



“All the great marketers I know understand the enormous value of sending a newsletter to their patient/client/customer database each and every month.”

– Rem Jackson, CEO of Top Practices

The Top Practices Podiatry Practice Patient Newsletter Program

Monthly Newsletters: They are **THE secret marketing weapon** you can't afford to overlook.

Contact us at Answers@TopPractices.com or by calling
717-725-2679 to get all your questions answered
and get your newsletter working for you!



SURPRISING FACT: Monthly newsletters are the most effective marketing tool you can use to generate referrals and reactivations. Nothing works better. A well-done monthly newsletter sent via email and the US Postal Service to your patients is the key to your practice's long-term growth, success, and patient referral/retention.

“Hey, Rem! The 1980s called and they want their marketing ideas back.” I know, I know, I know, I know. Paper newsletters sent through the postal mail seem so 1985. Nobody does them anymore. Actually, that just isn't true. Smart marketers who truly understand the value of a list are using them more and more to great success and results.

Please stick with me for a moment and consider this:

If podiatrists truly understood the incredible value of a patient to their practice, over time, far more of them would market much more to their existing patient list.

Marketing secret: **You already know everyone you need to know to grow your practice, and they are your patients.** Your list or database of active, inactive, and really inactive patients is the single most valuable asset in your practice other than you and your well-trained staff. These people know you and like you and trust you and will return to you and refer to you for the rest of their lives if you don't drop the ball. And most professionals do

drop that ball. They discharge the patient and never communicate to them again, thinking it is too costly to maintain a relationship with that patient.

Let's examine that for a moment.

I would like to propose that on the average, if a new patient comes to your practice and you treat them, they will produce \$450 of revenue to your practice in the first year. That is, they have a problem, you treat them, and they get better, and on average, they will produce \$450 of collections to the practice. Now, you know some will produce less and some much more but if you can agree on the \$450 average number, then we can continue. If you don't agree then just plug in the number YOU think it is for you and then use that. Don't let what I am about to tell you be invalidated because you don't agree with my number.



That means that that patient is worth \$450 to the practice when they come to see you. But what is the lifetime value of that patient to your practice? If that patient returns to see you at some time in the future, that is, they come back before they die or you die and they see you again for something else – just once – then they will be worth another \$450 to your practice. Add this to the first time and they have a lifetime value to your practice of \$900 if they come back once before you die or they die.

Fair enough?

What if they refer one person to you before they die or you die? And what if that person comes back once in their lifetime? They would be worth \$900 a lifetime too.

So therefore, if a new patient comes to you and they return once, and refer a person who comes to you and returns once in the future, that new patient is worth \$1800 a lifetime to your practice – their \$900 value and the referral's \$900 value. Are you with me?

Just a little farther to go here.

That means that if you have 50 new patients this month and they return sometime in the future only once and refer only once before you retire, they have a lifetime value of \$90,000 to the practice. And if you get 50 new patients a month for one year or 600 new patients, they will bring \$1.08M in collection to your practice before you retire!

This only holds true IF they return and IF they refer. If not, then they just produce \$450 one time to the practice.

Doctors that understand this understand the number one secret of successful businesses. If you communicate to your list every month, through newsletters, mailings, emails, and on all of your internet properties, you will never have a slow month again. Jeff Bezos of Amazon.com is obsessed with this. Customer communication and satisfaction is the number one thing he is concerned about. Every great business that maintains a relationship with its database of people who know them and like them and trusts them is rewarded.

This is truly a “secret” of great practice marketing.

Your bottom line: A monthly patient newsletter will not only not cost you a dime; it will boost your income, more than any other marketing tool, across the board that you are currently implementing.

Quarterly, even bi-monthly newsletters won't cut it. If you're going to do a newsletter, it has to be well-done and it has to be mailed **monthly**. And e-newsletters are great, but only if they are IN ADDITION to your mailed newsletters each month.

Here's why:

Everyone in your database knows you and likes you and trusts you. And everyone in your database has lower extremity problems or knows someone who has a problem at times. When your monthly newsletter arrives, and if it is well written, it's NOT grabbed from the mailbox and tossed into the garbage can like most direct mail letters, postcards and flyers. It's not perceived as junk mail. It gets read by your main source of new patients – the female caregiver who is responsible for EVERYONE'S health including hers.

And she talks to everyone.

When she reads your article on fungal nails, she immediately thinks of her Aunt who has been suffering from brittle, yellow toenails. Aunt Betty won't go shoe shopping with her anymore because she is so embarrassed by her ugly toenails. Guess what she does with that newsletter? She gives it to Aunt Betty and encourages her to call you to schedule an appointment. Aunt Betty does schedule that appointment and thanks her niece for the great referral!

Newsletters are your BEST FRIENDS. They are talking to ALL of your patients (and everyone you know!) every single month. They will WOW you with referrals and reactivations IF they are well written.

And now:

Top Practices is now producing 100% custom, incredibly designed, patient newsletters that have one purpose in mind – getting everyone on your list to refer to you and come back to see you. That's all a great newsletter has to be able to do. And the **podiatry specific Top Practices Patient Newsletter is 100% done for you.**

You may not know this, but Top Practices already produces thousands of client newsletters for attorneys and doctors every single month and has been since 2008.



Here's how The Top Practices Podiatry Practice Patient Newsletter works:

Each month, your newsletter is written and designed for you by The Top Practices Marketing Patient Newsletter Team.

Then, you can simply...

1. Do nothing except approve the proof and it will be sent to your list. Done. Finished. Easy; or
2. You can make changes to the newsletter; add your articles, photos, artwork, anything you want, and our artist will make the changes for you. You approve the proof and it will be sent to your list. Done. Finished. Easy.

The Top Practices Marketing Patient Newsletter is produced on high quality paper, it is four-color, and the template is designed specifically for you. It's really that simple. Each month, the Top Practices Team will design and write your newsletter for you to review. You simply let us know what changes you want, we will make them (if there are any!) and they will send you a proof.

You approve the proof and the newsletter gets sent to my printer to be printed, labeled, and mailed.

It's that easy.

We made the decision to produce patient newsletters for Podiatrists because we just wanted our doctors to get OUTSTANDING results. So here is what you need to do:

**Just email Answers@TopPractices.com
or call 717-725-2679.**

We have all the answers about the program and are happy to explain everything to you in detail. We know what works and what doesn't and can consult with you to make sure you get it right whether you use the Top Practices system or not.

Give us a call today.

Podiatry Patient Newsletter



There are three ways to get started:



CALL
717-725-2679



EMAIL
Orders@TopPractices.com



FAX
717-625-0552

Sign Me Up! I want the Top Practices Podiatry Patient Newsletter for \$297 per month.

Please send me **THE FIVE KEY ELEMENTS THAT MAKE YOUR NEWSLETTER WORK!**

Print Name: _____

Practice Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Payment Options

Card Type: Visa Mastercard American Express

Card number: _____

Expires: _____ Signature: _____

Name on Card: _____

Billing address for credit card if different from above

Street Address _____

City, State, Zip: _____

_____ Initial Here I will receive a new newsletter for my review and edit every month. My credit card will be charged the monthly production fee of \$297. No credits or refund will be issued if I fail to submit an order for my customized newsletter after I've received the new monthly content sample. One time set-up fee of \$195 will be applied to all orders.

All questions should be directed to 717-725-2679 or email Answers@TopPractices.com.