MESSAGE FROM CATHERINE

We are deep into summer which means hot, hot, hot in most areas except Sausalito where its foggy and cold until September ☺ To heat up your revenues, we are focusing on easy Summer Fixes for your busy patients who want to be outdoors. Please talk up no or minimal down-time procedures such as injectables, micro-needling, non-invasive fat reduction, Kybella, skin-tightening and don't forget the sunscreen!

- Catherine

VEGAS COSMETIC SURGERY CONFERENCE UPDATE

This is a really great conference for surgeons, nurses and staff to attend because its got plenty for everyone.

Here are a couple of highlights:

Social Media Marketing
All of the marketing talks have moved from traditional marketing such as TV, radio, and print, to online marketing such as Instagram, Facebook and GEO Retargeting.

The surgeons spoke about how they built a great following on social media; yet, I didn't hear any solid ROI numbers to know the revenues they get from their efforts and that worries me because some of these same doctors are spending 2-4 hours per day on marketing themselves.

Frankly, like everything else in life, you have to "pay to play" since the social media platforms are strangling your free reach. The good news is at least you can track real ROI with paid advertising AND you can still post your own stuff. That way, prospective patients can learn more about you and you can feel good watching your efforts increase your followers and "likes" numbers

If we aren't already, let us know if you want us to do your social media marketing for you and we'll put a plan together with solid ROI.

"How Do You Position Yourself As the Best Choice AND Charge Premium Prices?"

This was the title of one of my talks. In a nutshell, if you want to charge premium prices, be premium in ALL you do. For example:

- You have a high-end looking Website that highlights you as the best
- You have many reviews that total no more than a 4.8 rating (all 5 stars feels inauthentic)
- You train others on your innovative techniques
- You are interviewed by the media or "faux" media
- You have a good presence on social media showing off your results
- You have a very nice, clean and updated office
- You have killer staff who are trained to professionally represent you
- Your processes equal a WOW patient experience

The point is your patient has to emotionally and logically justify why they are paying more for you than your competitors so give them lots of reasons.

A TIP FROM THE CONVERTING CLUB

The more contact the prospective patient has with your coordinator, the more comfortable they get deciding to go with you versus your competitors who didn't take the time to get to know them better.

The Converting $ Club

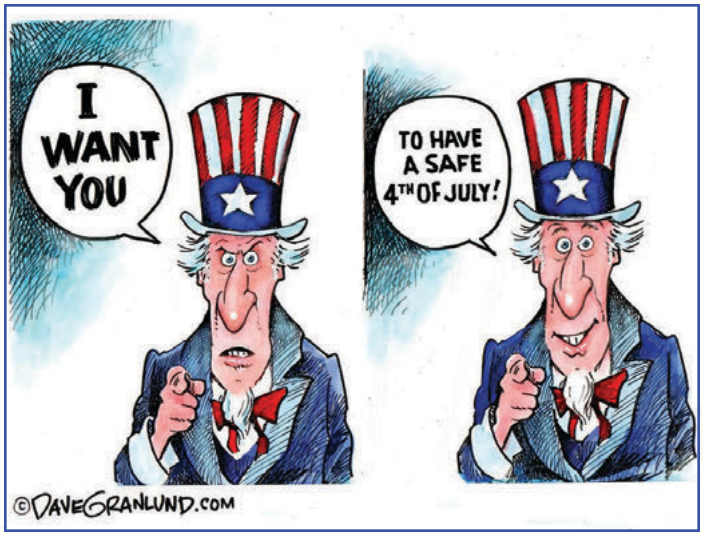
Please don't rush through this bonding phase. Take the time to understand what the patient wants and why they want it. Let them explain what's going in their life and in their head so you can better address their fears and move them forward.

To bond with them, the coordinator wants to call them ahead of time to introduce herself and let them know what to expect during the consultation. Then they should spend time with them on their initial visit to bond more and brag about you. They should also be present during the consult so they know exactly what you told the patient so they can be consistent and then they should meet privately with the patient to present numbers and surgical dates.

Be sure your coordinator checks out my training videos at **www.ConvertConsultations.com** for all sorts of converting strategies to help increase your revenues. She has free access since you are a CPM client so take advantage of it.

CLIENT SPOTLIGHT

- Name: Pamela [redacted]
- Phone: [redacted]
- Email: [redacted]
- Procedure: Fillers
- Message: I would like to schedule and appointment and take advantage of your email special. I am a patient of Dr. [redacted] already.



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