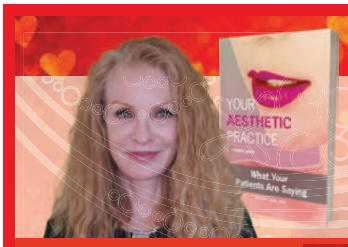


Catherine Maley, MBA • President

KiSS© Newsletter

Feb. 2020 Issue

Rachel • KISS Project Manager

MESSAGE FROM CATHERINE

This is the month of love and a great time to remind you how much we love partnering with you using the KISS Rewards Club to keep your patients returning, referring and reviewing. We truly appreciate you!

- Catherine

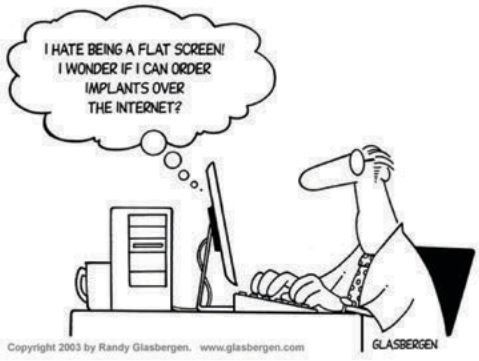
Success Doesn't Just Come and Find You. You Have to Go Out and Get it.

20-YEAR ANNIVERSARY GIFT TO YOU

I am celebrating 20 years of working with plastic surgeons to get you more patients and more profits. So, I put together this special guide called, **"20 Cosmetic Patient Attraction Strategies for 2020"**.

I compiled 20 of my most popular and effective strategies to help you succeed this year. Enjoy!

You can download it now at https://www.CatherineMaley.com/AnniversaryGift/



www.CatherineMaley.com

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MORE REVIEWS = MORE NEW PATIENTS

Online reviews from your current patients are still one of your best patient-attraction strategies. Cosmetic patients want (need) to hear from your other patients to give them the reassurance they are looking for that they will get a good result.

The best way to get more reviews is to #1) Ask the patient and #2) Make it quick and easy for the patient. By the way, google reviews are the most important so focus there.

Type up the message below asking for the review and include not only instructions for how to upload a Google review but also what to write. You can print it out and hand it to your patient so they know you are serious:

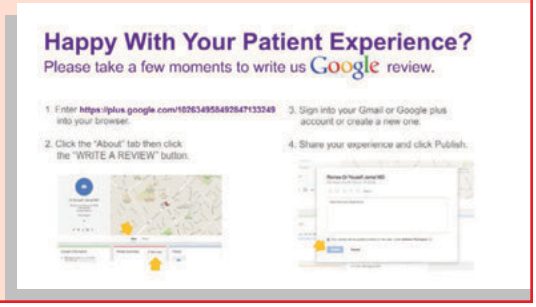
A personal request from Dr. X…..

If you're happy with your results, we'd be honored if you'd let everyone know. Google reviews are so important as prospective patients actually read them!

1. Go to Google
2. Search "review x practice name" or "doctor's name"
3. Pick one of the review sites (preferably google as it counts for so much but there are many others you will see
4. Share your thoughts on Dr. X and the practice in general

Note: To make it super easy for you to write a review, here are starter sentences to help:

I was looking for a plastic surgeon because _____
I chose Dr. X because _____
This is what the process was like (staff took great care of me, etc.) _____
This is how great I look and feel now _____

Thank you for being our patient!

We hope to see you again soon.