



DEDICATED TO YOUR SUCCESS



Run Your Practice Like a Top Practice: “How to get your staff engaged and productive”

“I need help!” – Most doctors

Sound familiar? You simply will never have the time you need to practice and have a family life without a well-trained and highly effective staff. And your profitability will suffer without that same team in place.

Every doctor needs a team that pushes them forward; never pulling them back or slowing them down.

And in spite of the enormous challenges we all face in hiring quality team members IT CAN AND IS BEING DONE NOW in February 2022. It's not luck, it's not magic, and it's not a miracle that this happens. It's a well-thought, thorough plan that just works. It simply works.

This is an entirely new program but it comes right after the great success of Dr. Peter Wishnie and Tina Del Buono's highly successful “Run Your Practice Like a Top Practice” held in Fall 2021.

You DO need help. You need expert counsel and easy-to-implement plans from people who know how to do it -Dr. Wishnie and Ms. Del Buono. And you need help from the good people in your employ who want to help, but need help themselves.

Here is a high-level view of the course.

Starting on March 24, 2022, Dr. Wishnie and Ms. Del Buono will lead a small group of your colleagues in a six-week online workshop hosted on Zoom, that will enable you to have that team of deeply engaged and productive staff members.

- Each session will be approximately 90 minutes long, taking place on Thursdays at 8:00 PM Eastern. **All sessions will be recorded and sent to you within 24-48 hours.** If you cannot attend a session, don't worry you will not miss out on any content. If you have any questions about it, all you have to do is email us and we will be happy to discuss it with you.
- Each week you will receive a worksheet and any additional handouts or forms.
- Two private 30-minute Zoom sessions are also included with either Dr. Wishnie or Tina.
- The cost of the program includes the doctor and their manager to attend the course together as this is the best way for them to both be on the same page as they work together to bring the practice to the next level of efficiency and success.

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Boutique Your Practice to Earn More Perfect Patients

By Tom Foster, CEO Foster Web Marketing



When you say “boutique,” most people picture small tailoring shops or jewelry stores that cater to a highly specific demographic. But, if you really think about it, all kinds of businesses rely on the “boutique mystique” to reach their perfect clients—even podiatry practices!

Interested in doing the same? Here are 3 tips for making it happen.

1. Don't Try to Be Everything to Everyone

The number-one rule of the boutique is to put a tight focus on your perfect patients. Show people your specialties, and use smart strategies that attract the right demographic:

- **Use your website.** Get specific about who you are and what you do best. The more you reinforce it, the more people will associate you with exactly that.
- **Show off your staff.** It breaks the ice and gives people a glimpse into the care they'll receive with you.
- **Let past patients speak for themselves.** Testimonials are a great way to show potential patients exactly who you work with and what kinds of problems you solve.

And—bonus tip—all the above work for attracting better referral sources, too!

2. Get Personal to Brand Yourself Without Trying

Don't assume that people want to see a “generic professional” when they look for a podiatrist. Instead, recognize that they want to find the one doctor out there that truly understands them and has the skills and experience to solve their problems.

When you humanize yourself and show off your personality, you'll calm your patients' fears and create a lasting connection.

3. Use Technology to Create Big Impact With a Small Staff

The most successful boutique practices have great software working for them in the background, which allows them to automate routine marketing tasks, patient relationships, online reputation, lead tracking, and more.

It's how boutique practices look like pros, without an army of administrative staff!

Boutique Yourself With the Support of Boutique Podiatry Marketing Services

Lots of boutique businesses thrive by partnering with other boutique businesses that provide the high-quality services they need. Ready to go boutique?

Visit FWMdoctors.com to get started.

Dedicated to the TRUTH about marketing,

A handwritten signature in black ink, appearing to read 'Tom Foster'.

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.

RUN YOUR PRACTICE LIKE A TOP PRACTICE COACHING SESSIONS

- **Week #1:** Your coaches will send you easy-to-answer questions, expectations, and information before the first session so you know what to expect and how to get the most from the programs.
- **Week #2:** How to Lead with Purpose and Passion
- **Week #3:** Training is the key to success.
- **Week #4:** Conflict Resolution
- **Week #5:** Meetings are a waste of time...or are they?
- **Week #6:** How to keep the hamster wheel turning?

REGISTER NOW AND RECEIVE 4 INCREDIBLE BONUSES!

- 1. The 15 Invaluable Laws of Leadership – From John Maxwell** Great leaders continue to grow their businesses. They don't sit on their laurels because they know things never stay the same. You are either growing or regressing. There are many reasons organizations don't continue to grow and this Bonus will help you figure out the right time to grow your business as well as how to overcome the fear of growth. In reality, there is only one time to grow your practice and that time is always right now. This bonus alone can be the difference between a six-figure practice to a multiple seven-figure enterprise. As a Certified John Maxwell Leadership Coach, Dr. Wishnie has access to incredible resources he can share with you. This is something you can't find anywhere else.
- 2. How to Bonus Your Staff – From Rem Jackson** Straight from our Marketing Master's Playbook, bonus number #2 is from Rem Jackson on "How to Bonus Your Staff." The purpose of a bonus is to positively impact people's behavior through a financial incentive so the organization's goals are met and exceeded. There is no other reason any business would pay a bonus. If you are bonusing for any other reason, reconsider. Bonusing staff is a common question that doctors have and have no idea how to do it successfully. Rem gives you a step-by-step plan spelled out that you can implement in your practice right away. Money does motivate, but the real motivation comes from being recognized for the work and contribution that each team member makes.
- 3. Either You Manage Your Time or It Manages You – From Tina Del Buono** One thing we hear often is, "I just do not have enough time." Bonus #3 is a simple but effective way that you and your staff can learn how to jump-start a time management/self-management plan. This bonus gives you 8 key steps and directions for how you can set yourself up for success along with a time management log to keep you on track.
- 4. Final Incredible BONUS!** You and your entire staff will be invited to attend a private "members of this group only" 90-minute live online seminar. The topics are below. If you want you and your staff to all be on the same page in:
 - Understanding why great communication is vitally important,
 - Learning insights about each other's differences and how to avoid and solve conflict

Then you won't want to miss this! This interactive live seminar for you and your staff is worth the total cost of this entire program alone! And don't worry if you or a staff member cannot make it to the live seminar, it will be recorded, and you will be sent a copy to watch at your convenience. Here is the agenda:

- Leadership Communication ~ Dr. Peter Wishnie
- How to Get Along with Your Co-Workers ~ Rem Jackson
- Conflict Management ~ Tina Del Buono, PMAC

Cost: \$1997 (\$1497 for Top Practices Members or Previous Run Your Practice Like a Top Practice Participants with Coupon Code toppractice22)

If not now, when? Register now and make 2022 your year.

REGISTER NOW



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"I need help!"
- Most doctors
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PRESENTS

The 16th Top Practices Marketing and Management Summit

THE PRIVATE PRACTICE PLAN TO

Succeed



SAVE THE DATE

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