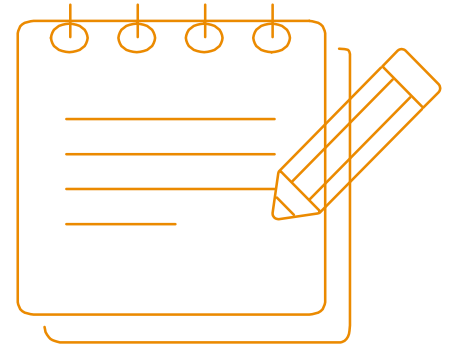




How To Make Your Website A New Patient Generating Machine

That's What You Will Learn Today

So Buckle Up...





HELLO!

I am Tom Foster
tom@fosterwebmarketing.com

BONUS GIFT

(AT THE END)



5 Things To Do To Your Website TODAY
To Get MORE And BETTER Patients



I Know Your Biggest Concerns Are:

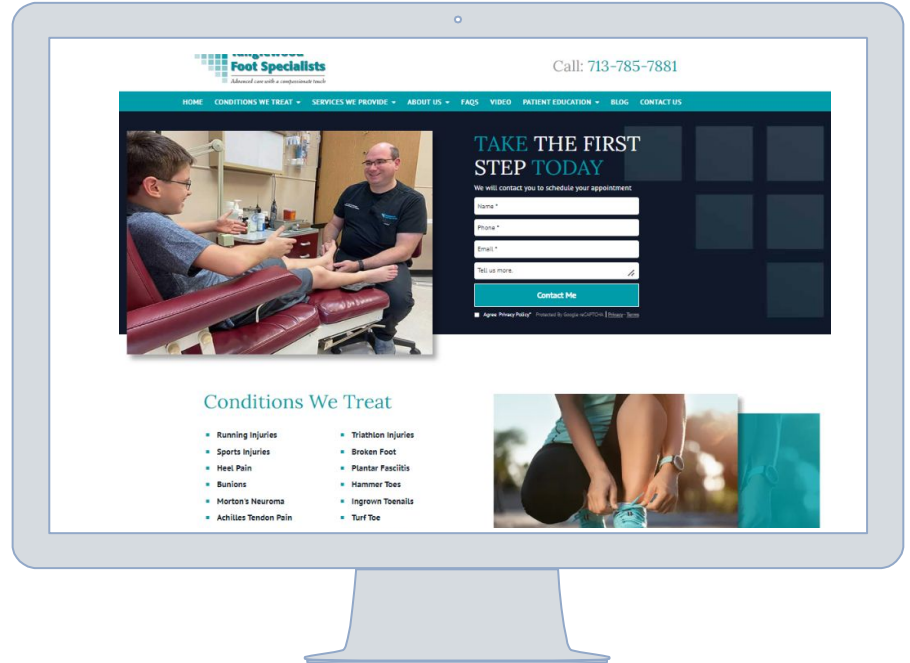
- New patient numbers
- Production and collection numbers declining
- Returning visits declining (current patients)
- Low referrals from other doctors
- More cash paying patients

A person with short dark hair, wearing a grey and black striped sweater, is seen from behind, looking at a wall covered in various design sketches, photos, and diagrams. The wall is filled with creative work, including wireframes, hand-drawn diagrams, and photographs of people and objects. A blue banner with white text is overlaid across the middle of the image.

How Do You Get This?

You Don't Need To Figure
This Out For Yourself...

We Already Have The
Winning Formula!





You Just Need To Apply It

- Consistently
- Routinely
- Without Fail



Build A Thriving Practice

Today, We Are Going To Show You How To **Achieve Incredible Results** With Your Website, As Andrew Has, So You Too Can **Fill Your Practice** With The Kind Of **New Patient Numbers** You Deserve.

They Are Out There...

**You Just Need To
Know How To Get
Them.**





#1 Goal as Owner of Podiatry Practice:

- Lots of new patients contacting you through your website and digital channels.
- New patients who have good insurance or are able to pay cash money \$\$\$.
- Current patients to refer others.



Build A Thriving Practice

GREAT NEWS!

**Those New Patients Are Out There Right
Now Looking For You.**



How Do They Find You?

- Google
- YouTube
- Social media (Facebook/Instagram/TikTok)
- The campaign emails (you should be doing)
- The monthly newsletter (that you should have rolling a long time ago)
- Referrals from existing patients.



Build A Thriving Practice

That **Perfect New Patient** That Is Suffering From **Heel Pain**, That Has A **Sport-Related Injury** Or Needs Some **Good Orthotics** Is **Searching For You Right Now**, In Your Hometown- At This Very Moment While You Are Sitting Here In This Room.



Build A Thriving Practice

If You Are Not Where They Are Looking, Your Competitors Are And They Are Getting All The **New Patients** That **Have Insurance, Who Pay Cash**, That Need Relief From Their **Heel Pain, Sports Injury**, Or Need Some **Orthotics...**

You Are Missing Out.



Build A Thriving Practice

STOP LOSING NEW PATIENTS!

“*In The World Of Internet Customer Service,
It's Important To Remember Your
Competitor Is Only One Mouse Click Away.*”

Doug Warner



Build A Thriving Practice

In The Next 90 Minutes, Andrew And I Will Show You The Way To Get New Patients, The Way He Did - Systematically.

So You Don't Have To Figure This Out Yourself.

We Are Going To Provide You With The

Anatomy Of The Perfect Digital Marketing Practice.



Build A Thriving Practice

Who Here Wants To Hear Andrew's Story And How He Nearly Single Handedly **Grew His Podiatry Practice From The Ground To A Highly Sought Out Podiatry Practice?**



But first - I have a quick question

Your Digital Marketing Strategy:

Are Happy With Your Results? *Raise your hand if that is you!*
Others In This Room Have Had A Horrible Time With It For Various Reasons. *If this is you, please raise your hand.*



Are You Measuring & Tracking?

- Analyzing your Google Analytics
- Checking your vitals
- Tracking new patient sources



Are You Being The Best?

- Writing FRESH content (not duplicate)
- Engaging social media posts
- Creating HIGH converting campaigns
- Building your authority



Build A Thriving Practice

Andrew was like that before he came to FWM.
Actually, it was way worse...he was starting
from ground zero.



Build A Thriving Practice

The Tanglewood Foot Specialists (Online) Story





Build A Thriving Practice

1998-2006

- Took over the practice in 1998 (no web presence)
- First website was designed by my sister-in-law who is a graphic designer (note: NOT a web designer)
- All additions and changes to my site had to go through her
- Finally added a Wordpress.org blog to my site so I could add posts myself.



Build A Thriving Practice

2006

- Met Rem at at Texas Podiatric Medical Association meeting in Dallas
- Finally saw that others were doing what I had wanted to do with online marketing
- Filled out form to join Top Practices mastermind





Build A Thriving Practice

2006

Rem Said **NO!**





Build A Thriving Practice

2007

- Went to my first AAPPMM meeting
- I found “my people”
- Recorded my first videos for my website
- Another encounter with Rem





Build A Thriving Practice

Still 2007...





Build A Thriving Practice

2008-2010

- Heavy focus on blogging and content creation
- Implemented Top Practices book and 18 step drip campaign
- Focus on social media. Especially Facebook and Twitter
- Kept recording videos at AAPPm meetings
- Built my website from 50 visitors/month to 1250/month





Build A Thriving Practice


2010

- Met Tom Foster at Top Practices Summit and Great Legal Marketing
- I knew I had to make a change in order for my web presence to grow
- Signed on with Foster Web Marketing
- First FWM site launched in December 2010!



Build A Thriving Practice- The Start

here
Call Today 713.785.7881



**Tanglewood
Foot Specialists**
Advanced care with a compassionate touch

I'm Here Because:

- [I have foot and ankle pain](#)
- [My feet hurt when I run](#)
- [I think my toenails are infected](#)

HOME
YOUR TEAM
WHAT WE TREAT
PATIENT EDUCATION
FREQUENT QUESTIONS
CONTACT US

[request an Appointment](#)

[WHAT WE TREAT](#)

- Running and Triathlon Injuries
- Sports Injuries
- Heel Pain
- Bunions
- Hammertoes
- Morton's Neuroma
- Ingrown Toenails
- Achilles Tendon Pain
- Plantar Warts
- Toenail Fungus
- Diabetic Foot Care
- The Child's Foot
- Orthotics
- Foot Surgery
- Peripheral Neuropathy

Search the site


Tanglewood Foot Specialists: your first step to a pain-free life

For our feet, life is truly a voyage and not a destination. The average person will take more than one million steps in his lifetime. But, it is hard to enjoy the journey with hurting feet. Tanglewood Foot Specialists has been in Houston for over 60 years; [our team](#) provides Houston residents with care for all foot and ankle problems. Come in for a 30 minute appointment. In 30 minutes, we will diagnose your foot pain and get you back on the path back to your active, pain-free life.

At Tanglewood Foot Specialists, we believe that unnecessary foot pain should not keep you from living your active life. Our medical director, [Dr. Andrew Schneider](#) wrote a free book, [One Step Ahead: A Foot Owner's Manual](#). A complimentary copy is available to anyone in Houston who is experiencing foot pain.

Tanglewood Foot Specialists can help you with any foot problem, including:

- [Sports and Running Injuries](#) - Whether you are running for fun, training for a triathlon or hoping for a basketball career, sports can be especially hard on the feet and ankles. Overuse or improper form can cause pain that may lead to more serious complications. Houston sports podiatrist Andrew Schneider will work with you to eliminate the pain and prevent future injuries. [Learn more about sports and running injuries.](#)



Learn How To Stop Foot Pain From A Houston Podiatrist

[Free Consumer Guide](#)

[QUICK CONTACT FORM](#)

Please fill out the form below and we will get back to you shortly.

Name:

Phone:

Email:

How can we help you?:

[Send info](#)

Tanglewood Foot Specialists




Build A Thriving Practice- My Site Today



Call: 713-785-7881

HOME CONDITIONS WE TREAT SERVICES WE PROVIDE ABOUT US FAQs VIDEO PATIENT EDUCATION BLOG CONTACT US



TAKE THE FIRST STEP TODAY

We will contact you to schedule your appointment

Name *

Phone *



Email *

Tell us more.

Agree [Privacy Policy](#)*

Protected By Google reCAPTCHA | [Privacy](#) - [Terms](#)

Hi I'm Samantha!
How can I help you today?





Build A Thriving Practice- My Site Today

Tanglewood Foot Specialists: This Is Your First Step to a Pain-Free Life

It's as simple as this...your feet shouldn't hurt.

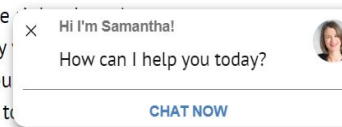


That's my mission at Tanglewood Foot Specialists. To make sure you go through life unimpeded by foot pain. We believe that unnecessary foot or ankle pain should not keep you from enjoying your active life.

What is a Houston Podiatrist?

You may not know if a podiatrist is the right place for you to go for your foot and ankle needs. I'm here to tell you, that if you are having pain, you found the podiatrist, I care for any foot or ankle problems you can think of. My youngest is under 1 and my oldest is over 100. No matter who you are, what you are in, I've seen it all. I invite you to come in for a consultation to see what your treatment plan is for you.

Social Proof



Technology in the Forefront of Houston Podiatry



Build A Thriving Practice- My Site Today

Conditions We Treat

- Running Injuries
- Sports Injuries
- Heel Pain
- Bunions
- Morton's Neuroma
- Achilles Tendon Pain
- Plantar Warts
- Toenail Fungus
- Ankle Sprains
- Corns & Calluses
- Bone Spurs
- Triathlon Injuries
- Broken Foot
- Plantar Fasciitis
- Hammer Toes
- Ingrown Toenails
- Turf Toe
- Peripheral Neuropathy
- Haglund's Deformity
- Foot Ulcers
- Athlete's Foot
- Gout

Services We Provide

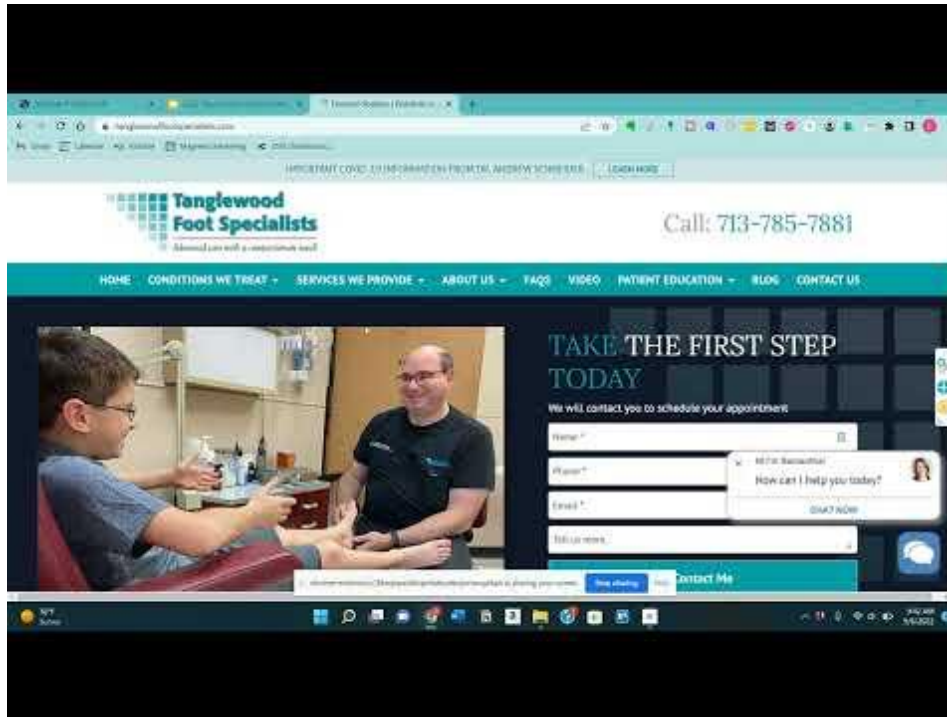
- Women's Foot Health
- Diabetic Foot Care
- The Child's Foot
- Custom Orthotics
- Shockwave Therapy
- Platelet Rich Plasma (PRP) Injections
- Swift Treatment for Plantar Warts
- Onyfix Nail Correction System
- Fat Pad Restoration
- Foot Surgery

× Hi I'm Samantha!
How can I help yo

CHAT N



Build A Thriving Practice





Attracting The Perfect Patient

- Dashboard
- Visit Google™ Analytics
- Settings ▾
- LEADS
- By Date
- By Offer Form
- Blocked Emails
- Lead Type Setting
- Lead Source Setting
- Lead Action Setting
- Lead Tag Setting

Leads & Reports > Dashboard

[VIEW SITE](#)

290

Total Leads

↓ -7%
from 313 (Prev 30 Days)

[VIEW MORE +](#)

27,785

Total Sessions

↑ 26%
from 22,014 (Prev 30 Days)

[VIEW MORE +](#)

1.04%

Conversion Rate

↓ -27%
from 1.42% (Prev 30 Days)

CALCULATED BY LEADS/SESSIONS

Most Viewed Pages

Last 30 Days

Page	Pageviews	Entrances	Bounce Rate	Avg. Time On Pa...	Leads	Actions
/faqs/do-i-need-to-wear-a-special-sho...	2,231	2,101	82.41%	00:09:05	0	
/blog/painful-bump-on-top-of-foot.cfm	1,505	1,436	82.31%	00:02:30	0	
/ (Home page)	1,482	1,157	70.87%	00:01:50	21	
/faqs/why-does-my-athletes-foot-kee...	1,041	1,006	48.47%	00:23:50	0	
/library/2-reasons-your-feet-hurt-whil...	1,012	973	85.11%	00:06:46	0	
/faqs/can-you-stop-a-corn-from-comi...	841	813	51.22%	00:32:25	0	

EMAIL PERFORMANCE

Campaigns, Newsletters & Blasts

CONTENT TRACKING

Full Site Content Export

Content Log

Search Live Content

Search Draft Content

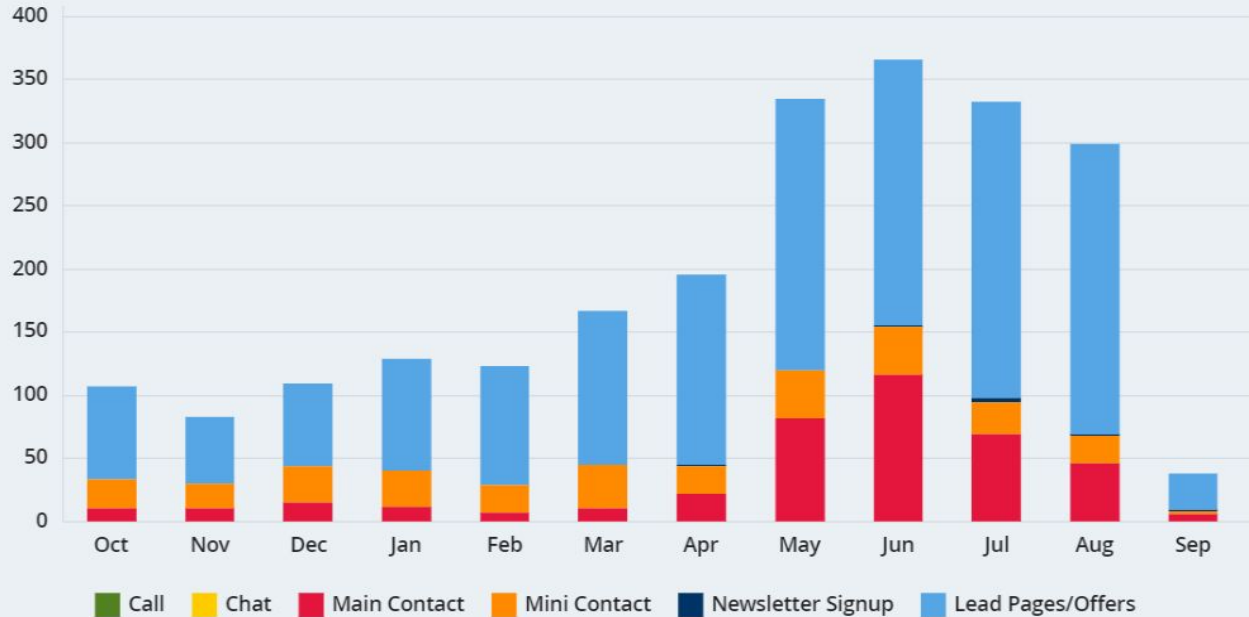




Build A Thriving Practice

Leads By Type

Last 12 Months

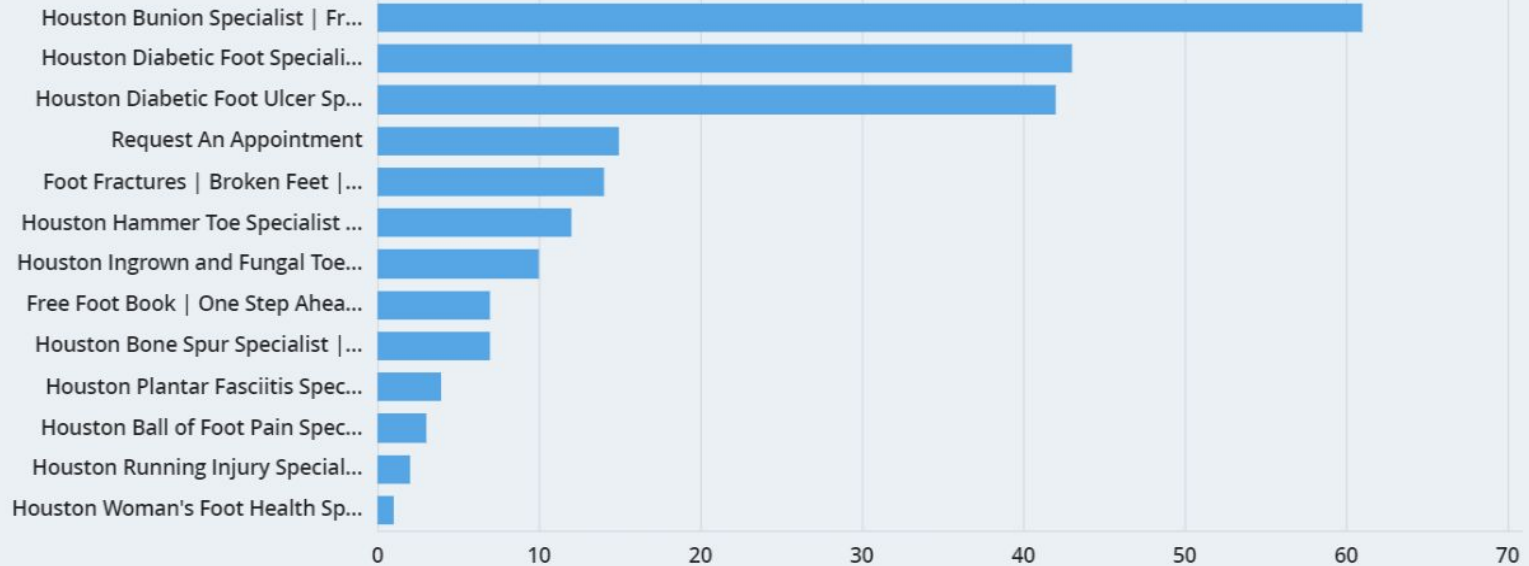




DSS

Leads By Offer Forms

Last 30 Days





DSS

Content

Content is King! Use this section to post or update any content on your website. Don't forget to **add quality images** and videos; **learn more about our video packages**. Content is what attracts, converts, and pre-qualifies your leads. Each page has a performance section with analytics and social media. **Learn how to write great content**.

ADMIN

- Dashboard
- Full Site Content Export
- Content Log
- Search Live Content
- Search Draft Content
- 301 Redirects
- Settings
- Privacy Policy

PAGES

- Home
- About Us
- Contact Page
- Newsletter Signup
- Header & Footer Templates
- Rich Content Editor Templates

CONTENT ITEMS

- Service Areas
- Offers
- Bio Pages
- Location(s)
- Article Library
- Blog Posts
- News Items
- FAQs
- Videos
- Results
- Testimonials
- External Resources

NEED HELP ?

- Results >
- Bio Pages >
- News Items >
- Testimonials >
- Location(s) >
- FAQs >
- External Resources >

Bunions			
Hammer Toes			
Morton's Neuroma			
Ingrown Toenails			
Achilles Tendon Pain			
Turf Toe			





Get Found Online With Content

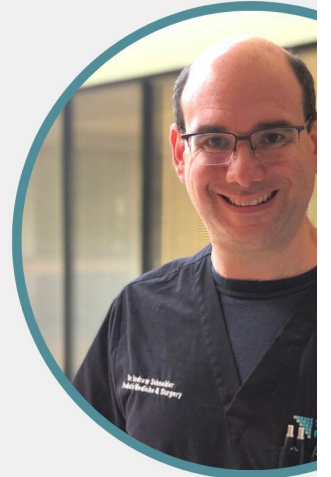
- New/Revised blog post or article every Monday and Tuesday
- Blast email every Tuesday
- Newsletter the last Tuesday of every month
- “Wisdom Wednesday” posted to social every Wednesday
- New video posted every Thursday to YouTube, social media, and website

“

Soaking your feet in an Epsom salt solution is one of the oldest and most common remedies.

But now we have soaks to complement other treatments for toenail fungus and Athlete’s foot. They’ll even help your overall foot health and replace Epsom salt. Ask us about them in the office!

— *Dr. Andrew Schneider*
#WisdomWednesday



 TANGLEWOODFOOTSPECIALISTS.COM

 @TANGLEWOODFOOTSPECIALISTS

**Tanglewood
Foot Specialists**
Advanced care with a compassionate touch



Convert Patients With Video Marketing

- Responsible for practice growth
- Responsible for being seen as a local expert
- Patients are driving hours to see me (past many other podiatrists)
- Videos are easily repurposed into other posts
 - ▷ Shorter reels/stories
 - ▷ E-books
 - ▷ Wisdom Wednesday posts



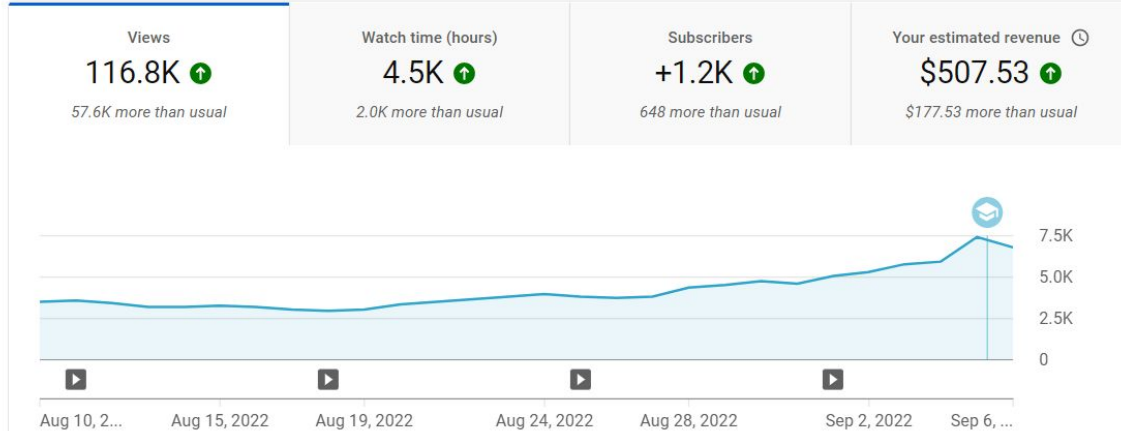
Growing With Video

Overview Content Audience Revenue Research

Aug 10 – Sep 6, 2022
Last 28 days

Keep it up! Your channel got 180% more views than usual in the last 28 days.

Your channel got 116,775 views, which is more than the 28,600–59,200 it usually gets in 28 days



Realtime

Updating live

5,947

Subscribers

[SEE LIVE COUNT](#)

13,477

Views · Last 48 hours



Top content

Views

- Beware of Diabetic Foot U... 5,534
- What You Can Do to Treat... 1,654
- How to Treat an Ingrown To... 990

[SEE MORE](#)



Advanced Analytics With TubeBuddy

The screenshot shows a YouTube video player for a video titled "Beware of Diabetic Foot Ulcers and How to Quickly Heal Them" by "DiabeticFootUser". The video has 7,302 views and was posted on June 23, 2021. A TubeBuddy analytics overlay is visible on the right side of the video player, showing the following data:

- Summary:** 7.30k Total Views, 27 Comments, 181 Likes, 9 Dislikes.
- SEO:** 0/20 Creator Suggested, Ranked Tags, 100% SEO Score.
- Social:** 4 Likes, 0 Upvotes, 0 Mentions.
- Channel:** 216k Views, 844 Subscribers, 19 Videos.
- Best Practices:** High Res. Thumbnail (checked), Info Cards Added (unchecked), End Screen Added (unchecked), Comment Pinned (unchecked), Liked on Facebook (checked), Captions Added (checked), Comment Hearted (unchecked), Chapters Added (checked).
- Tags:** diabetic ulcer, diabetic foot, wound care, diabetic wound care.

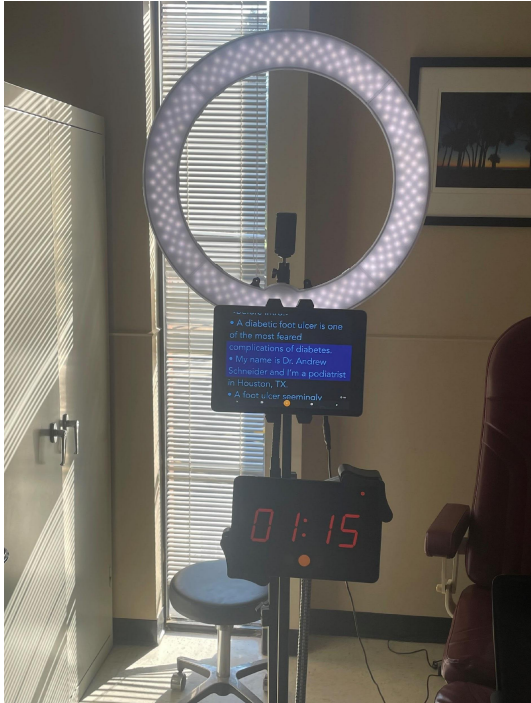
The detailed TubeBuddy analytics dashboard for the video shows the following data:

- Summary:** 7.30k Total Views, 27 Comments, 181 Likes, 9 Dislikes.
- SEO:** 0/20 Creator Suggested, Ranked Tags, 100% SEO Score.
- Social:** 4 Likes, 0 Upvotes, 0 Mentions.
- Channel:** 216k Views, 844 Subscribers, 139 Videos.
- Best Practices:** High Res. Thumbnail (checked), Info Cards Added (unchecked), End Screen Added (unchecked), Comment Pinned (unchecked), Liked on Facebook (checked), Captions Added (checked), Comment Hearted (unchecked), Chapters Added (checked).
- Tags:** diabetic ulcer, diabetic foot, wound care, diabetic wound care.

www.TubeBuddy.com/HoustonFootDoc



My 'Video Studio'



**HOW CAN I REPURPOSE THE CONTENT
I'M ALREADY CREATING?**





Repurposing Content

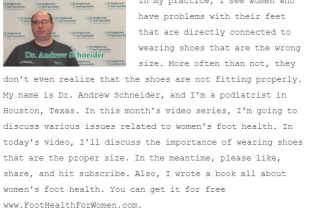




Repurposing Content


My Projects Drafts Media Manager

Speaker 1
▶ 00:00 - 00:47



In my practice, I see women who have problems with their feet that are directly connected to wearing shoes that are the wrong size. More often than not, they don't even realize that the shoes are not fitting properly. My name is Dr. Andrew Schneider, and I'm a podiatrist in Houston, Texas. In this month's video series, I'm going to discuss various issues related to women's foot health. In today's video, I'll discuss the importance of wearing shoes that are the proper size. In the meantime, please like, share, and hit subscribe. Also, I wrote a book all about women's foot health. You can get it for free www.FootHealthForWomen.com.

Speaker 1
▶ 00:48 - 01:57



I can't tell you how many women ask if I can, once and for all, tell them their shoe size. I always respond the same way. I of course can measure their feet and tell them the size. But unfortunately, the number doesn't

HIDE COLUMN

TOOLS

HELP

- ESC: Play / pause
- ctrl+i: Save screenshot and insert in cursor position
- ctrl + c: Copy selected text
- ctrl + x: Cut selected text
- ctrl + v: Paste selected text
- ☆ Mark as important: This will be shown as Block Quotes
- ⌚ Save Timestamp: This will be displayed at the beginning with the timestamp
- 🗑 Clear Formatting: Remove timestamps or highlights from

My Projects Drafts Media Manager

Creator: September 1st, 2021, 14:42 Updated: September 1st, 2021, 13:39

Womens Foot Health Week 4
Created: August 31st, 2021, 15:34 Updated: September 1st, 2021, 14:35

Womens Foot Health Week 3
Created: August 29th, 2021, 18:31 Updated: September 1st, 2021, 14:17

Womens Foot Health Week 2
Created: August 29th, 2021, 12:17 Updated: September 1st, 2021, 14:09

Womens Foot Health Week 1
Created: August 27th, 2021, 18:11 Updated: September 1st, 2021, 13:55

Merge Multiple Drafts SHOW ME HOW

Search for available drafts

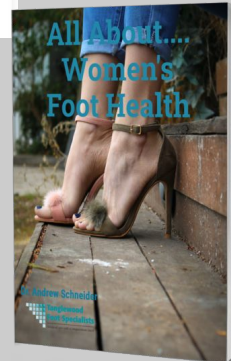
Selected drafts to merge:

- Hammer Toes Week 4
- Hammer Toes Week 3
- Hammer Toes Week 2
- Hammer Toes Week 1
- Toenails Week 5
- Toenails Week 4
- Toenails Week 3
- Toenails Week 2
- Toenail Week 1
- Diabetes Week 4
- Womens Foot Health Week 1
- Womens Foot Health Week 2
- Womens Foot Health Week 3
- Womens Foot Health Week 4
- Womens Foot Health Week 5

Cancel Merge into project

Designrr

<https://tinyurl.com/designrforebooks>



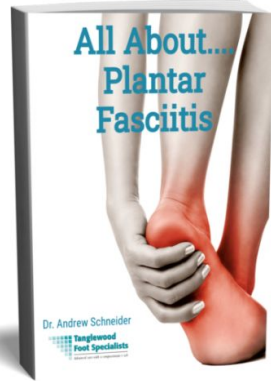


Clear Calls to Action

- Within the first minute
- At the end of the video
- Please like, share and subscribe
- Order my free e-book on the video topic (easy URL redirects to sales page)
- Contact for an appointment



Clear Calls to Action

[HOME](#)[CONDITIONS WE TREAT](#)[SERVICES WE PROVIDE](#)[ABOUT US](#)[FAQS](#)[VIDEO](#)[PATIENT EDUCATION](#)[BLOG](#)[CONTACT US](#)

Plantar Fasciitis shouldn't be a mystery!

Dr. Schneider wrote this E-book to give you the information you need to identify the cause of your heel or arch pain.

The book includes information on:

- What the plantar fascia is
- What a heel spur is and what it means
- What causes plantar fasciitis
- Common symptoms of plantar fasciitis
- How plantar fasciitis is diagnosed
- Treatments for plantar fasciitis

× Hi I'm Samantha!
How can I help you today?

[CHAT NOW](#)

We are happy to send this book directly to your email. Just complete the short form below!



Clear Calls to Action

We are happy to send this book directly to your email. Just complete the short form below!

Your Plantar Fasciitis E-Book Will Be Sent Immediately

First Name *

Last Name *

Email *

Send My Book!

Protected By Google reCAPTCHA [Privacy](#) - [Terms](#)

× Hi I'm Samantha!
How can I help you today?




Clear Calls to Action

Houston Bunion Specialist | Hall: x Sendspark

tanglewoodfootspecialists.com/practice_areas/houston-bunion-specialist-hallux-valgus-surgery.cfm

IMPORTANT COVID-19 INFORMATION FROM DR. ANDREW SCHNEIDER [LEARN MORE](#)



Call: 713-785-7881

HOME CONDITIONS WE TREAT SERVICES WE PROVIDE ABOUT US FAQs VIDEO PATIENT EDUCATION BLOG CONTACT US

Running Injuries	Triathlon Injuries
Sports Injuries	Broken Foot
Heel Pain	Bunions
Hammer Toes	Morton's Neuroma
Ingrown Toenails	Achilles Tendon Pain
Turf Toe	Plantar Warts
Peripheral Neuropathy	Toenail Fungus
Haglund's Deformity	Ankle Sprains
Foot Ulcers	Corns & Calluses
Arthritis	Bone Spurs

One of our foot specialists is available to help you with your foot and ankle pain. We will contact you to schedule your appointment.

But Doesn't Have To Be Painful


Hi I'm Samantha! How can I help you today? [CHAT NOW](#)

Feet Help. We will contact you to schedule your appointment.




Clear Calls to Action

IMPORTANT COVID-19 INFORMATION FROM DR. ANDREW SCHNEIDER [LEARN MORE](#)

 **Tanglewood
Foot Specialists**
Advanced care with a compassionate touch

Call: 713-785-7881

HOME CONDITIONS WE TREAT SERVICES WE PROVIDE ABOUT US FAQS VIDEO PATIENT EDUCATION BLOG CONTACT US



**TAKE THE FIRST STEP
TODAY**

We will contact you to schedule your appointment

Name *

Phone *


Email *

Tell us more.

[CHAT NOW](#)

[Contact Me](#)

Hi I'm Samantha!
How can I help you today?







Clear Calls to Action

[Special Delivery] Your Diabetic Foot Health E-book is Enclosed

[Special Delivery] Your Diabetic Foot Health E-book is Enclosed inbox  

Tanglewood Foot Specialists do-not-reply@tanglewoodfootspecialists.com [via](mailto:do-not-reply@tanglewoodfootspecialists.com) e... 6:38 PM (1 minute ago)   



Tanglewood Foot Specialists
Advanced care with a compassionate touch
1011 Augusta Dr., Ste. 202 Houston, TX 77057
Dr. Andrew Schneider
TanglewoodFootSpecialists.com 713-785-7881



Thanks for Requesting My Book about Diabetic Foot Health

I wrote this book to help you understand the effect that Diabetes has on your foot health. The book is attached to this email. Let me know if you have any trouble accessing it.

Be sure to check your email over the next week. I'm going to send you some video bonuses to provide some additional value to you.

Of course, if you're currently suffering from a foot problem related to diabetes, don't wait! I'll do everything I can to get you back on your feet as soon as possible. Click the button below to request an appointment or call the office at (713) 785-7881. We will reach out to you right away.

[Request an appointment!](#)



Dr. Andrew Schneider
Board Certified Podiatrist
Serving You & Your Family With All of Your Foot & Ankle Needs



Tanglewood Foot Specialists
1011 Augusta Drive #202
Houston, TX 77057
(713) 785-7881
www.TanglewoodFootSpecialists.com

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[BONUS VIDEO #1] DID YOU HAVE A CHANCE TO READ THE BOOK?

TanglewoodFootSpecialists.com 713-785-7881

Did You Have a Chance to Read the Book?


I truly hope that the book gave you the information you need to care for and protect your feet from diabetic complications.





As a bonus, I created a four part video series also about Diabetic Foot Health. Access to the videos are completely free. Consider it a thank you for checking out the book. Just click the image and you'll go straight to the video.



If you think it's time to come in and get your feet checked before you experience any problems related to diabetes, we're here for you! Just click the button to request an appointment or give us a call at (713) 785-7881. We'll get you right in.

[Request an appointment!](#)

 [Dr. Andrew Schneider](#)
Board Certified Podiatrist
Serving You & Your Family With All of Your Foot & Ankle Needs

Tanglewood Foot Specialists
1011 Augusta Drive #202
Houston, TX 77057
(713) 785-7881
www.TanglewoodFootSpecialists.com

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[VIDEO #2] CARE AND PROTECTION OF YOUR DIABETIC FEET

TanglewoodFootSpecialists.com 713-785-7881

Your Diabetic Feet Need To Carry You Forever...Show Them Some TLC

When you have diabetes, you need to show your feet some extra love and attention. Because diabetic feet are at particular risk for complications, it's important to have a regimen in place to ensure they continue to carry you for years to come. In this video, I discuss simple steps to be able to identify issues before they become problems.

I hope you are getting exceptional value from the book and these videos. When you click through, please give a thumbs up and leave a comment.

Care and Protection of the Diabetic



Have you noticed something strange when you inspected your feet? Don't wait! If you think you may be developing a problem, just click the button to request an appointment or give us a call at (713) 785-7881. We'll get you right in.

[Request an appointment!](#)



[Dr. Andrew Schneider](#)

Board Certified Podiatrist

Serving You & Your Family With All of Your Foot & Ankle Needs



BONUS VIDEO #3] DO YOUR DIABETIC FEET BURN OR FEEL NUMB? HERE ARE SOME ANSWERS...

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Burning Feet? Numb Feet? You May Have Diabetic Peripheral Neuropathy

There are some complications of Diabetes that seems to take over once you have it. One of those conditions is Diabetic Peripheral Neuropathy. Peripheral Neuropathy is a condition that can lead to numbness in your feet. It also can provide an unrelenting burning pain. Either way, it significantly impacts your quality of life.

This video discusses the causes of Diabetic Peripheral Neuropathy along with symptoms and treatments. I hope it sheds some light on what is a significant diagnosis for many people with diabetes.

Why is Diabetic Peripheral Neuropathy



Why is Diabetic Peripheral Neuropathy Making My Feet Feel Miserable!

Tanglewood Foot Specialists



Did you see something that feels familiar? Come into the office and we can discuss if what you're feeling is diabetic peripheral neuropathy. Just click the button to request an appointment or give us a call at (713) 785-7881. We'll get you in immediately!

[Request an appointment!](#)



[Dr. Andrew Schneider](#)
Board Certified Podiatrist
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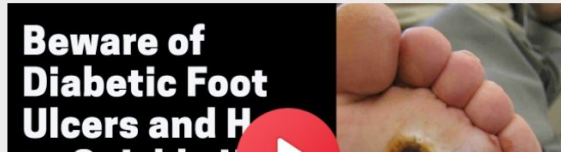
[FINAL VIDEO] RECOGNIZING AND AVOIDING THE DEVASTATING DIABETIC FOOT ULCER

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You Need a Hole in Your Foot Like You Need a Hole in Your Head!

If there's anything that should be on the top of your Diabetic Foot "wish list" it's this: Do not develop a Diabetic Foot Ulcer. An ulcer is a literal hole in the foot in areas of high pressure. It can form quickly, become infected, and put your foot at risk.

In this final video in my series on Diabetic Foot Health, I discuss how Diabetic Foot Ulcers form and how we can treat them in the office. Give it a watch and, if you feel so inclined, please comment and give it a thumbs up. It'll help others with diabetes (and diabetic foot ulcers) find the information they need to make their own treatment decisions.



Thank you for ordering my book about Diabetic Foot Health. I hope the bonus videos gave you value as well. Whether you're concerned about complications of diabetes in your feet, or foot pain of any sort, I am here to help. Just click the button to request an appointment or give us a call at (713) 785-7881. We'll get you right in.

[Request an appointment!](#)



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Building Your New Patient Generating Machine With DSS

These Entire Campaigns And Fulfillment Is Managed By **DSS**

The screenshot shows the DSS website navigation menu. The top navigation bar includes the DSS logo, a search icon, and a user profile icon. The main navigation menu is located below the header and includes the following items: Leads & Reports, Contacts, Campaigns & Emails (selected), Content, Feedback, DSS Toolbox, and Help & Support. The Campaigns & Emails section is expanded, showing a sub-menu with the following items: GETTING STARTED (Dashboard, Email Marketing Help, Campaign Settings), TAGS, OFFERS & FORMS (Manage Tags / Attributes, Create New Offer, Search & Edit Offers, Search & Edit Forms), EMAIL TEMPLATES (Create New Basic Template, Search & Edit Basic Templates, Create New Advanced Template, Search & Edit Advanced Templates, Upload Attachment/File, Search & Edit Attachments/Files), CAMPAIGNS (Create New, Search & Edit Existing, Create New Campaign Email, Search & Edit Campaign Emails, Fulfillment), and BLASTS & NEWSLETTERS (Create New Blast, Search & Edit Blasts, Create New Newsletter, Search & Edit Newsletters). A 'NEED HELP' link is visible in the bottom right corner of the menu area.

DSS Leads & Reports ▾ Contacts ▾ **Campaigns & Emails ▾** Content ▾ Feedback ▾ DSS Toolbox Help & Support ▾

Campaigns & Emails

Set up email drip campaigns, newsletters, and email blasts to keep up with your past clients, potential clients and referral partners. Email is an extremely powerful marketing tool because it is personal, customizable, and measurable. [Learn how to manage your email campaigns.](#)

GETTING STARTED	TAGS, OFFERS & FORMS	EMAIL TEMPLATES	CAMPAIGNS	BLASTS & NEWSLETTERS
Dashboard	Manage Tags / Attributes	Create New Basic Template	Create New	Create New Blast
Email Marketing Help	Create New Offer	Search & Edit Basic Templates	Search & Edit Existing	Search & Edit Blasts
Campaign Settings	Search & Edit Offers	Create New Advanced Template	Create New Campaign Email	Create New Newsletter
	Search & Edit Forms	Search & Edit Advanced Templates	Search & Edit Campaign Emails	Search & Edit Newsletters
		Upload Attachment/File	Fulfillment	
		Search & Edit Attachments/Files		

[NEED HELP](#)



Who Does All This Work?

Andrew Schneider, DPM

- ❑ Write video scripts
- ❑ Record all videos
- ❑ Choose images for videos
- ❑ Edit and finalize ebooks
- ❑ Write Tuesday blast emails
- ❑ Write Family article for newsletter





Who Does All This Work?

Julia - Community and Patient Relations

- ❑ Formats and Writes newsletter
- ❑ Formats and sends out blast emails
- ❑ Instagram posts
- ❑ Posts videos to social media





Who Does All This Work?

Jordana - Content creation

- Writes newsletter content
- Writes/revises blog posts and articles
- Writes Wisdom Wednesdays
- Posts videos to social media
- Social media posts





Who Does All This Work?

Julie - Virtual Assistant

- ❑ Video Editing
- ❑ Thumbnail Creation
- ❑ Formatting Video for social
- ❑ Ebook Creation
- ❑ (she also does our insurance verification)



FWM Coaches

- Monthly meetings
- Clear strategies
- Accountability
- Training center
- Users Groups





FWM Is Your Digital Marketing Guide

- Technical SEO tips/issues
- Content creation
- Social media engagement
- Email marketing campaigns & offers
- Review campaigns



Build A Thriving Practice

You Need Tools That Monitor The Health Of Your Website And **You Need To Know What You Are Looking At And What To Do About It** When You Find Something Is Wrong, Or Worse, Broken!



Build A Thriving Practice

THIS HAPPENS ALL THE TIME!



WHY Is This Important

- Google is FOREVER adapting...are you?
- Can you make IMMEDIATE changes to your site?
- Do you have tools to track and MEASURE your site's performance?
- Do you know your numbers and WHAT THEY MEAN for your business, leads, collection numbers?



Are You Ready For The Future...

- Voice search
- Storytelling marketing
- Using AI
- Google Analytics 4 (GA4)
- Metaverse

BONUS GIFT

(AS PROMISED)



5 Things To Do To Your Website TODAY
To Get MORE And BETTER Patients

TIP 1

**Revisit the Tools You Already
Use to Market Your Practice**



Dig Deeper

- Are you just going through the motions?
- Are you using your tools to maximum efficiency?
- What can be automated to save you time?
- Are you and your team fully trained on all features?

TIP 2

**Re-Optimize Your Website
Photos and Images**



Website Facelift

- Do you still look like the photo on your bio page?
- Are the photos of your office current?
- Do you use images that include past employees?
- Are all your images fully optimized?

TIP 3

**Delegate the Marketing Tasks
You Shouldn't Be Doing Yourself**



But How?

- Hire in house marketing manager
- Work with an agency
- Your time is too valuable

TIP 4

Collect Reviews and Testimonials That Show You at Your Best



Create Your Strategy

- Keep fresh testimonials on website
- Google reviews need to be current
- Show them that you're a real, live practice that makes its patients happy.
- It's also one of the big things that keeps you competitive in local search.

TIP 5

**Spiff Up Core Site Pages to Give
Them an Edge**



How Do Your “Core” Website Pages Look?

- Home page
- Practice area pages - 1300-2000 words! **CHUNKY**
- About Us page
- Bios

TIME FOR A REFRESH



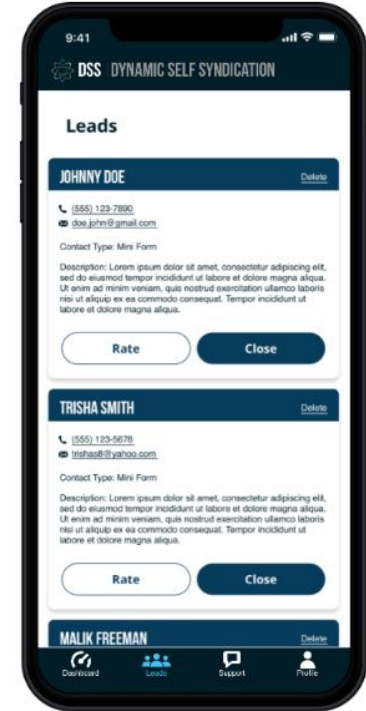
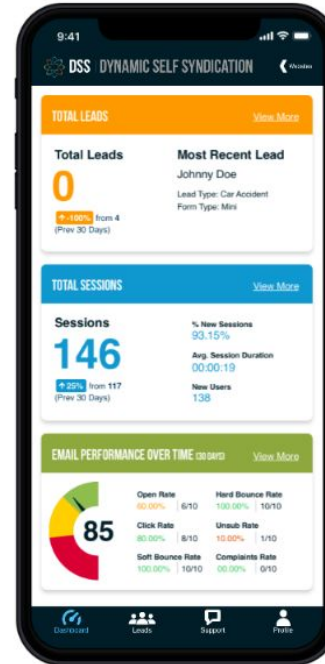
How Do Your “Core” Website Pages Look?

- Update anything that reads outdated.
- Improve your tagline and headlines.
- Check language and function of forms.
- Bring those pages in line with your current brand, your current goals, and your current “perfect patients.”



The Future of DSS

- DSS app - Make appointments on-the-go
- CRM Improvements for better tracking
- Improved page builder to attract YOUR perfect patient





HOW TO MOVE IN THE RIGHT DIRECTION

Get Your Marketing System Evaluation
FosterWebMarketing.com/TopPractice2022



THANKS!

Any questions?

You can find me at
tom@fosterwebmarketing.com