Gary directly at [gary@webpowervideo.com](mailto:gary@webpowervideo.com).



## Rem's Book List

Here are some great books that Rem has been reading this summer.

**Goal! Your 30-Day Game Plan for Business and Career Success** by Gladys Stone and Fred Whelan

Simple and hard-hitting, this excellent little book has a 30-day plan to get you to achieve your goals every day.

**What Would Napoleon Hill Do?** by Napoleon Hill

Here is a new work that takes the genius of Napoleon Hill and puts it into one of the best formats to date.

**Wishcraft: How to Get What You Really Want** by Barbara Sher

A superb classic that will help you know not only what you want but how to get it.

**Mastering the Rockefeller Habits: What You Must Do to Increase Your Growing Firm** by Verne Harnish

This is an excellent read on how to manage the important things in your practice.

You can find all of these books and more available for purchase on our website: [www.TopPractices.com](http://www.TopPractices.com).

"The world makes way for a man who knows where he is going."

– Ralph Waldo Emerson



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SEE PAGE  
ONE.

## Let's have some fun!

Life isn't all about work and no play. Benjamin Franklin said, "Wine is proof that God loves us." Here is truly one of the best kept secrets in wine. It's a wine club called **Small Lots, Big Wines**. Diane discovered it on a trip to Napa with Rem about two years ago. They joined the club which is designed to fit everyone's wallets and interests. Twice a year, they ship you wine (you pick the quantity - 2, 4, 6, 12 bottles of red, or white, or both) from Napa and Sonoma. These are not wines you've heard of before. They are hidden gems that nobody knows about. If you are interested in spending a lot of money on marquis name wines or you're on the waiting list for Screaming Eagle, this is not for you. But if you want to learn about wine and find little boutique wineries making fabulous wine, then this is for you. When you join the club you are eligible for FREE guided wine tours with Becky who drives you around Napa or Sonoma Valley in your car, taking you to places you would never find. Rem and Diane found themselves in the living room at the home of a winemaker, they ended up in a meadow on Howell Mountain tasting wines with the man who has been making them for 40 years. They landed in a Villa overlooking Napa Valley with a breathtaking view they had never seen before. Just go to [www.SmallLotsBigWines.com](http://www.SmallLotsBigWines.com) and click on "About" in the top menu to find out how you can join the club. It's been one of the most fun and informative things that Rem and Diane have ever done. Cheers!