

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Here is Arguably THE Biggest "Secret" of Success

By Rem Jackson, CEO Top Practices



In his spectacular book, "The Phenomenon", Dan Kennedy discusses how to get more done in the next 12 months than you have in the last 12 years. He calls this The Phenomenon and in it he describes how it is accomplished. One key thought is to simply get off the couch or the office chair and make things happen.

General George Patton said it this way: "Wars are won by people who actually go out and do something."

Napoleon Hill addressed this decades before General Patton or "General" Kennedy. He said "When you have talked yourself into what you want, stop talking and begin saying it with your actions."

Nuff said.

I spend an inordinate amount of time demonstrating and teaching that you can accomplish so much more in your personal and professional lives. But you've got to make that decision. Many of you have, but you haven't taken the next step.

You need to develop a plan (preferably on the back of a napkin) and GET GOING. The longer you delay the harder it will be to start. Nobody's plan is perfect. Mine aren't! But (HERE IS THE POINT) most of us just let time slip through our fingers. It turns into months and years before we actually go out and do something.

"Shorten the time between the Idea and the Implementation of the Idea."
—Dan Kennedy

If you know what you want and you know what to do, start this very second. Right now. Be flexible and deal with things as they develop. Simply by deciding to move AND MOVING you will change your life.

If you don't know what to do, then follow somebody who does. Some suggestions are the doctors who are sharing their best advice at the AAPP meetings, or the doctors and experts in the Top Practices Mastermind Group. Or the great authors and thinkers in the books and programs you can find on the Top Practices Website right from the home page in Rem's Recommended Reading List.

Shorten the time between when you get the idea to do something and when you decide to act, and you will achieve miracles. You will achieve more in the next 12 months than you have in the last 12 years.

Every single big winner I know has an extreme bias towards action. They are always trying to collapse their time frames to execution.

Don't reinvent the wheel. Don't consult your mother or your palm reader before you get moving.

Move. Run.

The good news, this is all up to you and you can start right now.

Dedicated to your success,

Rem

PS: Are you still here! What are you waiting for?!?!

what's inside

2 The Top Practices Blueprint for Success

3 How Does Top Practices Work?

3 The Cold Hard Truth

4 Top Practices Marketing Mastermind Group

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Your **Blueprint** for **Total Success** in Your Podiatry Practice

While you are reading this, 170 of your colleagues and their staff are in Las Vegas Nevada at the Sixth Annual Top Practices Marketing and Management Summit. This is a transformational two and a half days for them. We will be reporting on the Summit in next month's newsletter. Here are a few notes about what they are learning and working on (and what you are missing).

They are all working with the Top Practices Blueprint for Success, which is a new program from Rem and Top Practices that is designed to make it easier (as a Blueprint should) to build and implement a powerful and profitable marketing plan for their practices. The Blueprint goes beyond Marketing and helps with their practice management too. Here is a sample part of the management tool:

Top Practices Blueprint For Success

YOUR KEY METRICS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Practice Revenue												
Practice Expenses												
Practice Profit												
Practice Growth												
Practice Efficiency												
Practice Quality												
Practice Satisfaction												
Practice Retention												
Practice Referral												
Practice Marketing												
Practice Management												

Your Key Metrics

Knowing and tracking your key metrics is an enormous key to success in a practice. I am no longer surprised when I ask doctors what they are billing and collecting month by month and how that compares to last year—what the trend is and they respond, “I really have no idea.” It happens all the time. But knowing exactly what your situation is (by reviewing your key metrics) will give you intelligence that allows you to do the things you need to do to change things for the better. At the Summit, Dr. Peter Wishnie is teaching the attendees the larger list of key numbers he uses to run his highly efficient practice. (go to The Top Practices website www.TopPractices.com to find out more about the course he is teaching online to help doctors learn how to do this).

A true blueprint for success requires a focus on practice marketing. This isn't something you can avoid or “sit out.” Every single practice or business must have a marketing plan or else it will simply drift. This is the state of most podiatry practices—not so bad that it's painful, but not as good as it could OR should be. A blueprint for success that is tested and proven makes all the difference. Take a look at this first page of the Top Practice Blueprint in the Web Marketing Section.

Simply knowing what to focus on and being able to track your progress in all four marketing areas—Web-Based, Referral, Internal, and External—enables you to systematically build your practice as you wish and protect it from the ups and downs of your local economy and/or competitive pressures from other doctors, big groups, or the insanity of what many hospitals are doing.

Top Practices Blueprint For Success

WEB MARKETING

Local Listing Updates
Number of Number: _____ Date: _____

Website Top

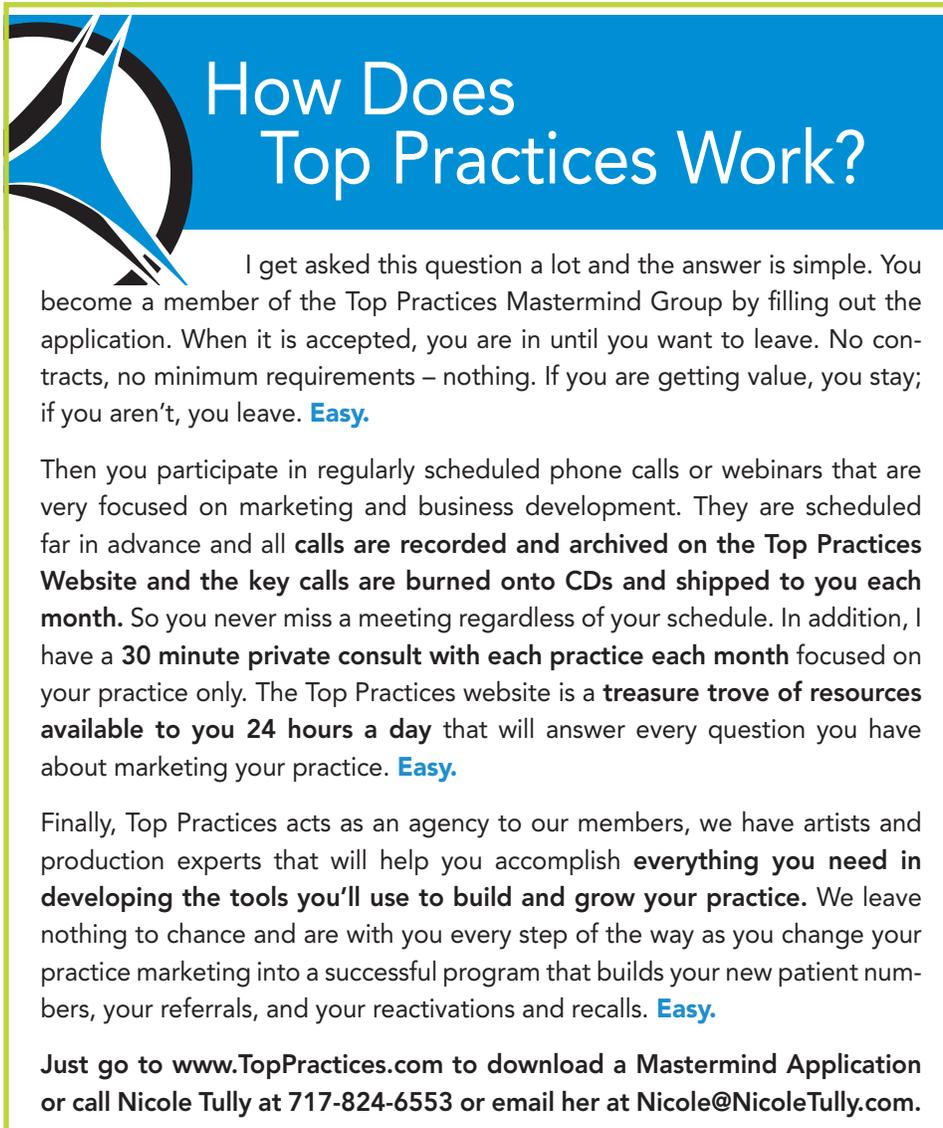
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Revenue												
Website Expenses												
Website Profit												
Website Growth												
Website Efficiency												
Website Quality												
Website Satisfaction												
Website Retention												
Website Referral												
Website Marketing												
Website Management												

**Page 1 of the Web Marketing
Top Practices Blueprint**

The next Top Practices Summit is in October 2013, but that doesn't mean you have to tough it out alone between now and then. If you've ever thought that joining the Top Practices Mastermind Group is something you "should do someday," there is simply no better day to start than now. No one knows why we all suffer for so long before we do the things that make things better for us like lose weight, get in shape, be a better spouse, or run a better and more profitable business. Napoleon Hill would say it is just inertia. It can be very difficult to decide to change and then actually change. And when you do, you have to try and commit and build. But Boy, the way you feel when you've got great positive cash flow and all the patients you want (the right kind of patients) or when you finally fix your health is fantastic!

Remember this: **"When you have talked yourself into what you want, stop talking and begin saying it with your actions."**

The Blueprint, the coach, the assistance, and the brilliance of your colleagues who are hitting home runs out of the park daily is yours if you decide to make the change. I sincerely hope you do. Here is how.



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.

The Cold Hard Truth

There is always a shortage of people who get the job done on time without excuses or grumbling.
— Napoleon Hill

The fact is that good people are worth their weight in gold in every organization including your practice. Why then do we accept such unacceptable behavior and results from the people who work for us? Two reasons: we think it is easier to just put up with the poor performance (or we don't know how to just fire a poor employee), and we think hiring the right people is just too much work or too hard.

Wrong Wrong Wrong!

Here is what your standard for employees should be – **Superstar.** People who cheerfully accept challenges, take the initiative, and get the job done. They don't complain, and they don't make excuses. Why in this world would you work with anyone else?

"Offer results, not alibis."

– Napoleon Hill



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See page one.

Here is what you have been and will be missing in October, November, and December if you are not a member of the Top Practices Marketing Mastermind Group

- ✦ How to communicate with your patients the benefits of orthotics (process, scripting, protocols) so that significantly more are helped by them (more walk happily out the door in them).
- ✦ **How to market your lasers effectively (there is a way to knock this out of the park).**
- ✦ How to get your market to pay attention to your marketing.
- ✦ **How to market to the affluent.**
- ✦ How to use video to build your practice.
- ✦ **Why your website isn't working like it should.**
- ✦ Nail salons? Shoe Stores? Physical Therapy? Good ideas? Bad Ideas?
- ✦ **Link Building: What is it and is it a secret weapon for your marketing?**
- ✦ Is a DME Specialist a good or a great idea?



See Page Three to find out how you can get in the game and hit a home run with your marketing