

# “Cracking the Code” of a Successful Practice...

And personal life.

BY REM JACKSON



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**“I**t’s time you realized that you have something in you more powerful and miraculous than the things that affect you and make you dance like a puppet.”—Marcus Aurelius

At the time he wrote these words in his meditations, the Roman Emperor Marcus Aurelius was the most powerful person in the world. And yet even he struggled with external factors, often beyond even his control, which attempted to impact his success. Marcus,

who was considered one of the finest people who ever lived (by his contemporaries and by history), had to remind himself to stop magnifying his prob-

ate highly successful and profitable practices while maintaining a fulfilling personal life as well.

The big question, therefore, is

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lems and simply do what he needed to do each and every day.

While running a podiatry practice is significantly easier than running the Roman Empire in 170 AD, it feels almost as hard for the average podiatrist and their team in 2025. Yet, there are doctors who have “cracked the code” and oper-

how. What code did they “crack”? Is it a secret only to be known by the lucky few or can anyone “crack the code”? The answer is a good news/bad news one.

The good news is that nothing is hidden; everything you need to do is in plain sight. The bad news is that

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you must change to grow, and breaking deeply ingrained habits and viewpoints is not for the faint of heart. The great Napoleon Hill said “only 5% of people are actively working towards and achieving great success. The other 95% are drifting through life accepting what life gives them, never to be truly successful.”

“It’s time you realized that you have something in you more powerful and miraculous than the things that affect you and make you dance like a puppet.” Let’s examine Marcus’s quote by starting with the last phrase “and make you dance like a puppet.” How many times have you felt that the “system” has made YOU dance like a puppet? Likely your answer is that you’ve felt like this many times. And to be sure, the medical system you practice in is broken and in crisis. The playing field is not fair; compensation and reimbursements are broken, with

the prices you pay for everything rising while reimbursements are going down. Marcus himself had wars on all of his fronts, a betrayal by his most trusted general, and a plague that killed 10 million Romans only

He knew that he could control his thoughts.

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a few years into his reign. That is to say: everyone has problems, even the most powerful person in the world.

How did Marcus deal with this? Let’s examine the first phrase in his quote “It’s time you realized that you have something in you more powerful and miraculous than the things that affect you...” He knew that within himself was a great power that could allow him to withstand anything, overcome all things, and ultimately succeed. What was that power?

ple, events, and forces...all beyond our control. The first step in “cracking the code” of your ultimate success is realizing and accepting this fact.

### ◆ Cracking the Code Step One: Stop Outsourcing Your Thinking to Anyone

We have all become lazy in our thinking. It’s not our fault—our culture barely allows it anymore. Our technology, these powerful tools in our hands, have taken over much of our thinking for us. The most clever and smart engineers alive today have built addiction and abdication of thinking into these devices. You know it and everyone you know knows it. It’s not a question of whether it is true; it’s now a question of what are you going to do about it for you and you alone?

*“It never ceases to amaze me: we all love ourselves more than other people but care more about their opinion than our own.”—Marcus Aurelius*

Marcus knew it too and smart phones were impossible to get in 170 AD. The only way to free yourself from outside influences is to unplug from them. The great challenge with this is this: every one of us acknowledges that this is an enormous societal problem but considers oneself to be immune from it, but we are wrong. Not one of us has this power. It influences you deeply and you must acknowledge and accept that you are powerless when you obsessively access social media platforms, podcasts, blogs, news media of all sorts, and watch advertisements on TV and online. Advertisers know we all think we are immune; in fact, they count on it. If you’re watching, they’ve got you.

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## Tips for Marketing Your Practice

### **From Rem Jackson of Top Practices and the leader of the Top Practices Master Mind Group:**

Practice Management is the solution that marketing ignites. It should be a series of classes in the podiatry schools. Sadly, it is not. This is true not only for podiatrists but every medical specialty, lawyers, accountants, and all professionals. Business is hard, but armed with the correct procedures, protocols, and strategies, every DPM can run a low-stress, highly profitable practice during regular business hours with no work to take home.

There are resources podiatrists can access to develop these business skills.

The first is The Academy of Podiatric Practice Management (AAPP). You can find them online at [AAPP.org](http://AAPP.org). There you can learn about their annual conference in Ft. Lauderdale FL in early November. This organization has shared best practices in management, marketing, and even mindset for 60 years. This should be your first stop on your journey to cracking the code yourself.

A second resource is Dr. Peter Wishnie’s book “The Podiatry Practice Business Solution.” This book is a reference manual for managing a podiatry practice and is essential reading on your journey.

The third is a curated list of books that will help guide you on your journey. Visit <https://www.toppractices.com/library/the-top-practice-s-must-read-list.cfm>.

Finally, a priceless resource is this magazine. Each issue is filled with information that can improve your practice management and marketing.

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So, unplug. It will be difficult at first. You will constantly want to reach for the phone to check what-

ever you used to obsessively check. It will be hard not to turn on your favorite opinion news program, but you must persist. What you will find is that you will get back (lit-

erally) hours in your day. You can devote this to whatever brings you joy, peace, happiness, wealth, love. If you unplug from the Matrix you will stop outsourcing your thinking to smart people who have an agenda and want your attention because it makes them money.

Everyone should be outraged at the attempts to manipulate our thinking and should stop giving them the attention they need. If we all did, they would go away because they couldn't make any money. It's unlikely this will happen, but you could take back the only thing you truly control... your own thoughts.

## Tips for Marketing Your Practice

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### **From Shaun Zaken of Blue Orchid Marketing:**

Before the internet, patients relied on word of mouth from trusted friends and family to find care. If your practice provided quality service, a solid reputation often ensured success. But the internet has transformed how people share information, make decisions, and choose services—including health-care.

Today, a podiatrist can't build a thriving practice without an effective marketing plan. Who are you? What makes your practice different? Are you sharing this information where prospective patients are looking for answers? These are critical questions to address when positioning your practice. The reality is simple: no matter how skilled or dedicated you are, patients can't choose your practice if they don't know it exists.

In a competitive digital landscape, marketing is essential to showcase your expertise, stand out from competitors, and connect with those who need your care. Effective marketing does more than increase visibility—it communicates your unique value, differentiates your practice, and positions you as the best choice. Without it, even the most well-run practice risks being overshadowed by competitors who actively promote their services.

### **10 strategic marketing solutions to build a successful podiatry practice include:**

- **Website Development:** Maintain a professional, user-friendly website that provides essential information and makes it easy for patients to request appointments.
- **Search Engine Optimization (SEO):** Optimize your website to rank higher in organic search engine results for podiatry-related terms.
- **Email Marketing:** Stay connected with patients by sharing updates, promotions, and educational content through email campaigns.
- **Patient Recall Campaigns:** Re-engage existing patients by reminding them of routine check-ups or overdue visits.
- **Pay-Per-Click (PPC) Advertising:** Use targeted ads on platforms like Google, Facebook, and Instagram to drive traffic to your website.
- **Social Media Marketing:** Build a presence on platforms like Facebook and Instagram to engage with current and potential patients.
- **Content Marketing:** Publish blogs, articles, and videos that educate patients and highlight your expertise to establish authority.
- **Local Listings Management:** Ensure your practice information is accurate on directories like Google (Business Profile) and Healthgrades.
- **Online Reputation Management:** Encourage satisfied patients to leave reviews on platforms like Google, Facebook, and even on your website.
- **Analytics and Reporting:** Monitor the performance of your marketing efforts to refine strategies and maximize results.

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### **◆ Cracking the Code Step Two: Unleash the Power Within Yourself**

Let's return to Marcus for a moment. He says "It's time you realized that you have something in you more powerful and miraculous than the things that affect you..." What specifically is he referring to here? He is talking about your mind, more specifically, the fact that your mind has two major components:

- **Your Conscious Mind**
- **Your Subconscious Mind**

Your conscious mind is, of course, very familiar to you. You're using it right now as you read these words and hear them in that very mind. It's what you most likely associate with the real you. It's very powerful and it is running the show in your head (now that you've removed the outside influences that would rather be running the show in your head). Your conscious mind is what you use to build your plans and execute those plans, and relate to others including your patients, your family and friends. But your conscious mind has an ally in assisting you in achieving everything you want in life and that is your subconscious mind.

Your subconscious mind is a supercomputer that knows everything. It is capable of recording and retaining endless information. It sees and hears everything around you...everything. And it has one purpose and that is to assist your conscious mind (you) in the attainment of what it is

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you are thinking about. This is the powerful and miraculous “*something*” inside of you that Marcus realized was inside of him. And he used it to crack the code of running the Roman Empire better than anyone before and certainly after him.

When you unplug from all of the outside influences and naysayers, you clean out your mind and your thinking so that you can direct your conscious mind to recruit your subconscious mind in the attainment of all of your goals and dreams. This is not magic, it’s brain science.

There are many methods which are beyond the scope of this article. They include contemplative prayer, meditation, and reading good books which enrich you and feed your soul. The point is simply that to “crack the code” of success in your practice and your life you must stop outsourcing your thinking and use the remarkable power of your mind, both conscious and subconscious.

### ◆ **Cracking the Code Step Three: Find Like-Minded People and Work Together**

When you have taken back control of your thinking and are building plans to achieve the success in life you deeply desire, the world will do everything it can to stop you where you stand. The world around you doesn’t care that you have decided to transform your life. Everyone else prefers that you stay the same. It could be that if

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you grow and succeed in happiness and material wealth, it causes others to be uncomfortable about their own lack of growth and laziness in thinking. The advertisers and opinion news pundits desperately want you to keep plugged in to make them even more money. The world pushes back hard. You are wise, then, to find like-minded allies on your journey.

Napoleon Hill created 17 principles in his plan for success in his classic book *Think and Grow Rich*. He recognized the essential importance of our thinking, just as Marcus did. His second principle is “The Mastermind.” Napoleon Hill understood and accepted that we are all interconnected. While you can limit the negative influences and events occurring around you, it is impossible to eliminate them. You do still practice in a broken system whether you like it or not. For instance, a company can get hacked, causing your checks to come to

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a halt for weeks or months until the problem is solved. That is why his second of the 17 principles was to find like-minded people and work together on solving your challenges together. He called this joining of like minds “The Mastermind.” He describes the phenomenon that a small group of people who have similar goals and who are themselves protecting their thinking from unwanted outside influences can create a “mastermind.” This

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## Marketing is the catalyst for success in business.

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means the sum of the power of more than one subconscious mind working together with others can uplift, support, inspire, inform, and influence much more than can those minds working alone.

When you unplug and stop listening to the cacophony vying for your attention and money and combine it with the power of your own mind, while joining forces with other like-minded people who have similar goals and dreams to yours, you are well on your way to crack the code.

### ◆ **Cracking the Code Step Four:** **Use Your Mindset on a Simple Formula**

There is more good news. Once you possess the key to cracking the code, the actual code is not that difficult. The key that opens the code is your mindset. Steps 1-3 share how to prepare yourself to focus on what will make you happy and successful. That’s the key. Most people will not take steps one, two, and three, and will jump right to step four, thinking they are immune to outside influences, but they are not. Mindset is the KEY that cracks the code. In business, success “cracking the code” comes from these three components:

- **Mindset (The Key)**
- **Marketing (The Catalyst)**
- **Management (The Solution)**

Mindset is both the key to the code and part of the code itself. It’s that important. Protecting your positive mindset is a lifelong pursuit that makes all things possible. It is the first thing you should think about every morning when you awake. Smile a small smile to remind yourself of your blessings. Practice gratitude for all you have, including your challenges, and begin your day of service to others with a peaceful heart.

Marketing is the catalyst for success in business. It’s not well understood and is often ignored or just paid lip service. Yet, treatment rooms that are full of the kinds of patients you most wish to treat in the numbers you can manage every day are one of the great secrets of success. Most businesses don’t prioritize their marketing and it

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is an afterthought with very few resources, time, or effort applied. Consequently, most businesses struggle. Medical practices often miss the opportunity to build and grow their practice through marketing because they don't understand that every successful practice or business needs good quality marketing. Patients come to your practice from one of four places: The Internet, referrals, word-of mouth from your happy pa-

tients, and advertising locally. Successful practices take the time to learn from reputable sources and their successful peers how to market

See the sidebar: **Tips for Marketing Your Practice**. It appears in multiple parts throughout this article, starting on page 80.

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## Mastermind with like-minded people who lift you up and help you create the life you want for yourself.

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in each of these areas. Without a steady flow of high-quality patients, no practice can be successful.

“Cracking the code” means living your life on your terms guided by your own accurate thinking, supported by the almost infinite resources inside of your own mind.

*“External things are not the problem. It's your assessment of them. Which you can erase right now.”*  
—Marcus Aurelius

Unplug from the destructive forces distracting you from focusing on your own success in business and in life. Use the God-given gifts within your own mind to achieve that success. And follow in the footsteps of your colleagues who have “cracked the code” and found the rewards that their podiatric career promised them. Practice management guru Jim Rohn said, “*You are the average of the five people you hang out with the most.*” Mastermind with like-minded people who lift you up and help you create the life you want for yourself. You made a good decision in becoming a podiatrist; never allow anyone to convince you otherwise. Protect your thoughts, remember to smile every morning, and then have your best day ever. **PM**

## Tips for Marketing Your Practice

(continued)

### From Jeffrey Hartmann of Podiatry Content Connection:

Countless hours of scientific study and residency training helped you solve many challenging medical conundrums. Yet, nothing prepared you for how important marketing is to your success and how complex it can be.

But since you don't have time to become a marketing expert, here's a crash course that “cracks the code” on how to market your practice successfully.

#### • Identify Your “Target Audience”

Know your ideal patients: their age, location, concerns, preferences, and where they go for information. Then create messages that resonate with them, answer their questions, and reach them where they are.

#### • Build a Strong Online Presence

Make it easy for potential patients to find you!

Create a search engine-optimized, mobile-friendly website that's easy to navigate with fresh, relevant content patients are interested in and call-to-action buttons.

Stay active on social media sharing content, engaging with visitors, building your brand, and running targeted ads,

#### • Boost Online Reputation

Encourage satisfied patients to leave reviews, monitor the major review sites and quickly respond to *all* reviews to maintain credibility and a positive online reputation.

#### • Develop Your Brand

Stay consistent with a logo, color scheme, visual images, and messaging that reflects your practice.

#### • Create a Patient Referral Program

Use incentives to encourage existing patients to refer their family and friends to your practice.

Ready to attract ideal patients and build a thriving practice? *Get crackin'!* **PM**



**Rem Jackson** is the CEO of Top Practices, LLC, and the leader of the Top Practices Master Mind Group. Top Practices is a company dedicated to helping podiatrists thrive in private practice through its marketing and management programs.

Rem is a Fellow of the AAPP and the recipient of the AAPP President's Award for 2012. He was inducted into *Podiatry Management's* Podiatric Hall of Fame in 2019. He is the author of “*Podiatry Prosperity: How to Market Manage and Love Your Practice.*” Rem can be reached at [rem@TopPractices.com](mailto:rem@TopPractices.com). You can find out more about Top Practices at [www.TopPractices.com/Practice](http://www.TopPractices.com/Practice).