

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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## He said, "I think I'm going to divorce you" ... Really?



Diane and I live in Pennsylvania (Penn's Woods is the translation) and believe me we've got trees, a lot of trees, in our yard. All kinds of trees: evergreens, deciduous conifers (didn't know they existed did you), Japanese Maples, Cryptomeria that are over 80 ft. tall, Cherry Trees, and in the front yard two very large Sugar Maples.

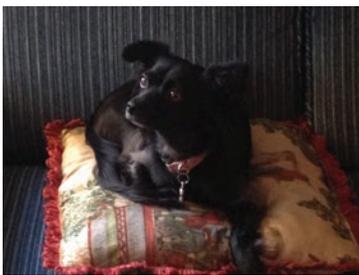
### It all started with the Sugar Maples

The Sugar Maples are big mature trees and we should've had them trimmed a while ago because they really obscure the view of the house from the street. So late last year I called a neighbor who works with a company that does landscaping (he had done a job for us a year ago in our backyard and I could still remember his name) and asked him if his crew would trim our trees back hard. He said, "Sure!" and then took months to actually show up. I had to bug him multiple times and he just kept apologizing.



But eventually the guys showed up and did a great job. You could really tell that they'd been trimmed.

That's when the trouble started.



### Looking out our window I could see my Tree Guy

I heard our dog Rosie barking—going totally nuts like she does when someone dares to get within 50 yards of our house (somebody has to do it). So I looked out the window to see if I needed to arm myself, but to my surprise my tree guy was in the yard spraying the stuff that is supposed to keep my trees healthy all over everything. "Good!" I thought. I needed to tell him that the guys who trimmed my trees had told me that the Cherry Trees had something called scale and needed to be sprayed.

I went out to tell my tree guy all about it and he stared at me while I was telling him about the scale like I had a fish head mask on or something worse. When I finished he said, "I see you had your trees trimmed." "Yes," I said, "that's how I know about the scale." Still staring at me he slowly cocked his head back and said, not kindly, "I'm trying to decide if I'm going to divorce you."

Umm...OK pretty sure I'm married to Diane...I said "what?" He said, "I'm thinking I might have to divorce you. I trim trees you know."

Oh, I thought, he's mad at me for having Drew trim the trees. OK.

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4 Save the date for Summit 2016

## Top Practices

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*“He said, “I think I’m going to divorce you”... Really?” continued on the from page 1.*

“Well I will remember that and I’ll be sure to call you next time,” I said. And that was pretty much that. I think he is still my tree guy. If he doesn’t show up again I will have to get a new tree guy which will be a pain.

### It’s not my fault

Now, my tree guy was in no mood to be coached by a marketing expert about the fact that everything was his fault. But I will share the lesson with you.

Was it my fault that I didn’t remember that he trims trees? The answer is absolutely no! That is his fault.

Here is the funny thing, I don’t want to have Drew and his crew trim my trees again. It was way too much work to get them here. Excellent job, but I need much better customer service.

In fact, upon further reflection, I remembered that my tree guy did trim my trees, maybe 4 years ago. But...and here’s the big point... it’s not my job to remember this obvious fact. It’s his job to always remind me. It’s his job to protect and nurture the relationship that we have; to ensure and protect a pipeline of future business from me and hundreds of his satisfied customers.

### He’s just the guy who sprays stuff on my trees

Now, I want to be very clear here, my tree guy is a real, honest to goodness, tree expert, an arborist. He is the real deal and I respect his knowledge and ability.

The problem for him is that over time, he has become the guy who keep my trees healthy and I didn’t think about the fact that he could trim them.

I did say to him that I didn’t remember that he did this and he said “C’mon, when I came out here the first time (over 5 years ago BTW) I brought our truck with the bucket lift!” Oh yeah...that’s right. Whatever.

### Are you making the same mistake with your patients?

It’s not my job to maintain my relationship with my tree guy. It’s his job. In fact, it is the most vital business development activity he needs to be doing and yet he does none of it.

### What would have happened?

What would have happened if he had simply sent me a newsletter in February that said ANY of the following?

- **You should expect the following things to be happening soon in your yard as the winter winds down....**
- **The first trees to break their buds are..., followed by....**
- **We will be visiting you for the following treatments; here is why we do that...**
- **This is the optimal time for trimming your trees and we get very busy. Call us now at (phone number) to get your trimming lined up. Call a.s.a.p. as we will get booked and it will take us longer to get to you.**

I would have read that thing cover to cover. I LOVE stuff like that. I’m always wondering what the plants in my yard even are. I would love it. I always read the real estate guys newsletter because it tells me what houses in the area are selling for and other cool stuff. He’s not even my real estate agent. And mine doesn’t send me anything. Hmmmm....

You know what would have happened? I would have canceled Drew because it took an act of Congress to get him to show up and I would’ve booked my tree guy. Guaranteed I would’ve done that.

But no...he just blew it. Big time. And then lectured me for his non-existent marketing.

### How guilty are you?

How many times have you found out your patient had someone else do their surgery because they didn’t know you could do that for them too? How many of your patients have you in a box like the one I had my tree guy in? Just the guy who sprays my trees. Just the doctor who trims my toenails, or helped me with my sprain. I need to go to a surgeon for my surgery. What?!?!

I’ll tell you how guilty you are. Are you communicating online and in print to your patients every month. Are you sending them an interesting newsletter that they want to read?



If you can answer an enthusiastic “Yes!” then you are free to go. If you can’t, then I find you GUILTY AS CHARGED and I sentence you to fix your marketing problems.

Top Practice makes nurturing your patient relationships as easy as it can be.

## You need help fixing your marketing problems

Doctor, it’s not your fault that you aren’t exploding your practice growth with excellent marketing. Nobody taught you this vital (ESSENTIAL) skill. Nobody taught my tree guy how important this is to his business. He might be the best tree guy in the country, but if uninformed people like me keep going to someone else, he won’t be in business or he will be constantly struggling to build his volume.

You might be a fantastic doctor, but if your uninformed patients, referral sources, or anyone in your market go to someone else, then you will be struggling just to pay your bills.

It does not have to be that way.

Build your list into a referring dynamo by simply communicating in an appropriate and educational newsletter every month.

[If you have questions, we have answers.](#) Just contact us for more information about the program. You can reach us by e-mailing [answers@toppractices.com](mailto:answers@toppractices.com) or call (717) 725-2679. We’d be happy to help you decide if the newsletter program is for you.

Dedicated to your success,

*Rem*

P.S. When you visit the website, you can request a CD that we will send you at no cost, entitled [“How to Stop Losing Referrals.”](#)



# Top Practices makes sending your newsletter (and everything else) easy.



By Leslie Morrow

What does it look like when you work with our Marketing Database Management Services team? Just ask Dr. Corey Fox! He understands the importance of continuously nurturing the relationships he has with his current patients while marketing his practice externally to continue building his list.

Before utilizing our Marketing Database services, Dr. Fox wasn’t able to connect with his current—or potential—patients regularly enough to see an impact in his practice. Reaching out to patients can be time consuming, difficult, and expensive. Having your client list automated, organized, and managed, though, saves you time and money while at the same time giving your business a boost—Dr. Fox is a perfect example. Now, for the first time ever, he is booked 4 weeks in advance!

Dr. Fox kick-started his internal marketing success by taking advantage of some of the great conversion pieces that Top Practices has to offer. These include his heel pain book, [“Heal Your Heel Pain,”](#) and the [Top Practices Newsletter Program](#). These campaigns are a great way to provide your patients with extra information as well as show them that you care—two big reasons that will keep patients coming back and referring you to others.



Dr. Corey Fox

In addition, just as his patients appreciate his ongoing communication, Dr. Fox knows his communication and input are invaluable to us—it’s what makes generating email and web content tailored to his practice a breeze! From setting up his database to sending out his newsletter each month via email, being responsive and sharing his input has no doubt increased the success of his current campaigns. How well are they working? Dr. Fox actually had a patient email him while on vacation in Tahiti to make an appointment after receiving an email with his newsletter. Now that’s an e-Newsletter success story!

Nothing makes the Marketing Database Management Services team happier than to help doctors keep their schedules full and hear how happy they are to get to work each day! Are you taking advantage of all our Top Practices partnership has to offer to help you reach your goals? Follow Dr. Fox’s example, and see how much Marketing Database Services from your VMD team can do for you.

“Your own mental attitude is your real boss.”

– Napoleon Hill



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HE SAID "I THINK I'M  
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See page one.



## THE TOP PRACTICES SUMMIT 2016, OCTOBER 7, 8, AND 9 IN LAS VEGAS AT THE PLANET HOLLYWOOD CASINO AND HOTEL

Planet Hollywood is beautiful and new. Every hotel room has incredible movie memorabilia in it. Rem and Diane saw a room with a suit that Warren Beatty wore in Bonnie and Clyde. Another had big knives that Sylvester Stallone used in Rambo. (Very secure BTW) :-)

The meeting space is awesome and it is in the center of the action in the Las Vegas Strip. Mark your calendars now. More information to follow soon!