

DEDICATED TO YOUR SUCCESS

“Money Doesn’t Make You Happy,
But Being Happy Can
Make You a lot of Money.” ”

- Rem Jackson, CEO of Top Practices



Does having money make you happy? The answer is “yes and no.” It’s yes if you don’t have enough money to provide for food, shelter, and safety and you are able to get enough money to provide for those three essentials. You become much happier very quickly. After that and all the way to billionaires like Jeff Bezos, there is no correlation between money and happiness. In fact, greater amounts of money can contribute to even more stress.

To be truly happy you simply start by choosing to be happy. This sounds obvious or even ridiculous, but it’s actually how it (by it I mean life) works. Happiness is a choice. Anger is a choice. Patience is a choice. Love is a choice. And you can manifest them in your life by simply choosing them. It takes intention, purpose, and tenacity, but you can do this. And here is the really fun part: When you become happier you open up possibilities for ever increasing abundance and greater levels of happiness. You simply do things better and when you do that, money follows. In ever increasing amounts.

Money doesn’t make you happy, but being happy CAN make you a lot of money. Give it a try, what have you got to lose?

Dedicated to your success,



4 Ways to Evaluate Your Website

By Tom Foster, CEO Foster Web Marketing



Here's a question I hear a lot:

“How well is my website working?”

I think everyone doing the asking usually braces themselves for a highly technical answer, but it isn't actually that bad. You can figure out a lot on your own!

Don't believe me? Check out these four ways you can evaluate your website and get the answers you need.

1. Use Your Eyes

Pull up your website and pretend you are a potential patient. What do you see? How quickly does it load? Can you find the information you need? If you can't, then you already know that your website isn't working for you or your patients—no matter what the numbers say.

2. Use Your Ears

A successful website is a website that brings in new patients. So, listen carefully. Do you hear your phones ringing with calls from new intakes? Do people mention your website when they come in? These are both strong indicators that your website is doing its job for your practice.

3. Do Your Research

Log into Google Analytics and look at the pages that are getting a lot of traffic AND a good amount of time spent on page—those are your top-performing pages. You also want to look at your website's conversion rate (for a “big picture” view of performance) and things like bounce rate (for insight into the “small picture” reasons people aren't converting on individual pages).

4. Ask an Expert

If you've done the three previous steps, then you probably already have a rough idea of how well your website is working for you. The next step is to verify your findings with an expert and get answers about what you found.

Ready to move forward with an expert analysis of your website's performance? Visit FWMDoctorAnalysis.com or give us a call at **888.886.0939**. When you really know where you are, it becomes a lot easier to set a smart course for the future.

Dedicated to the TRUTH about 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.*



Servant Leadership

By Peter Wishnie, DPM Director of Physician Programming, Top Practices



If you want to have a great team, then you need to understand and provide servant leadership.

Servant leadership is doing what is right for the organization and the people in it. It is about taking care of the people in your organization instead of the people taking care of you.

If you treat your staff like your patients, then you will have an organization of people who care and go above and beyond. The service our staff gives to our patients will never be better than the service we give to the staff.

It helps our staff to grow and succeed. When they choose to work in our organization, staff members entrust us to deliver effective leadership. In return, we are responsible for providing an environment in which staff members can fulfill their dreams and live up to their potential.

Providing great service to our staff can only help make your company a better and more desirable place to work. There is a lot of competition out there, and people will stay if they love the workplace.

Servant leadership helps us grow as leaders.

You get to make a positive impact in other people's lives. Plus, you need to look at yourself, and when you help others you get to improve on yourself.

It is about giving your team the tools to succeed. This means proper training should be your priority. Ask not what your organization can do for you, ask what you can do for your organization. Servant leadership is all about giving and providing great service to everyone involved. It requires that each of us come to work every day committed to doing what the organization needs done, to serve the purpose of the organization as a whole instead of just serving our specific needs.

It means, the leader does not come first.

We respond to staff complaints with the same sort of positive appreciative response we would give to our patients.

It means we bring the staff coffee, not the other way around.

It always means to do right for the organization over doing right for one individual.

Plus, when we hire people, we want to see them grow and succeed. We do whatever is possible to get the new hire the training and the tools they need to make their job easier.

Servant leadership helps each of us grow as leaders. The more you give, the more you get. It feels good to make a difference in other people's lives. If you want your staff to put the organization first, you must put them first. As leaders, we set the example for everyone in an organization. If we don't put the organization's interest above our own, who will? If we send a message that "I come first," then it's kind of inevitable that the staff will adopt the same "me first" attitude.

The leader must provide an inspiring vision. Do you know the vision of your organization? As an example, I stand for amazing wow customer service and experience. I won't tolerate substandard service and I let my staff know that from day one. We value the truth and open communication.

Be an active learner and teacher. Spend time reading on how to become a better leader and spend time training your staff.

Say thanks and be grateful of what they do every day.

Dr. Peter Wishnie is the Founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management Institute. You can find out more about Top Practices Management Programs [here](#).



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THE HOME FOR PRIVATE PRACTICE

12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



How Well
is My Website
Working?"
(SEE PAGE TWO)



I've been a member of the Top Practices Mastermind Group and The Virtual Practice Management Institute for about a year 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 of everybody has been invaluable in shortening my learning curve and making me be more successful.

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, D.P.M., F.A.C.F.A.S.