COSMETIC IMAGE MARKETING
MORE PROCEDURES. GUARANTEED.

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Checklist for Your Aesthetic Practice

Find out if WHAT you are doing is keeping a steady stream of cosmetic patients coming to you month after month to keep you happy and profitable while keeping your patients returning and referring…..

- ☐ **We Have a "User-Friendly" Computer System**
  It's easy for us to enter patient information such as emails, mailing addresses, last date of visit and birth date.

- ☐ **We Can Easily Pull Patient Lists**
  It's easy for us (or we can call customer service to help us) to pull reports such as: Those who came in for a consult but didn't book. Those who have a birthday this month. Those who haven't been back in 12 months.

- ☐ **Email Addresses are Collected**
  We make it a priority to ask for an email address and get permission to send patients promotional messages such as exclusive offers and event invitations.

- ☐ **We Acknowledge Patient Birthdays**
  We email and send heartfelt hard-copy birthday wishes so our patients know we care about them.

- ☐ **We Systemically Ask for Referrals**
  We realize word-of-mouth referrals are the lifeblood of our practice and we have systems set up to make that happen without feeling as if we are being pushy.

- ☐ **We Have Great Before/After Photos**
  We know patients love to see other patient results in photos so we take great care collecting good before/after photos to use in our promotional efforts.

- ☐ **We Include Special Offers in Our Messages**
  Rather than spend a fortune on glitzy advertising that doesn't work, we pass those savings onto our patients to thank them for their loyalty in the form of gift cards.

- ☐ **We Have a Reactivation System in Place**
  We have a system for reactivating the patients we haven't seen for awhile because we realize a majori ty of them will return IF we reach out to them.

- ☐ **We Use Social Media Effectively**
  We strategically use social media as a part of our marketing system so it uses very little staff time but it helps us spread the word about our practice.

- ☐ **We Track Results**
  We track where the revenues are coming from so we know which of our promotional efforts are working and where to invest our marketing dollars.

- ☐ **We Follow Up With Patients Who Did NOT Book**
  Our staff follows up with the prospective patient who is on the fence because we realize they could still say YES with the right strategy.

- ☐ **Telephones Are Answered by Third Ring**
  A human being answers the telephone by the 3rd ring to ensure the cosmetic caller receives prompt attention.

- ☐ **Staff is Well-Trained, Friendly and Professional**
  Our staff is well trained on customer relations and the psychology of the cosmetic patients so they are able to convert callers to appointments and consultations to paid procedures.

"Would you like some help?"
Catherine Maley, MBA

Free Cosmetic Patient Marketing Assessment

If you would like me to craft a practical plan you can put into place right away to start getting more **new cosmetic patients calling**, more **current patients sending referrals** your way, **more revenue** coming in every month, let's talk.

To schedule a **Free 30-Minute Assessment** of your practice's current marketing health, **call my office at (877) 339-8833** or Email me directly at **CMaley@CosmeticImageMarketing.com.**

Note: You are under **no obligation to buy anything** or follow my advice.