

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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What is the one thing that can guarantee my success?



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This is one of those questions that shouldn't be asked but always is. It's just like the question "What is the one thing I should be doing in my marketing?" There is no one thing, if there was everyone would be doing it and everyone would be winning.

In marketing and in business there isn't one thing you need to do to be successful, there are a number of strategies that when added together create far more than the single components can do alone.

Ok, but there's got to be 1 one thing, right?

It turns out that I can answer the question, "What's the one thing I can do to guarantee my success?" Here it is:

"Be here, one year from now, actively immersed in the process."

-Jeff Olson, The Slight Edge

That the answer. That's the only answer. That's the Slight Edge answer. The one thing that can guarantee your success is to keep going. Don't quit. Commit to yourself that one year from now you will be here, actively involved in the process.

That process can be anything. It can be your health program (as it is mine right now). It can be your marketing program. It can be becoming an effective CEO for your practice. It can be becoming a better mother, brother, friend, business partner. Whatever you want to succeed in you must have a plan and you must commit to that plan. You must commit to:

- Be Here – being here means staying focused on your plan. In fact, it means getting a plan if

you don't have one. The biggest hurdle in my health plan success was lack of a plan. I had lots of "want to" but very little in the form of a concrete plan. It took masterminding with people, who care about me to create that plan, but I developed it and it is working. It means paying attention and being present.

- One year from now – one year from now, is a clear way of understanding that change and growth takes time. What you want will not happen overnight except in rare cases. Keep putting the red x's on the calendar every day your follow through on your plan no matter what happens that day.
- Actively immersed in the process – you can't phone this in. You want a healthy practice filled with a reception room of perfect clients? Then market your practice well. If you need a plan for that look no further than The Top Practices Mastermind Group. <Please link the Top Practices Mastermind Group to the Join Top Practices Page on the website.> Don't pretend to do it. Do it. Do the thing and you shall have the power.

One of my favorite quotes is by General George Patton: "Wars are one by people who actually go out and do something."

You want to guarantee your success. Guarantee means there is 100% assurance you will succeed. Is there one thing that can guarantee your success? Be here, one year from now, actively immersed in the process. That's the answer and it's a heck of an answer.

Anything else and you're just fooling yourself.

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If You Build IT They Will Come (but only if you market it)

By *Ellise Williams*



Opening a new office is an immense achievement. You've put in the extra hours, proven your dedication, and dreamt big to reach your goal of expansion. Once you've found the right place, it's time for you to sit back and let the patients roll in...right? While this may seem like the perfect time to kick off your boots and congratulate yourself on a job well done (and that time will come, don't worry!), there is still much more to do!



Dr. Michele Kurlanski, from Lighthouse Foot and Ankle Center in Portland, ME, knows all about going the extra mile when it comes to promoting a new office. When she confirmed that her new office would be opening in the summer of 2015, she decided that it was not quite time to stop and revel in her accomplishment. Taking a page straight out of Top Practices' Four Pillars of Marketing, Dr. Kurlanski worked closely with the Virtual Marketing Director Services team to implement an Office Opening Marketing Plan to blow away her current and prospective patients! This plan included:

- A New Office Video which displayed images of the office construction and gave patients information about when and where the office would open
- Office signage for both office locations (a "We're Moving!" sign for the current office and a "Coming Soon" sign for the new office)

- A press release for online and print in local newspapers and the Chamber of Commerce
- A complete reset of Dr. Kurlanski's local listings to ensure they were up to date with her new location
- Updated NAP (Name, Address, Phone number) in her Social Media presence and website.

When you have a big event coming up, whether it is a new office opening, a new service or product being unveiled, or participation in an upcoming community event, it's essential to make it a big deal! No matter how great your event, service, product, etc. is, no one will care if they don't know about it. All of the hard work, preparation, and diligence you've put in up to this point will simply fall flat if you fail to take your promotions a few steps further. So, shout it from the rooftops! Make a fun video and post it on YouTube and your website, get an article in the local paper or a community bulletin, post a contest on Facebook, offering a giveaway to followers who guess the number of drywall nails in a jar!

If you want to make a splash with your upcoming event, take a page out of Dr. Kurlanski's book, and do a cannonball into those marketing waters! You won't regret it.

The “Online Dating” of Web Marketing— How to Spark and Grow Your Relationship with Prospects



By Tom Foster, Founder and CEO of Foster Web Marketing

Your patients are the most important part of your practice. Period. After all, without them and their needs, you would be out of business. So how do you acquire new patients and be sure they stick around? Web marketing today is one of the most effective ways to promote and expand your business. Here are the 3 phases of turning a prospect into a dedicated patient using strategic web marketing:

I. Attract Your Perfect Patient

Know EXACTLY what you want your perfect patient to look like—who he is, how he’s feeling, where he lives, his level of education, and anything else that might be important. Keeping that in mind, you then need to:

- Build a dynamic, beautifully designed website.
- Create engaging, interesting, and informative content.
- Invest in forms of paid advertising like Pay-Per-Click (PPC), banner ads, and online video commercials.
- Implement effective search engine optimization (SEO) techniques that get the attention of search engines like Google.
- Get social on sites like Facebook, Twitter, YouTube, and Google+ and begin to build relationships and create a sense of community.
- Make sure you are measuring and analyzing whether your hard work is paying off, or if you need to tweak a few things.

II. Convert Your Leads into Loyal, Paying Patients

You have a beautiful website, great online promotion, and all of a sudden the leads start coming in. Hooray! But now begins the real work. To successfully convert a lead into a patient, you need to:

- Be ready for the surge in leads that are going to come across your desk. If you’re not ready for them, they will find someone who is.
- Have a mobile version of your website available for people who prefer to surf the web on their smartphones.
- Write your website content in such a persuasive way that prospective patients can’t help but reach out to you.
- Develop a well-designed free offer for your website (Top Practices books, free reports, etc.).
- Create professionally produced videos for your top content.
- Look at the analytics for your website and see what is helping to convert patients—and what isn’t working.



“Constancy of purpose is the first principle of success.”

– Napoleon Hill

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WHAT'S THE ONE THING I CAN DO TO GUARANTEE MY SUCCESS?



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III. Retain Your People

So now you've serviced a patient, maybe once or twice, and he's fully recovered from his ailment or procedure. Now you're done following up with him, right? WRONG! Just because he sought care with you as a podiatrist, and you brought him to full recovery, does not mean he will use you again in the future. We live in a society where people are always looking for the newest, best thing, and that's true for any doctor, business or product. If you don't constantly remind your patients that you're still in practice and looking out for their interests, they might seek greener pastures. Plus, creating a more personalized relationship with them makes them more inclined to be loyal to you. Some ways to reach out and retain patients in your practice:

- Create an e-mail drip campaign that automatically contacts patients at pre-determined times and dates.
- Get involved in your community and local charitable organizations. You're able to do good while also interacting with all types of people and getting public recognition for your name.
- Create a culture of excellent customer service.
- Write free books and reports to position yourself as an expert in your field.
- Send out compelling direct mail. Not all marketing needs to take place online!
- Periodically distribute surveys or polls to customers as a way of discovering what you're doing well, and what you could do better.
- Maintain an up-to-date patient database so that no one can slip through the cracks.

**Not sure if your website
has what it takes to be
great? Visit our website at
www.FWMDoctorDesign.com
to sign up for a
FREE Design Consultation.**

As with your personal relationships, your business relationships need to be nurtured; but it all starts with having the right prospects! Having a beautiful and engaging website with a strategic marketing plan will ensure that you get in front of those prospects.