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### **American Society of Plastic Surgeons Offers Members *Your Aesthetic Practice* By Catherine Maley, MBA**

Cosmetic Image Marketing (CIM) announced today that the American Society of Plastic Surgeons (ASPS) now offers the acclaimed book *Your Aesthetic Practice: What Your Patients Are Saying* by Catherine Maley, MBA to its members. It is available for both ASPS member and non-members at [www.cosmeticimagemarketing.com](http://www.cosmeticimagemarketing.com).

*Your Aesthetic Practice* is a concise book written specifically for the aesthetic physician to help them understand the aesthetic patient. The book also provides proven, executable marketing strategies to attract more patients to the practice.

Catherine Maley, Author and President of Cosmetic Image Marketing, says, "We have received astounding feedback about the book since it was published in 2007. We are very excited to extend this essential guide book to ASPS members, and proud that the American Society of Plastic Surgeons is offering it at a special rate to its members."

Compiling over a decade of patient interviews and extensive practice research, *Your Aesthetic Practice* provides the answers to why patients buy aesthetic services, why they choose one physician over the competition, what the physician did and did not do to satisfy them, and what physicians can do to close more procedures. It contains valuable information detailing the motivating factors for the aesthetic patient and how physicians and their staff influence the decision making process. In addition, it provides proven, easy-to-execute marketing strategies designed specifically for the aesthetic practice.

*Your Aesthetic Practice* is just one of the patient attraction tools and guides crafted by Catherine Maley, MBA. Catherine is an aesthetic industry marketing specialist, a noted speaker, and was recently interviewed by the New York Times.

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