



# TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE  
MASTERMIND GROUP

LED BY REM JACKSON, CEO OF TOP PRACTICES  
2019 Inductee to the PM Podiatry Hall of Fame



I've been a coaching client of Rem Jackson's, as well as a member of Top Practices, for over ten years. Rem's sage advice has changed the course of my life and will change yours, too, if you choose to listen.

Marybeth Crane, DPM  
Grapevine, Texas

**JOINING IS SIMPLE!**

717-626-2025 • [www.TopPractices.com](http://www.TopPractices.com)



**“Even  
Michael Jordan  
Needed  
a Coach”  
– Rem Jackson**

If you are **STRUGGLING** to make your practice successful and profitable you need a coach.

If you are satisfied with your practice but know it **COULD BE SO MUCH MORE** you need a coach

If you are highly successful you really need a coach because there is **NO CEILING ON HOW PROFITABLE OR ENJOYABLE YOUR PRACTICE CAN BE.**

Even the great Michael Jordan needed a coach.

Top Practice membership gives you access to the coaching of Rem Jackson who founded Top Practices in 2007 and still individually coaches every Top Practices Member.

Top Practices Membership gives you access to the ideas, creativity, and strategies of hundreds of doctors like you across North America who are willing to open up their playbooks and share the very best things they are doing in their practices.

Top Practices Membership gives you access to the Top Practices Mastermind Library located on the Top Practices Website. It is the most comprehensive podiatry marketing resource that exists and members have full 24/7 access.

# 1

**FIRST, you are a member of an exclusive group of podiatrists who are taking control of their practice, building and making the steps to change how they market and build their practice.**

- This group meets twice a month in regularly scheduled conference calls.
- These meetings are recorded and posted online on our secure website within 12 hours so you will never miss a meeting.

I guide the group through the Top Practices Marketing Program step-by-step, week-by-week, so that every member of the group can implement an effective marketing plan without getting confused or overwhelmed. We share what is working and we attack what is not working or any topic that can hold you back, and I make recommendations to the group of the right companies to go to for resources and help when they need it. Also, at times, the group meets by phone with experts in marketing from other industries in these calls. Remember, you are the average of the 5 people you hang out with most. By becoming a member of a group focused on achieving the same goal, you will make more progress in a month than you could in a year trying to do this by yourself. These meetings are recorded and posted inside the Top Practices Website “members only” library so you will never miss a meeting.

2

**SECOND, you have access to a monthly “Mindset” call** that I currently conduct with multiple groups of professionals and business people. This program is entirely devoted to setting and achieving personal and professional goals, managing priorities, creating an office environment that is exceptional for your patients, managing and leading your staff, and keeping yourself accountable to moving all the important aspects of your business forward. These meetings are recorded and posted inside the Top Practices Website “members only” library so you will never miss a meeting. This is one of the most popular resources in Top Practices.

3

**THIRD, you have access to additional calls that you can listen to and participate in,** that are being conducted in other industries and markets. I routinely participate in these discussions and am constantly amazed at how these “under-the-radar” strategies are continually being refined and improved. You’ll be able to hear what others are doing first-hand, as well as share what you’re doing.

4

**FOURTH, you receive emails from me every month filled with live examples and samples of great ideas** that are producing results, and resources and companies that you can use to save money and get things done quickly.

5

**FIFTH, you receive access to the Top Practices ‘members only’ content rich website** that is filled with resources, ideas, detailed how-to’s and past-coaching calls, as well as additional expert recordings from other Mastermind Groups to which I have access.

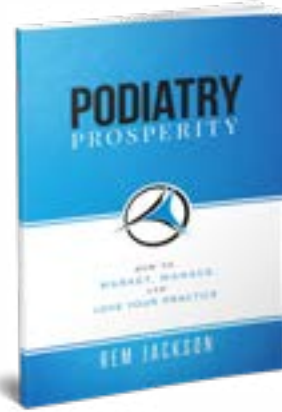
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**SIXTH, you have unlimited email access to me.** We’ll be able to review what you’re doing and keep it focused and on track together online.

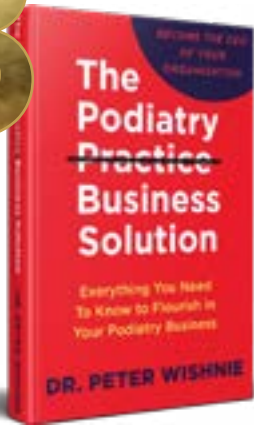
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**SEVENTH, you receive a copy of my book “Podiatry Prosperity: How to Market, Manage, and Love Your Practice.”**

“Podiatry Prosperity” contains the detailed plans and formulas you must grasp if you are going to change your current circumstance into what you want and know you can have with your practice. It’s also loaded with the real “silver bullet” of how to get and keep your positive mindset and attitude that will drive your future success. “Podiatry Prosperity” is an easy and quick read that you will return to over and over as you implement the Top Practices methods and transform your practice. Think of it as your playbook as you implement the plan we create together.



8



**EIGHTH, you receive a copy of Dr. Peter Wishnie’s book “The Podiatry Practice Business Solution: Everything You Need to Know to Flourish in Your Podiatry Business.”**

In this book, Dr. Wishnie teaches you how to manage every aspect of your business to make it more efficient. From hiring your “A-team”, to focusing on your practice goals, to evaluating the numbers—all for the purpose of being much more profitable. Dr. Wishnie has done the leg work and put in the time. He knows what works and he has a successful podiatry practice to prove it.

9

**NINTH, you receive a copy of Tina Del Buono’s book “Truths from the Trenches: The Complete Guide to Creating a High-Performing, Inspired Medical Team.”**

Running a medical practice is not easy, and if you’ve been doing it awhile, you know that you must count on your office manager to make everything smooth. It’s a delicate balance between training and leading your staff. Full of real-life examples, this book outlines all the details to creating a high-performing, inspired medical team that’s productive and profitable.



10

**TENTH, Your Plan: As a new Top Practices Member, you and I will begin with an in-depth interview about your practice – the good, the bad, and the ugly.**

We will develop an action plan for you and your practice that uses our systems and methods to enhance and extend the good while eliminating the bad and the ugly. Step-by-step we will transform your practice into a true Top Practice. That is a promise. All you need do is stay focused and engaged.

**FINALLY, you are making the decision to build the practice you want,** not just the practice that comes in the door. You'll be implementing exactly the strategies you need to put into place to end the questioning and frustration about your practice building efforts, and you'll know that you are doing exactly the right things to take control of your future and make next year your best year ever.



## FIND OUT HOW TOP PRACTICES CAN **IMPACT YOUR PRACTICE** AND YOUR LIFE



**SCOTT SCHULMAN, DPM** Indianapolis, IN

Since joining Top Practices, our office has exploded from a small "Mom and Pop" practice, still reeling from a partnership break-up, to a corporate-style, 3-location, 4-Podiatrist practice, with plans for 3 new locations in the next 18 months!

Rem Jackson is a coach, a friend, and the person holding me accountable for my actions, and making sure I do what I say I am going to do. The assistance, guidance, and accountability is tremendous. He is my personal consultant. He has the knowledge of what multiple other Top Practices are doing, and as such provides tremendous shortcuts and insights that save us lots of time, energy, and money.

I now have a road map to success, instead of wandering aimlessly. By tracking important numbers, using protocols, and implementing the Slight Edge philosophy, every facet of my life has improved.

**MELISSA LOCKWOOD, DPM** Bloomington, IL

My life has changed dramatically since my first Top Practices Summit in Fall 2012. My mindset is clear and I am purposely working toward my goals, both personal and professional. We participate in the Marketing Director's Exchange calls and Lori always has great tips for my marketer!

What I like most about having Rem Jackson as a coach for my practice is accountability. I am encouraged every time I speak with Rem— he always has insights or information that is useful in helping me focus and it's great to have another set of eyes looking at our practice's metrics—it keeps us honest with ourselves!"



## ROBERT G. PARKER, DPM

I have been in practice for almost 40 years. You would think that I would have all my systems in place after all these years. I just want to assure you that there are so many facets to Rem's program, no matter what year you are in practice, that will be huge assets to your practice and your life. He has been a breath of fresh air for me and my staff. Rem's program is a carefully orchestrated, multifaceted and easily retrievable system of training programs that you can enter at whatever level of expertise you may be in. His staff has been so responsive to our practice. We are very pleased, as you will be if you decide to utilize their services.



## JENNY SANDERS, DPM San Francisco, CA

For me, Top Practices has been nothing short of a miracle, catapulting my practice revenue and enthusiasm to levels I didn't even know were possible. During the 1st year of being a Top Practices member, my revenue increased 20% from the prior year and this year I am on track to increase revenue over 35% from last year. Thanks to Rem and Top Practices I am on track to create the multi-million dollar practice I knew was possible, but didn't know how to get to. For the first time, I have the tools and a plan to get to where I want to go. The stress of not knowing what's wrong and worse, not knowing how to fix it are gone.

## GREGG NEIBAUER, DPM Missoula, MT

Rem is to practice marketing, as Jim Cramer is to stocks. His principles help me to buy low and realize the potential in my "stock" (practice), and then grow my "stock"/practice. What an investment strategy!



YOU CAN VISIT [WWW.TOPPRACTICES.COM](http://WWW.TOPPRACTICES.COM)  
TO HEAR MORE FROM OUR MEMBERS.

REM'S  
PERSONAL  
SUPER-STRENGTH  
GUARANTEE

I guarantee that if you are not satisfied with the results you see and the value you receive, you can quit at anytime.

That's right, you can leave any-time with no questions asked. There is no contract to sign and no time commitment to make.

I only want you to remain in the Mastermind Group if you are happy with the experience and the results.

*And I'm so sure that you will be satisfied that I'm willing to guarantee it!*

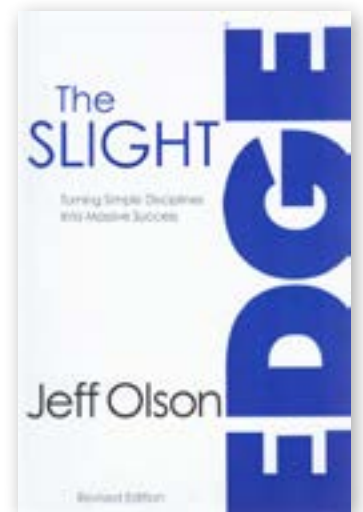
# EXTRA BONUS

## TO PROVE TO YOU I AM AS SERIOUS AS A HEART ATTACK ABOUT YOUR SUCCESS.

In 2011, Jeff Olson wrote a brilliant book. In my opinion, the greatest flash of insight in over 100 years. It's called **The Slight Edge**.

If you decide to join Top Practices, you will also receive a copy of **The Slight Edge**—your first homework assignment in Top Practices will be to read this remarkable and simple book.

Doctor, if you don't decide to join Top Practices, PLEASE go to Amazon.com and get your own copy of this fantastic book. I promise, you will learn so much from it that you will give copies of it to your children, your friends, anyone you care about.



I have realized that there is a particular type of podiatrist that does best in Top Practices. These doctors are optimists. They see their challenges, but believe that with the right plan, they can accomplish more – much more. These doctors are open to learning how it is that successful people think and behave. They have read good books like “Think and Grow Rich,” and “The Seven Habits of Highly Successful People,” to name a couple. They are interested in success and the mindset of successful professionals.

Dedicated to your success,

*Rem*

**PS**

This is my very best attempt at shaking you out of whatever has caused you to be complacent. If you need a plan, join Top Practices. You can quit anytime if you don't like it. And if you are really doing well, then you REALLY need to join, because winners love to hang out with other winners. I know you won't quit because you will love it.

**PPS**

The whole program is designed to fit into your already way-too-busy lifestyle so you WILL have the time for this.

**PPPS**

At \$479/month (with this offer), it is designed to cost less than 1 new patient per month. Think about that and then join us.

# REM, IT IS TIME: COUNT ME IN!

As a member of Top Practices Mastermind Group, I will receive access to three closed-door group meetings per month where we discuss effective practice marketing plans and easy ways to implement them; recorded audio of all meetings so I never miss a thing; emails from Rem each month filled with examples and samples of marketing tools that are producing results plus resources I can use to save money and get things done quickly, and unlimited email access to Rem. In addition, I will receive Rem's "Podiatry Prosperity: How to Market, Manage, and Love Your Practice", Dr. Peter Wishnie's "The Podiatry Practice Business Solution: Everything You Need to Know to Flourish in Your Podiatry Business", Tina Del Buono's "Truths from the Trenches: The Complete Guide to Creating a High-Performing, Inspired Medical Team", and Jeff Olson's "The Slight Edge" as an extra bonus when you join. All of this comes along with Rem's Personal Super-Strength Guarantee so there is no risk to me.

**FAX TO 717-625-0552 or EMAIL TO [ORDERS@TOPPRACTICES.COM](mailto:ORDERS@TOPPRACTICES.COM)**

As soon as we receive it we'll contact you with details.

**Date of Application** \_\_\_\_\_

**Practice/Company Name** \_\_\_\_\_

**Client Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Alt phone** \_\_\_\_\_

**Email(s)** \_\_\_\_\_

## Electronic File Transfer (EFT)

**ABA Routing Number** \_\_\_\_\_

**Account Number** \_\_\_\_\_

**Bank Name** \_\_\_\_\_

**Name on Bank Account** \_\_\_\_\_

**Bank account type:**      **Business Checking**      **Checking**      **Savings**

*(Please note there will be a \$40 fee for insufficient funds or returned checks.)*

**Credit card info:**      **Visa**      **MC**      **Discover**

**Card no.** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **CVV** \_\_\_\_\_

**Name on card** \_\_\_\_\_

## Billing address for credit card if different than above:

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Signature** \_\_\_\_\_

Your credit card will be charged \$479/month as long as you choose to remain a member.

**Fax this application to 717-625-0552 or email it to [orders@TopPractices.com](mailto:orders@TopPractices.com)**

I want to join both The Top Practices Marketing Mastermind Group AND The Top Practices Practice Management Institute at the combined rate of \$728/month (guaranteed for two years).