

# DEDICATED TO YOUR SUCCESS

## There is Still Time to Come to Denver and the Top Practices Summit



### KEYNOTE ADDRESS

**BY HEALTHCARE ATTORNEY JOHN LEARDI**

**IT'S NEVER EASY, BUT IT'S WORTH IT**

A unique view with guidance about the current state of podiatry practices and the next five years.

No one can be successful by themselves. Associating with likeminded people who aren't focused on the latest piece of bad news, but rather success in their personal and professional life can be the antidote to the litany of bad news. I'm not suggesting you don't know what is going on in your world, but I am emphatically stating that one of the best things you can do is improve your own circumstances and that it's far easier in the company of smart, positive people who are improving theirs.

Would you like to know how to work 20 hours/week in clinic and generate 1.2 million in collections with only yourself and your staff? No other doctors? **Then Come to the Summit.**

Would you like to know how Indeed.com can actually work for you rather than against you? There are good people out there who are willing to work. Possibly you don't know how to find them. **Then Come to the Summit.**

Can you still build your practice to be a sellable asset? Want to know how? **Then Come to the Summit.**

Want just one incredible idea to help you market your practice? How about more than 10? **Then Come to the Summit.**

How much do you and your staff collect each hour your open? Want to know how it can be over \$1,000/hour? **Then Come to the Summit.**

Want an A-Team who works with you seamlessly? **Then Bring them to the Summit.**

**This was like something I never could have imagined.**

Besides learning how to run an efficient and successful practice, one thing that made the biggest impact was the human element of love and respect for our families, staff, patients, referring physicians, colleagues, and ourselves. There's not much more to say other than this won't be the last meeting I attend.

RUDY LAFONTANT, DPM

**There Is Still Time - Come to the Summit**



*Rem  
I'll see you in Denver!*



# 5 Reasons to Skip a Social Media Marketing Trend

By Tom Foster, CEO Foster Web Marketing



Some practices rise by embracing social media marketing trends, and others fail miserably. The question is, how do you know when YOU should put the time, energy, and money into giving it a try? Here are 5 excellent reasons to stay off the bandwagon:

Not sure? Review these 4 website metrics to get a much better idea of how you're doing:

1. **Don't do it if you can't do it consistently.** Most of the hottest trends in social media marketing aren't things you can do once and forget about. Most of them require a sustained effort to do well—or to get any traction at all.
2. **Don't do it if you can't be active and attentive.** The most successful businesses on social media are the ones that interact, respond, and really pay attention to their audiences. If you can't give them that kind of engagement, you're better off putting your marketing time and energy into something else.
3. **Don't do it if you can't be yourself.** Generic efforts don't get results on social media platforms. So, you have to be authentic and make sure that people see you as a real, relatable human—not just as another generic medical practice on the internet.
4. **Don't do it if you don't “get it.”** You don't have to be a social media expert, but you do need to understand what you're doing. If you don't really get how the rules work or how people use the platform, you could be shooting yourself in the foot with your efforts.
5. **Don't do it if you have to drop everything else to make it work.** You might see the potential in a social media trend, but don't drop everything else you're doing to market yourself. If all your resources go to risk, you're going to be in a bad spot if it doesn't work out.

Love the idea of a new trend, but not sure if you're ready to take the leap? Not sure how to keep up what you're doing while you try something new? Visit [FWManalysis.com](http://FWManalysis.com) or give us a call at [888.886.0939](tel:888.886.0939). We'll make sure you have the knowledge and support you need to make smarter decisions about your 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.

# Join THE TOP PRACTICES MARKETING MASTERMIND GROUP

MAKE 2023 YOUR BEST YEAR IN PRACTICE



with REM JACKSON, CEO AND  
FOUNDER OF TOP PRACTICES



**Private podiatry practice is under siege** and its demise continues to be predicted, by everyone except those doctors who understand that private practice continues to be their path to financial freedom, personal freedom, abundance, and fulfillment. Top Practices is the home base for those podiatrists who are willing to do the work of marketing and managing their private practice so that they and their family, their staff and their patients can reap the rewards.

*Here is what our members are saying...*



I've been a Top Practices member for seven years. I started out very early in my career, which was wonderful. And I got to start off just understanding really how to establish good protocols and how to talk to people and how to market. And it's just been very transformative for me. Although, you know, we started doing it from the very beginning, I have no idea where I would be without it.

I would absolutely recommend Top Practices.

**MATT WETTSTEIN, DPM – TWIN FALLS, IDAHO**

I've been a member of Top Practices for several years now. And it's been incredible just to help me shorten my learning curve and learn ways that I can more effectively upgrade my practice and market it to the community. The experience has been invaluable in shortening my learning curve and making me be more successful.

I would absolutely recommend Top Practices! If someone's thinking about joining Top Practices, they should do so without hesitation. It is so uplifting and so helpful. Just drop what you're doing and sign up right now.

**THOMAS T. PIGNETTI, DPM – THE WOODLANDS, TEXAS**



**None of us can be successful on our own.**

**If you surround yourself with intelligent people who challenge you to meet your goals,  
you will see growth and success in your podiatry practice.**

**FIND OUT MORE AT TOPPRACTICES.COM**



# TOP PRACTICES

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(SEE PAGE ONE)



PRESENTS

**THE TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT**  
THE HOME FOR PRIVATE PRACTICE

# THE PRIVATE PRACTICE PLAN TO *Succeed*

SEPTEMBER 16, 17 AND 18, 2022 • THE GRAND HYATT • DENVER, COLORADO

*The Business of Private Practice in  
Podiatry is Changing...for the Better.*

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**BY HEALTHCARE ATTORNEY JOHN LEARDI**  
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**TopPractices.com/Summit**  
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