

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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HAPPY 4TH OF JULY!

Is Facebook Going Away... and Should I Care?

By Rem Jackson, CEO Top Practices



The answer to the first question, “Is Facebook going away?” is “not now, but it could happen.” In fact, history would teach us that it most likely will happen. The answer to the second question, “Should I care?” is “yes and no.” Yes, you should care because this is important to your practice’s growth. No, you shouldn’t care is also true because IF you are informed, when things change, you will change.

If you are smart, you change before everyone else does

If you really care about your practice growth and health, you stay connected to information sources that give you the information you need, before you “desperately” need it. The best source I know is other, smart, informed people. This is the concept of the Mastermind, which is the core of Top Practices.

If you are a member of Top Practices, you already know about the seismic changes that have occurred in marketing online in the last 45 days

Top Practices members were informed over six months ago that Google+ was something to keep watching because it might catch on.

It did.



Photo credit: gmuthu/istockphoto.com

Google just changed the rules and they did it overnight

A few weeks ago, 80 million businesses and practices awoke to find out that Google had changed local search while they were sleeping in a dramatic fashion. They integrated, the now mothballed Google Places (YOUR local listing) into Google+ (their third and increasingly successful attempt to unseat and compete and beat Facebook). Google has plans to end the Yellow Pages (that mission is almost complete) and now they want to take down Facebook, and they can do it.

This matters to YOU because your patients are coming to you increasingly from online searches

And online searches mean Google—at least for now and for the foreseeable future. Don’t abandon your social media work on Facebook, but it is now time to add Google+ to your online marketing mix. You heard it here first.

Dedicated to your success,

Rem

PS See page two for a story that explains in detail why this matters.

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If your marketing is costing you money, or if it isn't working, you are doing it wrong.

(More than likely, you aren't doing much of it at all.)



In the movie "A Few Good Men," Jack Nicholson screams at a young Tom Cruise, "You can't handle the truth!" Well, I'm not screaming at you, but here is a little tough love.

Dr. Andrew Schneider is a podiatrist in private practice in Houston TX. He is a solo practitioner, at the current moment. He is a caring and competent doctor. He is a good father and husband. He is a member of the AAPP Board of Trustees...and...



He is a Podiatry Marketing Black Belt, Ninja, Rock Star

Andrew sees 5-7 new patients every day that he can attribute directly to his internet marketing. This is 80% of his new patient volume. That means he is seeing, on average, 6 new patients/day; 30 new patients/week; 120 new patients/month; 1,440 new patients/year just from his internet marketing.

He has a website, three blogs, a Facebook page, a Google+ account, a twitter account, a YouTube channel for his videos, and three microsite websites. Believe it or not, not much more than any doctor who is taking their online marketing seriously.

A recent review in a Top Practices marketing webinar of his Google analytics for the last 30 days showed that 11,585 unique people visited his website. Tom Foster, one of the smartest internet marketers I know and founder of Foster Web Marketing, was knocked off his chair by those numbers they were so good. He said that even his attorney clients who are really focused on their marketing would be proud to have that kind of traffic. And please remember, this is not a bunch of geeks sitting around and having fun with numbers. This all translates into one very important metric—5-7 new patients per day. At the end of the day, that's the only number that matters.

These numbers were shared with a group of doctors in a face to face training session recently and one of the doctors in the

groups gasped when he saw the number right there on Andrew's analytics. He was impressed and when I asked him what his number was in the last 30 days—he said, "About 200." Both doctors have websites, blogs, Facebook pages, etc. etc. What is the difference?

Andrew does what it takes to market online

Having a website is useless if you don't use it. Having Blogs or videos are the same—useless unless you use them. Andrew uses them.

Why use them? 5-7 new patients/day.

You know, if the average patient is worth \$480 to a practice in revenue in the course of a year, 5-7 new patients/day is \$691,200/year coming from the website and that is a conservative number. What is YOUR average patient worth to you per year financially?

Here is what "using them" means

Andrew does the following:

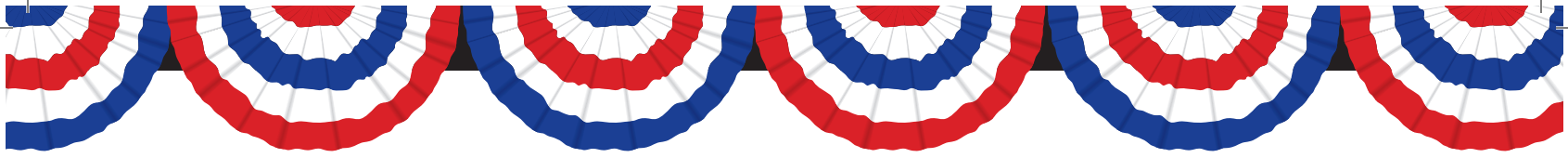
He adds content to his websites multiple times in a week. 350-600 words of good content.

He decides, in part, about what he will add by viewing his Google analytics to see what the top searches people are using to find his website.

He adds Blog posts on a daily basis.

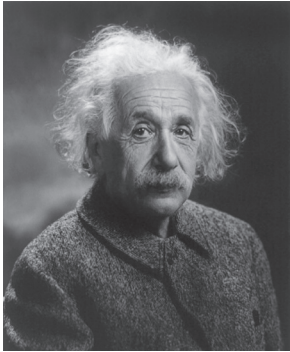
He is active on social media and shares content and video regularly—every week.

The true differentiator is that he sees this as a critical business function—as an essential piece of his success as a podiatrist. Recently, he had something happen that dropped his visits to his website back to 4,000 in a one month period. He saw a direct cor-



relation in his new patient volume. The “issue” was resolved and he popped right back on top with his dominate market status.

There is no bad marketing, only bad marketers



Most podiatrists have everything they need to be as successful as they want to be in private practice. But most podiatrists (most everyone who owns a small business OR a big business) don't focus on doing the simple things they need to do to have all the success they desire. They just keep doing the same things over and over again, day after day and they expect a different result. This is Albert Einstein's definition of insanity.

By every definition that I know, Andrew Schneider is a success—a success as a husband and father; a success as a community member and citizen; a success as a doctor; and a success as a

business owner. But he was given nothing different from anyone else. He simply made up his mind to focus on his goals and pursue them every day, regardless of the difficulty, regardless of the effort, and he achieved them. The great thing about winners like Andrew is that he is now focused on goals that are at a much higher level than he was working towards a year or two ago and he will continue to do that in the future.



How about you? Is it time for you to achieve your big goals for success in both your professional and personal life? Nothing, absolutely nothing, is standing in your way except your own thinking.

How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren't, you leave. Easy.

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month. So you never miss a meeting regardless of your schedule. In addition, I have a 30 minute private consult with each practice each month focused on your practice only. The Top Practices

website is a treasure trove of resources available to you 24 hours a day that will answer every question you have about marketing your practice. Easy.

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish everything you need in developing the tools you'll use to build and grow your practice. We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. Easy. Just go to www.TopPractices.com to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.



FAQ: How is the Top Practices Summit different than other podiatry conferences?

Answer: The Top Practices Summit is unique because of its hyper focus on Marketing and Business Development. It doesn't replace practice management seminars like those provided by AAPP (which are excellent) it extends and augments them by bringing together the Top Podiatric Marketers in the US and Canada, and then offers an advanced, in-depth, sophisticated program for practice marketing. You can find out more at www.TopPractices.com

“Don't ever admit that the world has not given you an opportunity.”

– Napoleon Hill



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ACHIEVING PROFESSIONAL GROWTH

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Is Facebook Going Away?



See page one.



IT'S NOT TOO LATE!

We still have room available at the
**Top Practices 6th Annual Marketing
and Management Summit** in
Las Vegas, NV on Sept. 21-23, 2012.

Join us to create your own
"Blueprint for Total Success in
Your Podiatry Practice". You can
find the brochure and registration
information at www.TopPractices.com.