

DEDICATED TO YOUR SUCCESS

The Big Upside to Being Thankful



It's the time of year for giving thanks, and that is a good thing. It would be even better if we lived our lives in a state of thankfulness and gratefulness the other 364 days of the year. You can make this a habit by being actively grateful. I searched this term online and didn't find it specifically used, but it does produce a great list of information about why this is such a good idea both scientifically and spiritually. Here's what I think from my own practice.

Being actively grateful is a positive and powerful act that enables us to do the following:

- 1. Keep Our Perspective.** If you still consume the opinion news (and sadly most of us still do) you would think civilization was on the verge of collapse. You would think half of us are committed to the destruction of our beloved country. It isn't. We aren't. I am amazed at how civil we all are. Every time I go to the grocery store people (pretty much) drive on the right side of the road, are polite and gracious to me, and are having a fine enough day right in front of me. We live in the safest and most prosperous time in history and if you are reading this newsletter, you are an educated, prosperous, blessed person. Let's be thankful for how beautiful our lives actually are and stop listening to those who tell us otherwise so that they can make money.
- 2. It Makes Us More Effective.** If you aren't freaking out about everything that is out of your control and instead use all of that energy for positive activities that grow your business through service to others you will become increasingly more prosperous and a lot happier. It just takes an attitude of gratefulness and thanksgiving instead of anger and frustration. Think about this: why are you spending so much time trying to change the minds of less than 100 people on Facebook? You could be building your future instead. And it is a lot of time being wasted for nothing.
- 3. It Accurately Reflects Your Actual Life.** What is lacking in your life at this present moment? Truly lacking? You might make a list, but in truth, none of the "lacks" are truly important (with very few exceptions—and there are some people who do have real issues). Most of us have far more material things in our lives than we need. We wear 20% of the clothes we own, if that. We live in 20% of our homes. We have more free time than any time in history (that is if we manage it correctly).
Why not simply enjoy it?
- 4. It Makes You Wealthier.**
"Making money doesn't make you happier, but being happy can make you a lot of money."
-Rem Jackson

Happiest of Thanksgivings
Every Day of the Year,

Rem



Thankful
and Grateful

I Know You Are, But What am I?

By Rem Jackson



There are two types of attitudes that people have and I'll share them in a moment. When I do, I want you to ask yourself two questions:

- Which one am I?
- Which one are my staff members?

The answers you provide will explain a lot about what is going on in your practice.

Value Driven Attitude

This is all Slight Edge stuff. Don't know what that means? Unless you just joined Top Practices, in which case you are excused, you haven't been paying attention.

For the new members: *The Slight Edge* is a book by Jeff Olson. Go to Amazon now and buy it, then continue reading.

If you have a value driven attitude you think "What can I do to help you?" when working with others. If you own the practice, you are trying to help your employees achieve their goals by using their employment with you to make them happen. There is a congruency between winners in this way.

Entitled Attitude

If you have an entitled attitude, then you think "What have you done for me lately?" and based on that answer, you may or may not help the enterprise with it's goals. As a practice owner you are more focused on the fact that people should just do their job because you are paying them. You wonder why you have to babysit grown-ups just so they will do their job.

What are your People?

Your employees come to work with a value driven attitude or an entitled attitude. The entitled people say "Pay me more and then maybe I'll work harder." The value driven employees say "I'll work harder, and then I expect you'll pay me more and/or promote me."

Think about your staff for a moment and then draw a line down the center of a piece of paper. On the left column put the word Entitled and on the right top put Value Driven. Then place each employee in the correct column. Then rank them from best to worst.

Some things to consider:

- How many value driven employees do you have in relation to entitled?
- How many really good people do you have?
- How many really bad people do you have?
- What are you going to do about it?

This is a very enlightening thing to do. It will explain why things are the way they are at your office(s).

More importantly it will show you the names of the people you need to develop, promote, and invest in, and it will show you the names of the people who are weighing you down and need to be helped onto the next chapter in their career.

Oh and one more question: Which one are you? Because if you aren't value driven, you are already crashed on the tarmac, you just don't know it yet. The good news is you can change if you need to. It is very hard to do, but it can and must be done.

Dedicated to your success,

Rem



One always has time enough, if one will apply it well. ~ Johann Wolfgang von Goethe



Did Your Practice Receive a Mysterious Package From Google?

By Tom Foster



Recently, select businesses received a small box from Google with a “beacon” device inside. These packages didn’t come with a lot of information about what Project Beacon is or what a beacon does, but the few businesses that did receive one were chosen to do something that we think is pretty cool.

What Are Beacons, and What Is Google Doing With Them?

Google describes beacons as “one-way transmitters that are used to mark important places and objects.” They use a low-energy Bluetooth signal that can send information to users’ mobile devices, but only when users get within a few meters of the physical beacon location.

With Project Beacon, Google is exploring the ways that its services and beacons can work together. In practice, this might mean that a local restaurant could broadcast their specials to people passing by, or a doctor’s office could share step-by-step walking directions from the parking lot to their office door.

Why Would a Medical Practice Use a Beacon?

There are a lot of potential uses for beacons, but only Google knows how it plans to use them in the future. For now, we know that having a beacon doesn’t automatically improve visibility in local search, but the benefits are the right mix to support most local strategies:

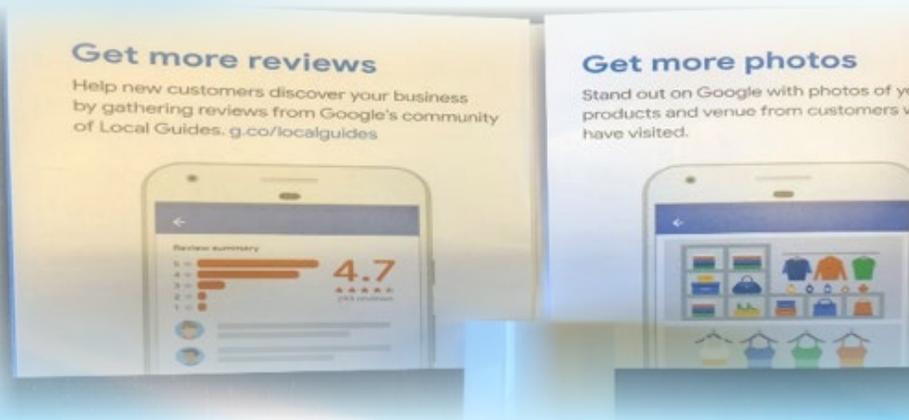
- **Reviews.** Beacons from Project Beacon help stimulate reviews, photos, and more from people who have stopped by your office location.
- **Location and proximity.** Beacons can put you on personal maps for users that have turned on Location History and reduce confusion because they transmit from where you actually are.
- **Client experience.** Beacons make it easier for people to find you and engage with your business, and it brings your online and offline messages together locally—where it matters most.

Keep in mind that the beacon doesn’t give information directly to business owners, and it’s hard to say exactly what kinds of metrics Google may provide for beacon users in the future.

Dedicated to the TRUTH about web marketing,

Tom Foster, CEO Foster Web Marketing

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Did Your Practice Receive a Mysterious Package from Google?
(SEE PAGE THREE)

Hello!
Welcome to
Project Beacon



Make Managing Your Practice Much Easier! A new practice management course from Tina Del Buono

How to Take Charge of Your Medical Practice and Run it

SIMPLY, SMARTLY, AND SUCCESSFULLY

Featuring

TINA DEL BUONO



In your medical practice you need to get to the root of the problem or to the core of the change that needs to be made to begin re-construction in order to build a stronger frame for you practice to grow in.

This course has the blue prints and instructions to help you begin or redesign the practice you really desire from the foundation up.

Go to www.TopPractices.com/Courses to find out more.