COSMETIC PATIENT MARKETING

February 2019 CPM Member Update

From the Desk of Catherine Maley

Brittany McCauley: Client Relations Mgr.

MESSAGE FROM CATHERINE

It's the month of love and a great time to tell you how much we love working with you to get you more patients and profits. Please let me know what else we can do for you to make your life easier.

-Catherine

THE MORE YOU CARE, THE MORE THEY SHARE

Our industry is based on feelings. The cosmetic patient is feeling bad about their appearance so they are hopeful you will "fix it" so they can be happy when they look in the mirror.

These patients also want to be treated well and will choose the practice they feel most comfortable with…. regardless of your skills and credentials in many cases.

Make them feel loved and they will brag about you to their friends. For example:

- Be excited to hear from them when they call
- Be excited to see them again when they visit
- Use their name
- Ask them questions about them and then listen
- Check on them after a procedure to make sure they are comfortable
- Thank them for giving you reviews and referrals

It's the connection with you and your staff the patient is looking for that tells them you truly care about them as a person first – patient second.

NEW! THE CONVERTING CLUB

The $ Converting Club

Nothing in your practice counts until the patients say yes to you and give you money.

But lower consultation conversion rates are affecting more and more cosmetic practices for all sorts of reasons…. Insane competition and choice of technology are two big ones.

So I'm here to help your coordinators up their game and convert more consults by learning the best strategies to get to a YES.

INTRODUCING THE CONVERTING CLUB©

Your coordinator will have complete access to this video learning center to transform her into a revenue-generating machine. The Converting Club includes:

- ✔ Short video modules of me explaining each step in order and in detail
- ✔ Supporting materials
- ✔ Quizzes to help ensure material retention
- ✔ Q&A group calls with me to answer questions that come up
- ✔ Weekly Metrics to hand in to help her stay on track
- ✔ Live Coaching Calls with me or another coach

This service retails for up to $2,364 but you get it for FREE since you are our client. Brittany will be in touch with the login information soon. Enjoy!

MY SAUDI ARABIA TRIP

I was speaking in Jeddah, Saudi Arabia recently on branding and marketing and it turns out they have a big demand for aesthetics.

Although the females may be covered up, they love cosmetic rejuvenation just like us. And, yes, they know the Kardashians and credit them for increasing the demand (sound familiar?).

And, any money the females make (usually working for the government) is theirs to keep since the man handles the family money. So they like to spend it on clothes, fuller lips, plumper cheeks, and wrinkle-free skin, as well as breast augs and liposuction.

Personally, I received 5-star service with drivers, limos and the Ritz; however, I had to wear the abaya (robe) when going out and be escorted by a man when I went sightseeing and to the mall (of course, America was all over the mall with Sephora, Nike, Starbucks, etc.).

They love shopping. At the mall, there was a sea of black with eyes staring at me as I was staring at them. Trippy!

By the way, it's a very clean, new city with no homeless; however, this dictatorial city has murals of the King and Prince painted on several buildings so you remember who's running the show.

It was the trip of a lifetime and I was glad to learn about another culture so different than mine.

I was also ecstatic to get back to America and the freedom I enjoy but take for granted ;-)

Here's a man with his harem at the mall.

Here I am with a doctor from the conference and my hair is growing bigger by the minute due to the humidity.

Here are the visiting female speakers wearing our abayas and with a famous plastic surgeon from Riyadh.

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