

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Should I Just Cancel My Yellow Page Ad and Focus on the Internet?

By Rem Jackson, CEO Top Practices



The Answer is Yes and No. Yes, cancel your Yellow Page ad. If you haven't done this yet – it is time. In every market, every city, every town, every hamlet, every prairie, every moun-

tain, all farmland. It simply doesn't matter any longer. Even if you are convinced that everyone in your "special" community STILL uses the Yellow Pages, the fact is they do not use them to make consumer decisions. It's over now. You won't be able to even put ads in the printed book in four years (mark your calendar and see if I didn't get this right).

To be sure, The Yellow Pages will still be trying to separate you from your money and will be offering you internet based services. To Quote Nancy Reagan - "Just Say No." They are dinosaurs who simply don't have anything to offer any longer. Google is actively working on putting them out of business online – and winning. When you work with the Yellow Pages you look exactly like everyone else – the plumbers, hardware stores, pizza parlors, massage parlors, nail salons, wholesale supply stores. And that means invisible. So, YES, just cancel your Yellow Book ads...

No, you should not "just focus" on the internet.

That is a classic mistake that I see regularly. The internet is perceived as being relatively inexpensive to many other choices you have for marketing. Please let me be clear: YES, the internet is an indispensable and cost effective marketing channel for your practice, but it is only one of the Four Great Pillars of Marketing that I identified and introduced at Top Practices in 2008. The others are Referral (or shoe leather) marketing, Internal (or database) marketing, and External marketing. Focusing on only one of these, at the expense of the others is like trying to have great nutrition by eating meat only. Meat is good for you, but you need more to be healthy and productive. (See Page Two for more on this topic)

Save your money and stop sending it to the Yellow Pages. You can repurpose that investment into different marketing efforts and get a much better return on your investment. So, YES, cancel your Yellow Pages ads. No need to wait any longer, anywhere in North America.

And yes, focus on the Internet, but not at the exclusion of the rest of a strong, sound, marketing plan.

Dedicated to your success,

Rem



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Top Practices

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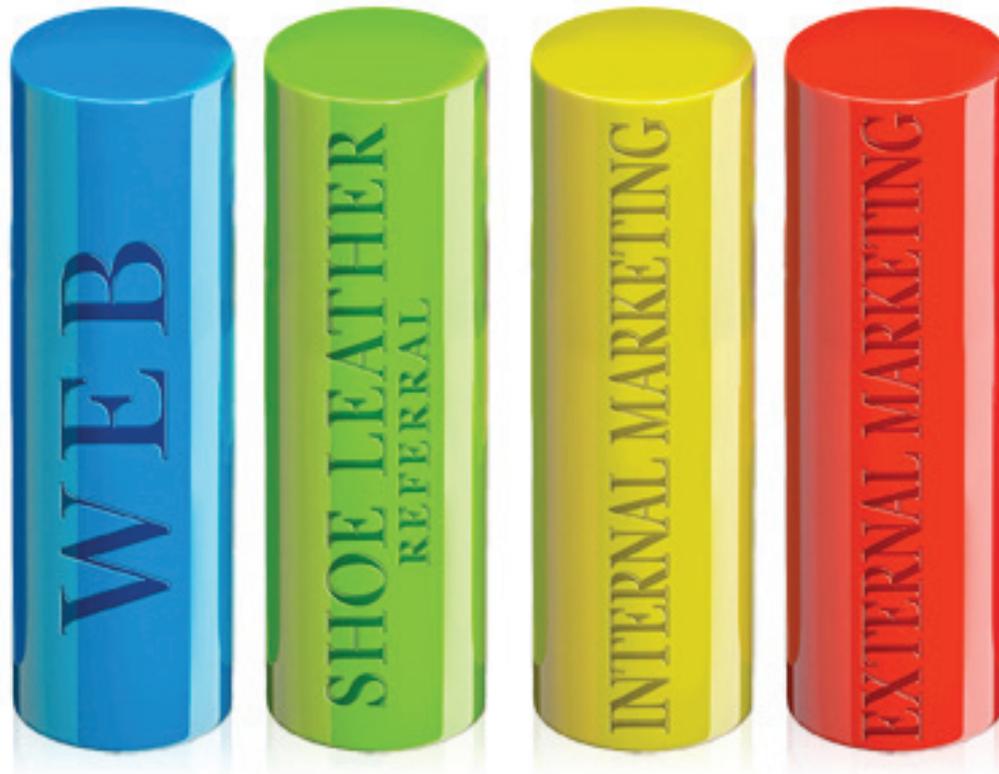
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The Top Practices Four Great Pillars of Marketing

When you speak to your patients about their conditions, you generally recommend a treatment protocol that you and they will follow together to get their health restored. That plan most likely includes multiple steps and clinical methodologies to achieve the desired health goal. You explain to your patients the importance of following the entire protocol and, you explain that if they do follow it in its entirety they will experience the maximum benefit.

You also know that many of them won't follow it. They will often only follow through on part of the total protocol and that as their pain begins to alleviate, they will simply go back to their regular routine. You know that they won't achieve the optimum results and will most likely be returning to you and reporting that what you recommended wasn't effective. It's frustrating for everyone involved and it's very common.

Same with your marketing.

You see, every professional practice in the country has a similar challenge: a need to see more patients, more of the "perfect patient" that they want to see walking in the door. The "treatment protocol" for this is to implement a marketing plan that is comprehensive and that includes an integrated approach in

multiple areas. Those multiple areas are the Four Pillars of marketing. I created them for the very reason that you work hard to make your treatment plans easy to understand. I want my doctors to have healthy, growing practices that sustain them and empower them to serve their patients optimally.

At Top Practices, we practice Information Marketing. A simple concept – people will make better decisions about their health if they are better informed. We offer our patients, and our prospective patients, information that answers the questions that are keeping them up at night. Information they care about intensely because they are worried about their health or the health of a loved one.

We execute our marketing plan in Four Major Areas – The Four Pillars of Professional Practice Marketing.

Pillar Number One – Web Based Marketing.

The single most utilized information source (even ahead of Doctor Referral) is the internet. Google Searches. In order to have the thousands of patients in your area who are trying to find the right doctor for them be able to find you AND come to the conclusion that you are the correct choice for them, there is a methodology – a protocol, for dominating the Internet in

your local market. I wrote about this and used Dr. Andrew Schneider's success in this newsletter last month. This is no longer a choice. The practices that will be successful in the future will do this well.

Pillar Number Two – Referral Marketing.

I often call this “shoe leather” marketing because, done correctly, this method involves a representative from your practice physically visiting the medical and non-medical referral sources. This can be one of the most difficult programs you can implement. It takes time and commitment, but when you develop new referral sources they can bring significant patient numbers to your practice. Failing to nurture your existing relationships and not developing new ones is a critical and very common mistake medical practices make.

Pillar Number Three – Internal Marketing.

I usually refer to this as “database marketing.” This is the regular practice of

reaching out and communicating to your existing list (or database) of patients and other relationships in the community, both electronically and in the old-fashioned mailbox. This is, by the way, the silver bullet of marketing. I'm happy to let this secret out of the bag, yet again. Understanding this principle and knowing how to do this effectively is the KEY to building and maintaining a healthy practice for the rest of your career.

Pillar Number Four – External Marketing.

It's interesting to me, that this pillar is the one EVERYONE thinks they understand. Advertising. It's certainly the area in which, most practices try the most things. And spend the most money, often. While it is true that there are specific ways to make this work for you, there is simply no reason to spend time and money here unless you've built your plan and developed the other three pillars first. It's just like the Yellow Pages – a waste of your money.

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.

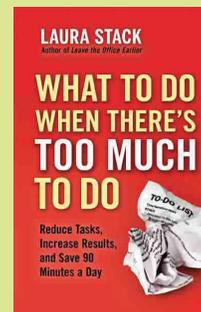
Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month. 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 to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.

Two Great Books You Should be Reading

What to Do When There's Too Much to Do

by Laura Stack

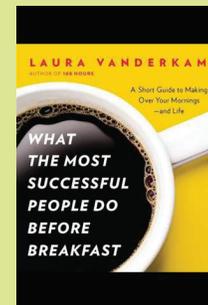


This is a great book that helps you reduce your tasks, increase your results, and save at least 90 minutes a day. A great read.

What the Most Successful People Do Before Breakfast

by Laura Vanderkam

I've been hearing people talk about the value of your morning time for a long time. Many successful people either naturally use these early morning hours well or train themselves to do it. This book shows you how and why.



“It's a sure thing that you'll not finish if you don't start.”

– Napoleon Hill



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See page one.

The **Top Practices Marketing and Management Summit** in **Las Vegas, Nevada, September 21, 22, and 23, 2012** is almost here. 150 of your colleagues have made the decision to come.

SHOULD YOU?

It's August 2012. There are 4 months left in 2012. **Are you on track with your practice? Are you growing at greater**

than 10%? Are you achieving and receiving everything you want from your practice? If you are like most podiatrists, the answer is "not so much". It's not terrible, but it's not great either. I just spoke to a 42 year old doctor who told me, "I'm supposed to be enjoying this more by now. In fact, I keep enjoying it less." If that's you, or any version of that is you, then it's time for you to find out how to fix it.

In fact, while there are only 4 months left this year, there are many, many months, even years left in your future. How do you plan to spend it?

There is still time (and some room – we have increased the size of our meeting room) to attend the Top Practices Summit in Las Vegas in September. **Just go to www.TopPractices.com and click on the "Blueprint for Success"** link to get all the details. If not now, when? The conference is the only medical conference you've ever attended with a 100% money back guarantee. **Find out more about that at www.TopPractices.com.**