MESSAGE FROM CATHERINE

New Beginning. Fresh Start. Clean Slate. It's a great time of year for change (as long as it's good change, right?). We have been busy changing things up for you so please read carefully all the new things happening to keep you busy and profitable. May 2019 be your best year ever!

-Catherine

DO YOU NEED MORE PATIENT LEADS?

New! Patient Attraction Lead System [PALS]

After much tweaking and testing, we have perfected a system to get you more patient leads and conversions. It's a bit technical and uses several different platforms but here it is in a nutshell….

Basically, we attract new patients to you by skipping expensive and competitive google PPC Adwords. Instead, we use eye-catching and creative visual banner ads on other Internet media channels to engage the prospective patients with helpful information and an invitation to consult with you.

If they don't call or email your office within a few days, we add them to an email and text drip campaign and make the follow up calls for you. When they are ready to book a consult, your conversion coach transfers them to your staff to book the appointment.

This services retails for $1,997 per month but as a CPM member, you get it at a reduced price of only $1,497 per month + Ad Spend Budget (minimum $750). Please call or text me if you are interested in **being PALS with us** by adding this patient attraction service to your marketing plan (415.377.8700) and we can get started right away.

SAY HELLO TO MILES!

Brittany (always the overachiever) was in the office that day and delivered Miles that night with NO EPIDERAL because he delivered so quickly. He weighed in at 8lbs. 10oz. and he is truly the cutest baby I have seen in a long time.

Brittany is back to work and sleep deprived but very happy ☺

NEW! CONVERTING CLUB

One of the biggest frustrations I hear from surgeons is that they feel like they are wasting their valuable time on consultations with patients who don't convert to surgery. Thanks to competition and fickle cosmetic patients, it's more difficult than ever to get to a YES, so we're here to help.

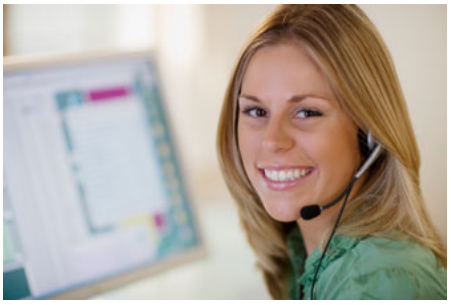
The Converting Club will include many short videos from me, as well as tests, certifications and contests to help your coordinator and receptionist convert more callers and consultations and keep it fun. This club will include a monthly call with me as well as an accountability system to ensure your staff gets the most out it. We will let you know as soon as it's ready for prime time.

NEW! NO MORE FREE ONLINE MONTHLY TRAININGS

Actually, you still have free access to all of my content since you are a CPM member but others do not. My intellectual property such as trainings, webinars, templates and other content will now be uploaded to our New Aesthetic Hub Club and the fee for non-CPM members is $197 per month but for you it's Free. Enjoy!

NEW! MORE PATIENTS ACADEMY

MPA has been discontinued and replaced with the **Aesthetic Hub Club**, but you will still have access to it for free. So whenever you have a new staff member join you, or you want to hold a patient event or sell more retail, etc., this is still a good resource for you.



CASE STUDY

You can't beat word of mouth. A current patient referred her girlfriend by forwarding our email to her so she's ready to book the consult. Yay!

Infusionsoft

A web form [redacted] was filled out at:
https://aesthetics.infusionsoft.com/app/page/ [redacted]

The following information was provided:

BrowserLanguage	en-us
First Name	[redacted]
Last Name	[redacted]
Phone Number	[redacted]
Procedure	Breast augmentation
Question / Comment	I was referred by [redacted]
IP Address	2601:c4:8380:5520:747b:353d:7419:6b2b
Referring Referral Partner	

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