

# TOP DOCTOR MAGAZINE

## **How to Get Started with Us**

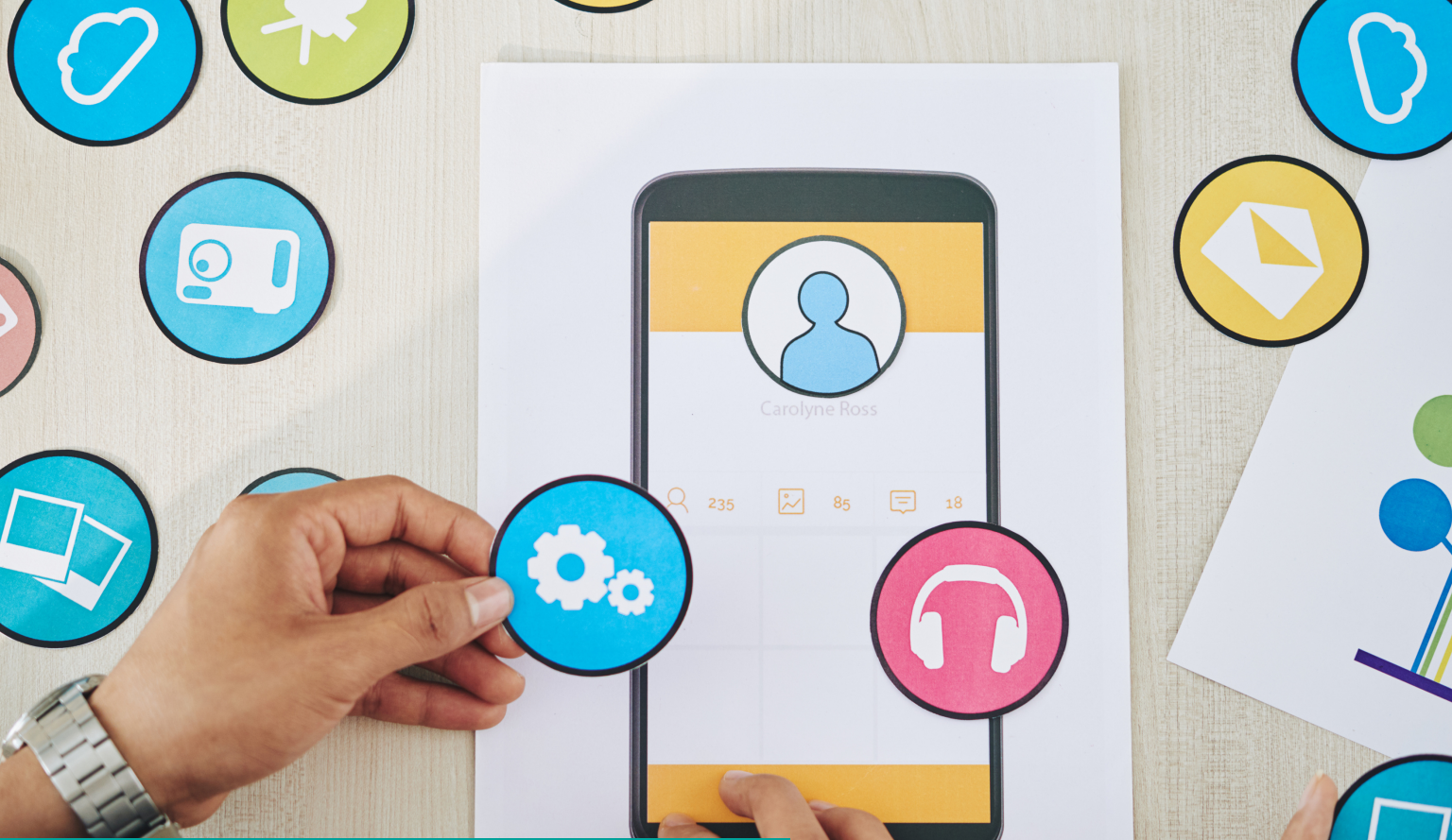
What you need to know to get nominated for an award or be interviewed for an article in our magazine

How to

## **Market Yourself and Advertise with Us**

# MEDIA KIT





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Want an endless supply of  
Doctor leads and sales?

# Discover Top Doctors 5 Step Proven Marketing and Sales System that Turns Doctor Leads into High Ticket Customers for life!

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## **“By Leveraging Top Doctors Unique Relationship with Doctors to open the door to your success”**

Top Doctor Magazine has developed the ultimate sales system that produces measurable and monetary results with our unique customized social media marketing program.

**This is unlike anything  
else you have ever used  
before.**

If your planning to sell "high-ticket" items or services to doctors and their practices this year, you need to change your tune because what used to work isn't working any longer.





## **This is not about just paying for yet another ad and hoping for results!**

At Top Doctor we have designed and tested a fully customize, measurable and monetizable marketing program, focused on generation results... Real Results!

### **So how does this work?**

When you do this correctly, by warming and educating your audience to the point where they are ready and excited to buy from you.

## **Why isn't Everyone Implementing this Kind of Sales System?**

Firstly 90% of sales and marketing people do not know how to market correctly or communicate in a way that is not salesy. The best example why a “Non-sales” approach is so important today is to let us imagine a scenario for a moment. Imagine that someone approached you in the middle of the street with an offer to buy a watch for \$5,000. There is a 99.99% chance you would just turn them down.

### **Why?**

Because you do not know anything about them. You are certainly not ready to spend that kind of money on the spot. You are probably not even in the market to buy a watch.... the list goes on. When you place a traditional style ad with a link to an outdated website, it's all about selling, selling and selling.

That's exactly how you come across to your audience, who do not know you from Adam. They're not targeted or warmed up to your value proposition, so they are not ready to buy... at least, not yet.

A well-crafted article designed to both entertain and educate will gradually increase their engagement through carefully positioned micro-commitments, this combined with an irresistible offer will see your advertising investment return handsome dividends.

They will gradually trust you more and become more interested in buying from you. Remember we all "HATE BEING SOLD TOO" yet "WE LOVE TO SHOP" our system positions you as their assistant shopper, and trusted go to expert.

**This is something that top marketers have known for decades,  
This is the way you sell Big Ticket items almost effortlessly and  
this is how you see massive increases in your revenue.**

While everyone else is telling you to build a sales funnel.... we are helping you build a sales **Snowball**.

Intuitively you know that with this crisis comes opportunity.

Intellectually you know there is a right move to make...but you may have never seen this type of mass upheaval in a global economy.

Also, your sense of opportunity may be more limited to good times rather than adverse ones, like these!

**We know how to recognize the patterns and ethically engineer situations that create tremendous wealth and stunning profit opportunity going forward.**

You would agree that as a business owner, your energy should be placed on high-priority tasks like building relationships with key partners and growing your business. The last thing you want to do is sit in front of your computer designing, writing, and slaving away trying to figure out sales tactics.

You are better than that.

Thankfully, we have got the solution for you...

Our team consisting of designers, writers, researchers and developers who have done all the long, tedious and painful tasks, testing and retesting to maximize the results for you so that you can focus on one thing – do what you do best and leave to us the rest!



My team and I will design and customize an irresistible marketing package for you. Just reply to this demo to schedule a Sales and Marketing Domination Strategy call.

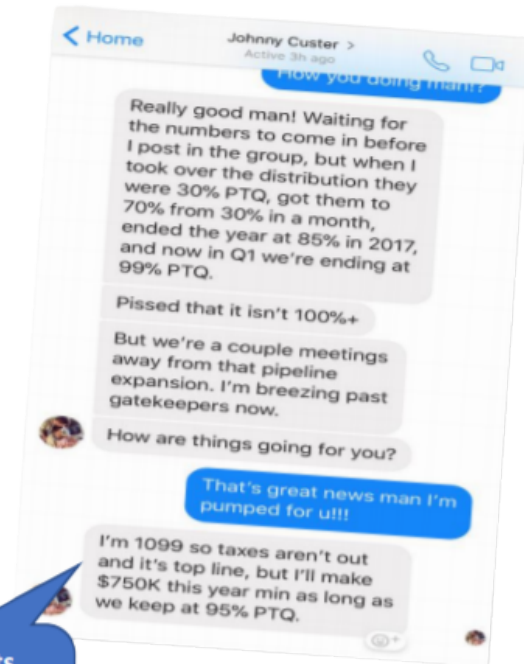
## Where you will discover....

- How to pivot while others are ducking for cover.
- How to monetize your market right now.
- How to monetize markets you've never penetrated.
- A Proven Sales process where you Don't Sell, they ask to Buy.
- How our custom designed marketing and sales process will give you the winning edge.

Plus, Special Bonus...

You will get to experience our "Assistant Shopper"

"Non-Selling Sales System", Firsthand that constantly generates results like these.

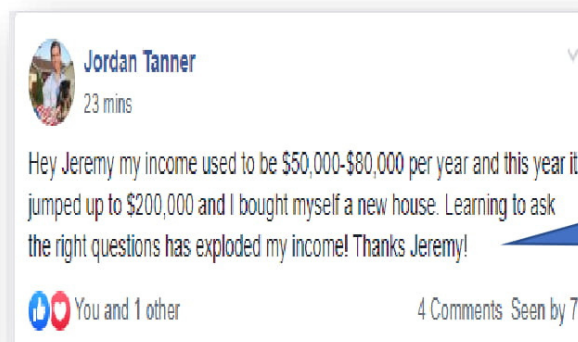


Income hits  
\$750,000/yr

And for just being on the call I would like to Gift you free access to our test drive "Assistant Shopper" "Non-Selling Sales System" valued at \$497.00

To Your Marketing Success.

Thank you



Income up from  
\$50-\$80K  
to  
\$200,000/yr

# It's an APP...it's a MAGAZINE

## It's Completely Interactive!



### FEATURES

Video Content + Commercials  
Interactive Stories & Ads  
Connects to Social Media  
In-App Purchasing & more...

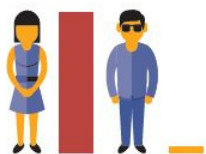


**200,000+**  
Subscribers



**3,500,000+**  
Impressions / Monthly

### General Demographics



#### GENDER

MALE – 42%  
FEMALE – 58%

#### AGES

19 to 25 – 10%  
26 to 35 – 40%  
36 to 55 – 50%

#### ROLES

Married – 76%  
Kids in HS – 66%  
Employed – 90%

## About Us

**TOP DOCTOR MAGAZINE** is a weekly publication

Editor in Chief - Derek Archer  
Managing Editor - Brianna Connor  
Senior Editor - Kayla Schleining  
Creative Director - Andrew Matthew

**Latest Medical News and Information**  
**Monthly Issues, Newsletters and**  
**Social Media. 100% from and for**  
**Doctors and Healthcare Workers and**  
**their patients.**

Top Doctor is a medical lifestyle publication featuring articles on business, fitness, travel, family, marriage, and health, with a sole purpose of meeting the everyday interests of doctors and healthcare professionals nationwide.



# TOP DOCTOR INTERACTIVE MAGAZINE

TELEVISION + PRINT + DIGITAL + SOCIAL

TopDoctorMagazine.com



## Key Statistics

New visitors/month  
**28%**



Average time spent on site  
**7 min 20 sec**



Page views/month  
**3,500,000+**



**OUR MISSION :** is a monthly publication  
Editor in Chief - Kevan Robinson  
Managing Editor - Michelle Robinson  
Senior Editor - Sherrie Clark  
Creative Director - Keith Chester



**OUR VISION :** To equip, educate, and inspire  
healthcare professionals worldwide.

# Social Media Publishing

Original content delivered across  
Facebook, Twitter, Instagram,  
YouTube & more

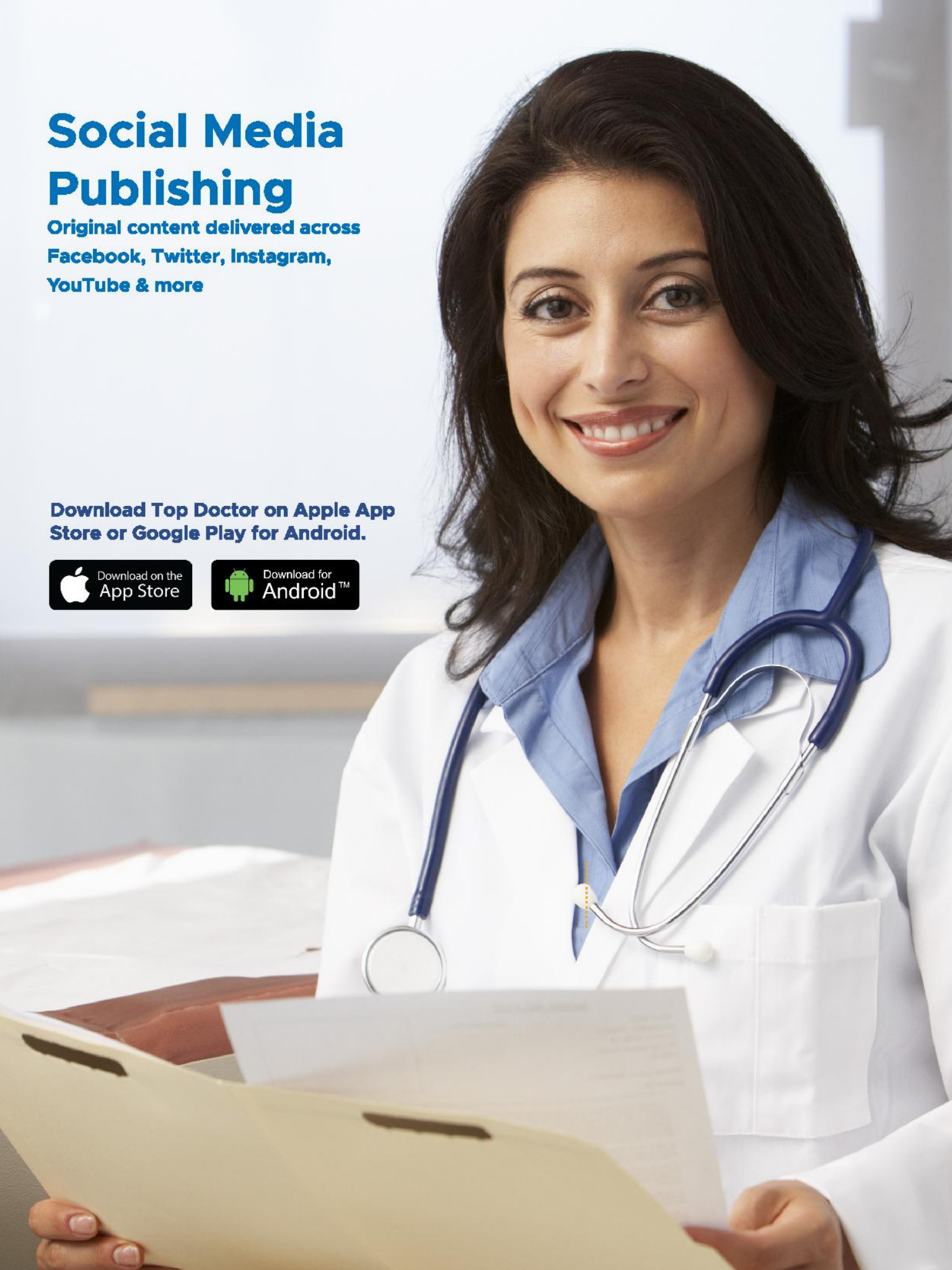
Download Top Doctor on Apple App  
Store or Google Play for Android.



Download on the  
App Store



Download for  
Android™





## Social Media Publishing



Original content delivered across Facebook, Twitter, Instagram, YouTube & more Download Top Doctor on Apple App Store or Google Play for Android.

## INFLUENCER MARKETING



Original content delivered across Facebook, Twitter, Instagram, YouTube & more Download Top Doctor on Apple App Store or Google Play for Android.

## YOUTUBE & STREAMING



Original content delivered across Facebook, Twitter, Instagram, YouTube & more Download Top Doctor on Apple App Store or Google Play for Android.

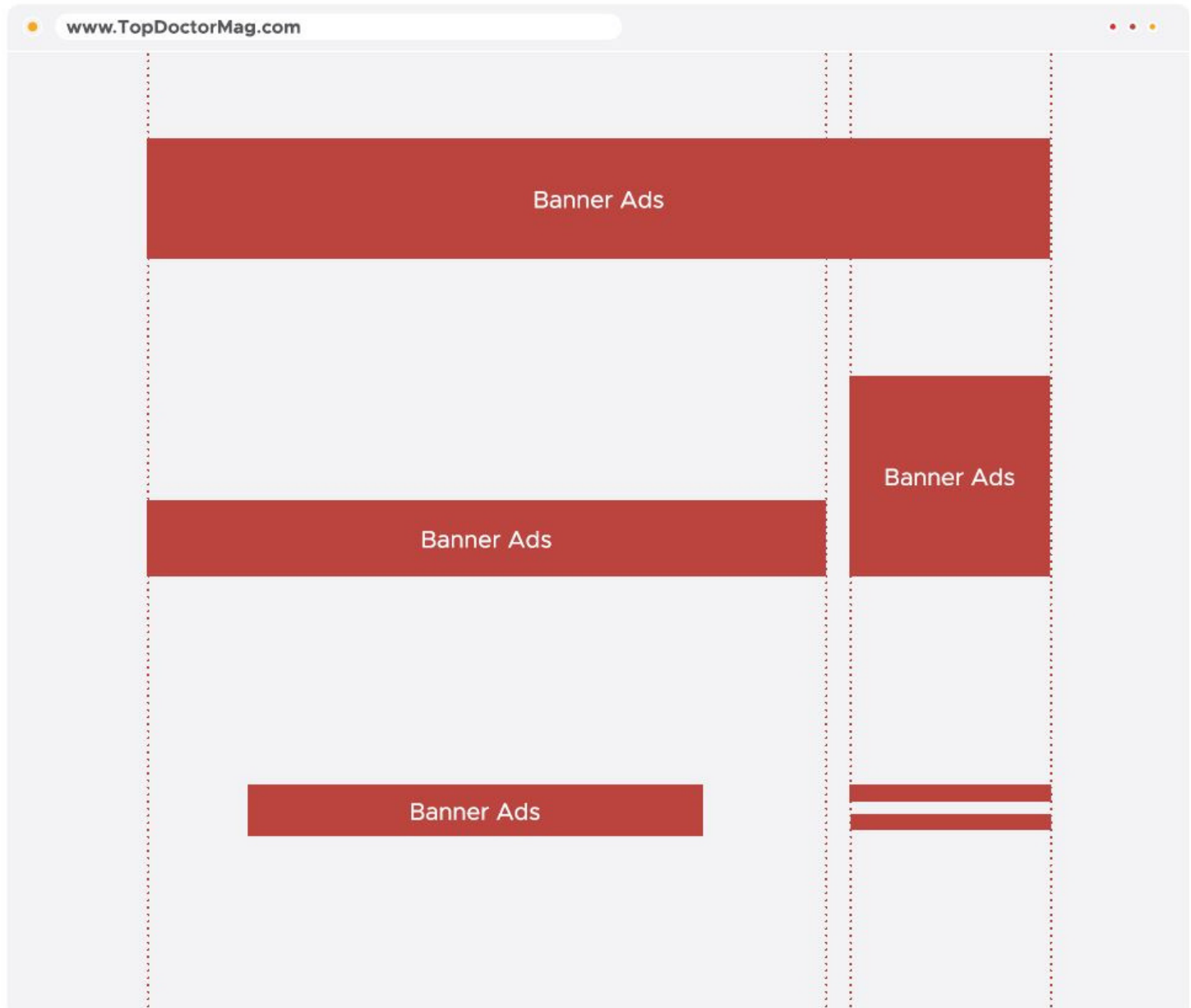
## WEBSITE



Original content delivered across Facebook, Twitter, Instagram, YouTube & more Download Top Doctor on Apple App Store or Google Play for Android.

# TOP DOCTOR Website Advertising Opportunities

Access to highly targeted female lifestyle audience



## Image Banners Ads

Web banners appear in rotation on a number of site positions.



## Text Ads

Text Ad blocks appear in rotation on a number of site positions.



## Video Ads

Video ads appear in rotation on a number of site positions.



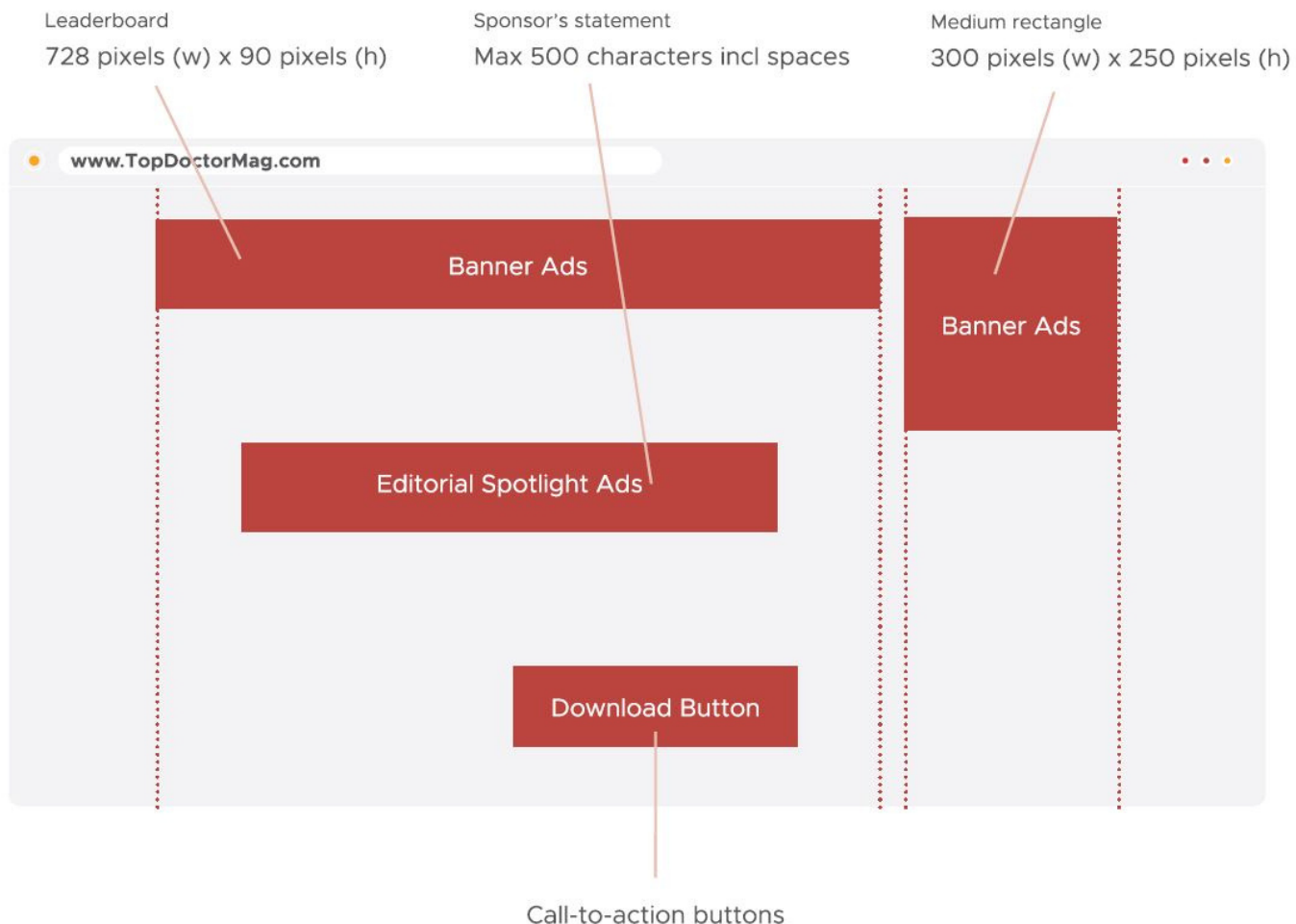
# TOPICAL SPONSORSHIPS

## Topical advertising opportunities and product placement

Digital topic sponsorship gives you exclusivity on a topic section and individual articles under that section as well as appearing in the run-of-site locations mentioned on the previous page. Impressions and clicks of your ads are tracked.

### What's included:

- Sponsor's statement on topic home page and on all topic tagged articles.
- Product placement on topic home page and on all topic tagged articles.
- Monthly promotion of products via TOP DOCTOR eNewsletter.



## DIGITAL

# Specifications and Rate Card

## Web Banner Ad

### Artwork Requirements

Artwork should only be supplied as an animated .gif or .jpeg file, 72 dpi, RGB format, and less than 50k in size. Please supply a valid link.

### LEADERBOARD

728 pixels (w) x 90 pixels (h)  
300 pixels (w) x 250 pixels (h)  
SKYSCRAPPER

300 pixels (w) x 600 pixels (h)

### SQUARE ADS

300 pixels (w) x 250 pixels (h)

### LOWER BANNER

300 pixels (w) x 250 pixels (h)

### INSTORY ADS

300 pixels (w) x 250 pixels (h)

## App/Magazine Ad

### Artwork Requirements

All ads are full-page/full-color Ad  
size = 8.5x11in/300 dpi

Ads with video content should supply 30sec video as MP4.

### Top Doc Spotlight

240 Words and Picture - \$1,500

WEB	PRICE (\$)
FULL PAGE SKIN	\$750 WEEK
LEADERBOARD (home)	\$2,000 MONTHLY
SKYSCRAPER	\$750 MONTHLY
SQUARE AD	\$450 MONTHLY
LOWER BANNER	\$350 MONTHLY
IN STORY AD	CALL

MAGAZINE ADS	PRICE (\$)
FULL PAGE	\$6,500
DOUBLE PAGE	\$9,500
INSIDE COVER	\$7,900
AD with 30sec VIDEO	\$7,900
SPECIAL PLACEMENT	\$7,900

Please deliver your digital artworks to: [media@TopDoctorMagazine.com](mailto:media@TopDoctorMagazine.com)

## Events&Podcasts

To be announced.

## Social Media Campaign

### Artwork Requirements

Artwork as animated .gif or .jpeg 72 dpi, RGB format, less than 50k in size. Please supply a link, not an email address. Please submit a.jpg or .gif without rotation. If you submit an animated .gif, we suggest you put all your salient information on the first slide.

#### FACEBOOK

Story:  
560 pixels (w) x 69 pixels (h)  
Ads:  
168 pixels (w) x 260 pixels (h)

#### LINKEDIN

Timeline:  
560 pixels (w) x 69 pixels (h)  
Group Ads::  
168 pixels (w) x 260 pixels (h)

#### INSTAGRAM

Story:  
560 pixels (w) x 69 pixels (h)  
Ads:  
168 pixels (w) x 260 pixels (h)

#### TWITTER

Email Leaderboard:  
560 pixels (w) x 69 pixels (h)  
Email Sidebar:  
168 pixels (w) x 260 pixels (h)

EVENT/PODCAST	PRICE (\$)
PODCAST (30sec)	\$300 / per show
EVENT	\$2,500-\$15,000
-	-

SOCIAL MEDIA	PRICE (\$)
FACEBOOK	Start From \$300
INSTAGRAM	Start From \$300
TWITTER	Start From \$300
LINKEDiN	Start From \$300
INFLUENCER	Start From \$500
DAILY TAKEOVER	Start From \$1,000



855-904-1047



855-904-1047





# ROCK THE MEDICAL BOAT

How to Steer & Navigate a Million Dollar Practice in a Shifting Economy

By Nick Fortune & Zach Parry

Medical Malpractice Does Not Protect Doctors from Their Patients. Malpractice insurance coverage creates a false sense of security for doctors

## The Fortune Law Firm and The Death of Conventional Financial “Wisdom”

Conventional wisdom teaches doctors that to protect your personal assets, you need to do business as a corporation or LLC, carry malpractice insurance, and have a trust.

Conventional wisdom also dictates that for doctors to save in taxes, you will want to participate in some sort of “tax-savings retirement plan” like a deferred compensation plan to reduce your taxable income now, then save up all the receipts from your business and give it to your CPA at the end of the year, who will then find maximum deductions for you and reduce your tax liability.

The problem with these tidbits of conventional “wisdom” is that they are absolutely, 100% false.

The Fortune Law Firm is a Vegas-based law firm that travels the country speaking to medical professionals educating them on the myths of conventional financial wisdom and showing doctors how to truly protect their practice, their licenses, and their assets while dramatically increasing tax savings. The Fortune Law Firm teaches the same strategies the ultra-wealthy have been using since before the U.S. started collecting income tax just over 100 years ago.

Although The Fortune Law Firm has a team of travelling presenters, its two most prominent figures, Nick Fortune, a structures expert who got his masters in tax at Stanford, and Zach Parry, the firms’ founding attorney, still love to present and turn a crowd.

At first, the claims the Fortune Law Firm makes seems revolutionary, but all they’re really doing is pulling back the curtain on this so-called conventional wisdom.



So, what about those tidbits of “wisdom” introduced in the article? If they’re not true, then what is?

Here’s the truth of it, as learned from the Fortune Law Firm:

## **Corporations and LLCs Do Not Protect Doctors from Their Patients**

So, what about those tidbits of “wisdom” introduced in the article? If they’re not true, There is a reason business owners set up business entities when they’re running a business. Doing business as a sole proprietor means you are the business, and any liabilities of you personally or the business are the same. When you set up an entity, you are creating a separate “person” with its own responsibility and liabilities separate from your own.



So, for example, when Sam Walton created what would become the world's largest retail chain, he established a corporation. And now, when people enter WalMart and get hurt, they seek to hold WalMart responsible, they're going to go after WalMart, Inc., and Sam Walton's personal assets are safe.

But what few doctors understand is that the protections of an LLC work much differently in their field. A doctor may run her practice through an LLC, and that's certainly going to protect her if their LLC breaches the lease agreement. But that's not the potential liabilities that are keeping doctors up at night.

The best way to protect your personal assets has nothing to do with whether your business should be a c-corp or an LLC. The best way to keep your stuff from being taken away from you is to make sure you don't own any stuff.

The logic there seems sound, but it doesn't seem like a tenable solution. We all like our stuff, after all. But that's just a conventional mindset we need to get over. Poor people want to own stuff. They want to own the nice house in the hills and the fast sports car. The ultra wealthy know, better, though. They don't want to own the nice house in the hills. They just want to live in it. They don't want to own the fast sports car. They just want to drive it every day. Because they know that if they own it, it can be taken away.

It's not ownership that matters, then. It's control. If you structure your business and your assets in a way that you still control your stuff, but you don't own it, then you can enjoy it without risking it getting taken away. That's one of the strategies The Fortune Law Firm is good at.





## Medical Malpractice Does Not Protect Doctors from Their Patients

The second false sense of security doctors use is their medical malpractice insurance coverage. Unlike the business entity, malpractice insurance does provide some modicum of protection, but it isn't what doctors think it is.

Malpractice insurance is governed by the contract between the doctor and the insurance carrier. At its core, the terms of that contract are simple: the doctor pays the premiums, and the insurance company defends and indemnifies the doctor if there is an insurable event, like a malpractice claim.


That's two duties the insurance carrier has: the duty to defend and the duty to indemnify. The duty to defend means that the insurance does provide some modicum of protection, but it isn't what doctors think it is.

Malpractice insurance is governed by the contract between the doctor and the insurance carrier. At its core, the terms of that contract are simple: the doctor pays the premiums, and the insurance company defends and indemnifies the doctor if there is an insurable event, like a malpractice claim.

That's two duties the insurance carrier has: the duty to defend and the duty to indemnify. The duty to defend means that the insurance carrier will hire a medical malpractice defense attorney if a claim is made against the doctor. The duty to indemnify is the insurer's duty to pay any losses stipulated to or proven in the course of the malpractice claim.

There are limits, outlined in the policy, to what the insurance company is willing to pay on the doctor's behalf. And that's the extent of the protection.

And while it's good to know that the first \$1 Million in liability is going to be covered by your insurance carrier, doctors who really understand the consequences of being sued are less concerned about the ultimate payout and more concerned about the



and more concerned about the potential permanent stain on their reputation that could result from having any amount of money paid on their behalf. That's because the savvy doctors are familiar with that dark presence in their lives known as the National Practitioner's Data Bank (NPDB).

Implemented by the U.S. Department of Health and Human Services in 1986, the NPDB is essentially a blacklist of doctors: a database that keeps an everlasting account of all doctors who have had adverse actions taken against them, medical malpractice payments made on their behalf and health-care related civil judgments or criminal convictions. It is, in effect, the sex-offender registry of doctors. It's no less damning nor less permanent.

For example, although most standard patient contracts include an arbitration clause, far fewer contain an even more essential clause: the mediation clause. Mediation is the process through which the aggrieved party (the patient) has a chance to sit down with the accused (the doctor) and try to reach an agreement that will dispose of all issues.

But even doctors who have mediation clauses usually have clauses that are written not for license protection, but to save money in legal fees, which protects insurance companies more than it protects doctors. If drafted right, the mediation clause will require the patient request mediation as a mandatory prerequisite to filing a lawsuit.

If the patient follows the contract, it gives the doctor a chance to reach a settlement pre-litigation. And if done right, that pre-litigation settlement does not get reported to the NPDB so both the doctor's assets and her reputation remain intact.

But what is more likely is that the patient, who hasn't read the agreement, sues the doctor without having first requested mediation. When that happens, the doctor's first call is going to be to the Fortune Law Firm. The Firm is then going to coordinate with the malpractice carrier and coach the defense attorney (who knows nothing about the NPDB and cares even less) to file a motion to dismiss against the plaintiff for failure to meet the contractual prerequisites to filing a lawsuit.



When that motion is granted (and given judges' love for mediation and the fact that the contract is written so clearly, it will be), either the case goes back to a mediator, where the doctor has a chance to settle, or if the statute of limitations has expired--and because most cases are filed on the eve of the statute expiring, there is a good chance it will be--then the case is over, the doctor has won, and there is neither payment nor reporting. And then the patient can pursue a malpractice case against her attorney, who filed a lawsuit without looking at or abiding by, the patient contract.

If the patient does request mediation, but fails, and the lawsuit moves forward, the doctor is not out of the woods yet, but there is hope on the horizon. If the doctor is a Fortune Law Firm client, she is a member of a clinical practice group that protects her in the event of post-demand settlement.



Again, this requires some finesse, and so once again the Fortune Law Firm is going to coach that defense attorney to make sure he knows exactly how to structure any future settlements using the clinical practice group, which will obviate the need for any reporting to the NPDB and keep the doctor's name, license, and reputation unscathed.

## A Living Trust Does Not Protect Assets at All

For whatever reason, there is a common misunderstanding that a living trust has an asset protection component. Although in some cases it does provide some anonymity of ownership, that's all the protection you'll ever get from a living trust.



A living trust speaks when the trustee (you) cannot. So if you are in a coma, or mentally disabled, or dead, the trust dictates what happens with your body, your assets, your business, and it determines who gets to make those decisions not specifically laid out in the document. It also fulfills the purpose of avoiding probate (the lengthy court process where it is determined how the assets in the estate are going to be distributed). But it does nothing to protect your assets. Assets in a living trust are just as vulnerable as assets in your name.

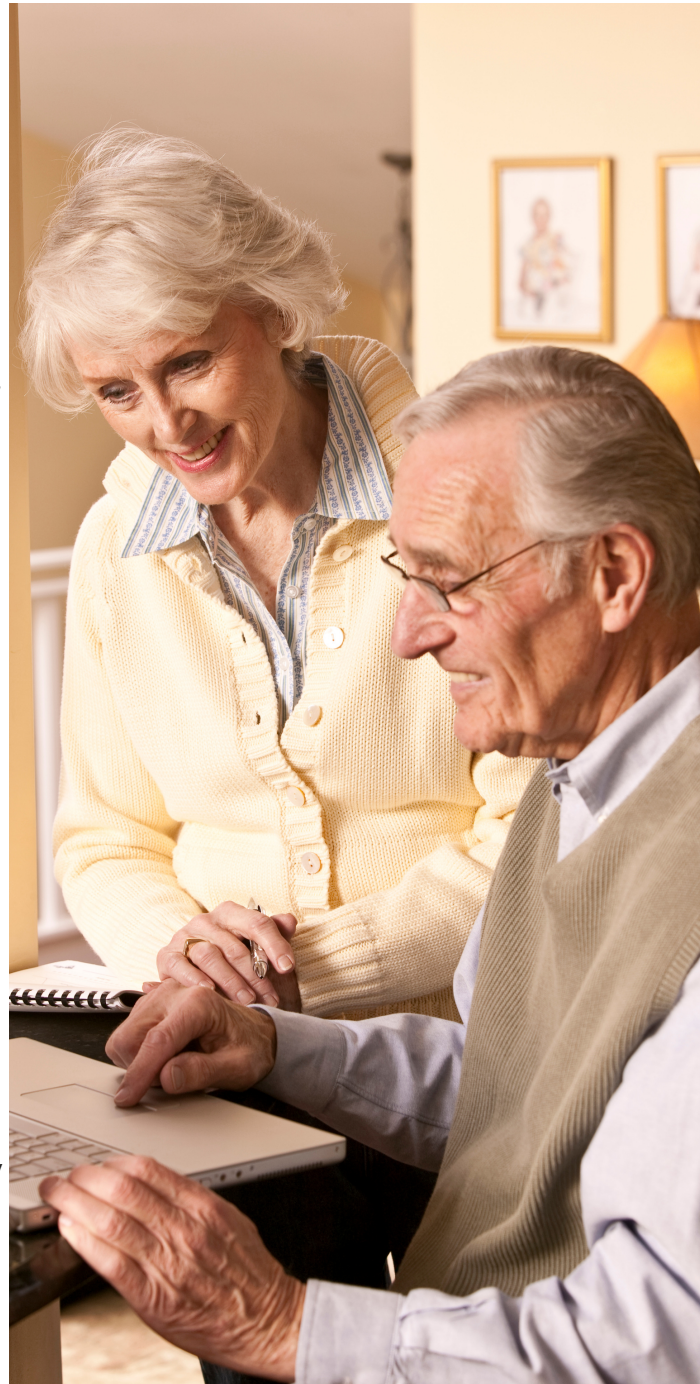
## A 401(k) Is A Tax-Collection Plan, Not a Retirement Plan

The Fortune Law Firm will be the first to tell you (and maybe literally is the first to tell you) that a 401(k) is not a real retirement plan. You probably don't even know why it's called a 401(k), but it's really just a part of the tax code: the same tax code that governs income taxes, payroll taxes, capital gains taxes, and all those other provisions designed to transfer money from the individual to the government.

Conventional wisdom tells us that it's a good idea to put money into a 401(k) or other deferred compensation plan because we get the tax deduction now and can pay the taxes when we retire and are in a lower tax bracket.

First, believing that your best retirement plan is one nestled in the tax code is like believing a casino has your best interests at heart even as your dice hit the felt of the craps table. The house always wins, after all.

Second, if your plan is to be in a lower tax bracket when you retire, then you need a new plan. No one wants to go from having a lot of money but little time during their working years to having a lot of time and very little money during retirement.



So if your plan is to take a hit to your lifestyle when you finally have time to enjoy life, then perhaps you should just keep working. Third, most people believe (and history supports this) that in the future, taxes will be higher, not lower, than they are now.

But haven't you also heard you should buy low and sell high? That's not what you're doing. The reason 401(k)s are so popular is that your financial planner gets paid as long as your money is in the market, regardless of whether you are earning or losing money. And unless the Fortune Law Firm's predictions are wrong, even though the stock market reached record highs 19 times in 2019 and 7 times in 2020, you never got a call from your financial planner telling you it was time to sell with a plan to buy again once the stock market dropped.

Next, if you would rather ride the market instead of buy low and sell high, that's all well and good while you're young and have lots of earning years ahead of you, but what happens when the stock market corrects right before you retire? Or worse, right after you retire? Three goes that lifestyle you were planning on.

Last and finally, don't forget about all those deductions that you enjoy now. Among the most common tax deductions are the child tax credit, deductions related to business expenses, and deductions from interest paid on your mortgage and student loans. When you retire, your children will be grown and out of the house,

you are no longer running your business, and your house and student loans are paid off. And if you were contributing to a 401(k) you don't even get those deductions anymore. So all those deductions you're enjoying now? They're gone.

Unfortunately, conventional wisdom is persuasive. Americans have a combined \$5.7trillion in 401(k) plans, which is 20% of all funds in retirement savings. And the U.S. Government is going to tax every penny of it.

The Fortune Law Firm busts conventional wisdom here, too. They are purveyors of a plan older than the tax code that uses after-tax dollars to put in a vehicle with guaranteed growth, where you aren't subject to the volatility of the stock market and therefore guaranteed not to lose your principal.







# The Fortune Law Firm

You earn the  
money. We'll  
help you keep  
it. And grow it.


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[Read More](#)



TEL 1-855-904-1047





With this vehicle, called an Investment Grade Insurance Contract, there are virtually no contribution limits, doctors can use it without having to contribute to partners' or employee's accounts, the money is liquid immediately and not subject to penalty if used, can be invested in anything (there are no prohibited transactions), and best of all, when it comes time to retire, you can use 100% of that money without paying any taxes.

## Why Haven't You Heard All This Before?

Your CPA, who makes far less than you do, can't see past the software on his monitor. He doesn't do tax planning. He does data entry. He just doesn't get paid enough to bother to learn. Even if he did understand the tax side of it, he doesn't understand the structures, and he doesn't understand the Investment Grade Insurance Contract.

Your financial planner only knows the products they sell at whatever brokerage she works at. And although she can't afford to invest in the plans she is recommending, she still recommends them because as long as she has money under management, she's making money. But she doesn't understand structures any more than your CPA does, really doesn't understand taxes, and will never recommend you do anything other than purchase their product that has outperformed the S&P for 15 of the last 10 years.

If you have a good tax attorney, he'll understand the tax side of it, but not the structures. And a good corporate attorney will understand the structures but not the taxes.

So if you wanted to put all this together, you'd have to find the right professional in each field, then they'd have to work together to create a cohesive program.


But what actually happens is your financial planner makes one recommendation, your CPA makes another, and your attorneys are giving other recommendations besides. So you either get analysis paralysis trying to figure out who's right, then you do nothing.



Or even worse, you follow all their advice and now you've spent a lot of money and have a bunch of stuff that you don't understand and that doesn't help you.

The Fortune Law Firm has the knowledge and the licenses to provide the complete package. And they're so confident that they can help you that they promise you they'll save you more in taxes in your first year than you'll spend with them. If that's not true, they'll pay you the difference.

**You can reach them at [fortune-firm.com](https://fortune-firm.com) or 844-390-9781 to schedule a no-cost, no-obligation call. They do business in all 50 states.**



December 2020

# Q4 SOCIAL MEDIA REPORT

GREAT HOMES DIGITAL



Prepared by: Anne Clark  
Digital Accounts Head  
Approved by: Jason Fernandez  
Social Media Advisor

# About Us

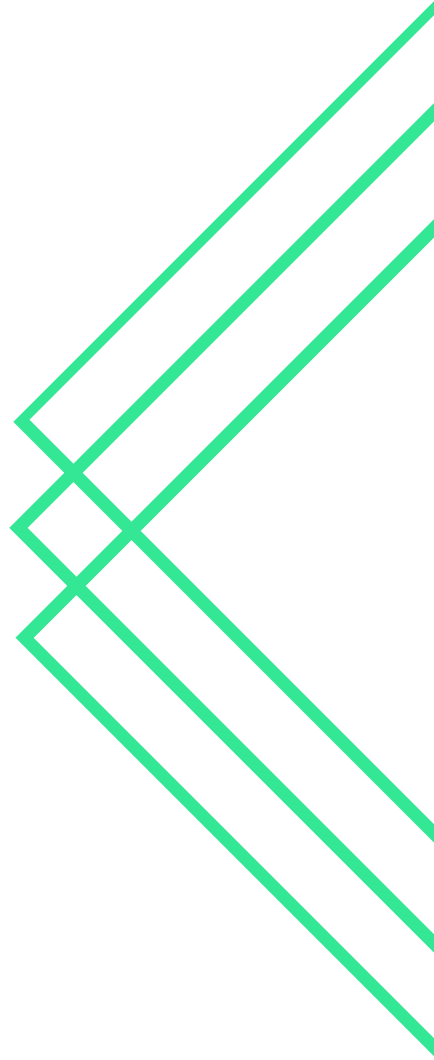
With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

This is where social media reports come in. By tinkering with some data points here and there, social media marketers can tell middle managers and top-level executives how their brands are perceived by their customers. More than just the numbers, digital marketers must also create a concise yet effective social media report that is meaningful for all stakeholders involved.

# Mission and Vision

Before even typing your report, first take the time to consider who the report is for. One good rule of thumb to remember is that the higher up the stakeholder is in the organizational ladder, the more succinct the report needs to be.

With the myriad of metrics social media marketers have access to, it's tempting to drown your audience in numbers. While figures aren't bad per se, you do have to make sure that these are relevant to the role of those receiving the report. Strive to tell the story behind the numbers by including learnings or insights.





# Future Goals

## What we have to work on next year

The next step is to decide what metrics matter to you.  
Below are some metrics you can start with:

1. Follower growth – the number of people you have reached
2. Influencer report – the influential people in your network
3. Volume of posts – the number of times you have shared content
4. Reach rate – the number of users who have seen your post
5. Total engagement – how much interaction each post generated
6. Engagement per follower – engagement each post generated"

