



TOP PRACTICES
THE HOME FOR PRIVATE PRACTICE

**THE
FIRST** **5** **MARKETING
MOVES EVERY
NEW PRACTICE
SHOULD MAKE**

A Quick-Start Guide for Early-Career Podiatrists



Podiatry school and residency prepared you to treat patients, not run a business.

If you're in your first years of private practice, you might feel overwhelmed by everything it takes to grow. The good news? Marketing doesn't have to be complicated. If you focus on just a few proven strategies, you can start attracting patients right away and set up your practice for long-term success.

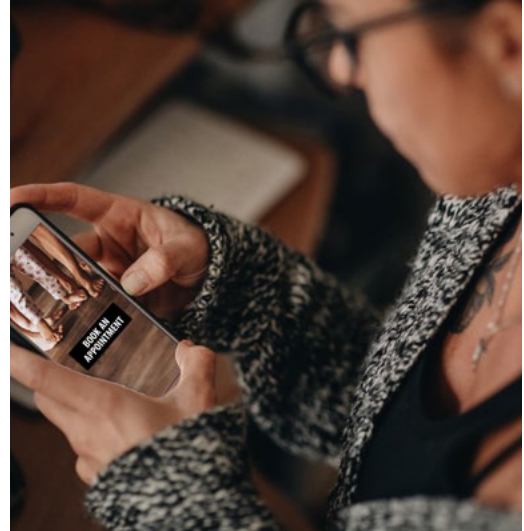
Move #1

Build a Digital Home Base

- Create a simple, professional website that loads fast and answers the questions patients are actually searching for.
- Add an easy “Request an Appointment” button in the right spots and colors.
- Start with one or two blog posts or videos per month, consistency matters more than volume.

Quick Tip

Patients will search for online you before they call you. Make sure what they find builds trust.



Move #2

Don't Ignore Internal Marketing

- Collect patient emails from day one.
- Send a [monthly newsletter](#) with tips, updates, and reminders.
- Create a smooth follow-up process for missed or cancelled appointments.

Quick Tip

Staying connected with your current patients is the fastest, cheapest way to grow.



Move #3

Build Referral Relationships Early

- Introduce yourself to nearby medical and non-medical referral sources.
- Offer to be a resource, not just ask for referrals.
- Send thank-you notes when patients come from referrals.

Quick Tip

One strong referral source can fill your schedule faster than any ad.



Move #4

Focus on Reputation and Reviews

- Ask every happy patient to leave a Google review.
- Make it easy with a QR code or link.
- Respond to reviews, positive or negative, with professionalism.

Quick Tip

Reviews are today's word-of-mouth. Start building them early.



Move #5

Don't Do It Alone

- Surround yourself with mentors who've built successful practices.
- Learn from a proven system so you don't waste time on trial and error.
- Join a [mastermind group](#) or coaching program for accountability.

Quick Tip

The fastest way to grow is to learn from people who've already done it.



You don't need to figure all this out by yourself. Top Practices has helped podiatrists, young and seasoned, build thriving practices for nearly 20 years.

If you're ready to start strong and avoid burnout, schedule a free consultation today.

