Catherine Maley, MBA • President

KiSS© Newsletter

March 2020

Rachel • KISS Project Manager

MESSAGE FROM CATHERINE

We are so lucky to have you as a KISS client and we appreciate you. It's the month of St. Patrick's Day parades, all things green and, of course, March Madness. Have fun rooting for your favorite team!

Success Doesn't Come to You, You Go To It. -Marva Collins

GROW YOUR WORD-OF-MOUTH REFERRALS

Today's fragmented internet and social media outlets have your preferred patients scattered all over the universe.

There's no easy way to get to them so you have to spend way more money trying to be everywhere they are. That is very expensive, time consuming and tiring.

Truly successful cosmetic practices know that word-of-mouth referrals are the life blood of their practice and worth the effort.

Here's something interesting I learned from aesthetic patients when I was interviewing them for my book, *Your Aesthetic Practice/What Your Patients Are Saying*. They told me they would have referred you to others if only they were asked.

…….You cannot take patient referrals lightly

As much as you think (and hope) that patients will gush about you to their friends and family -- don't leave it to chance.

Of course, your KISS Rewards Club is a huge help to get you more referrals since we provide signage, stickers and email reminders to help spread the word but it's imperative you and your staff encourage your patients to tell their friends about you whenever the opportunity presents itself.

For example, when the patient is at checkout, have your staff include a KISS referral card with that day's invoice while saying, *"Karen, here's a referral card for a friend to get to know us"*.

HELP US SPREAD THE WORD

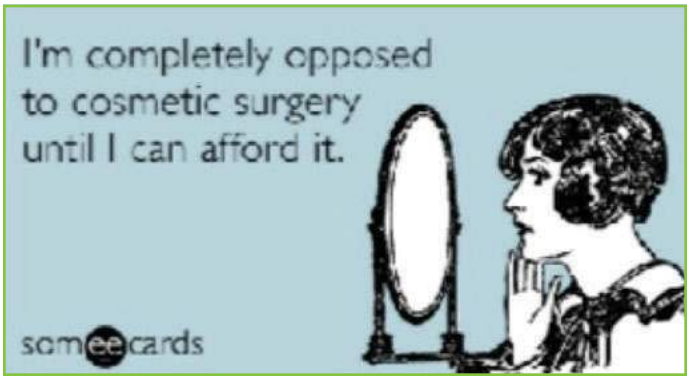
In today's crazy busy world, it's not enough to depend on our monthly KISS emails. That's why Rachel sends you a monthly marketing tool-kit full of KISS social posts and copy like the one below.

Please post these regularly and boost them so they reach new patients. We recommend boosting for $10 at $2 per day for 5 days.

And adding extra "practice personality" KISS posts could include:

- You holding up the KISS mug
- Your patients wearing KISS sticker or t-shirt or backdrop that says, *"I've been KISS'ed by Dr. X"*

What else can you and your staff do to promote KISS internally? Be creative. We'll be watching!



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