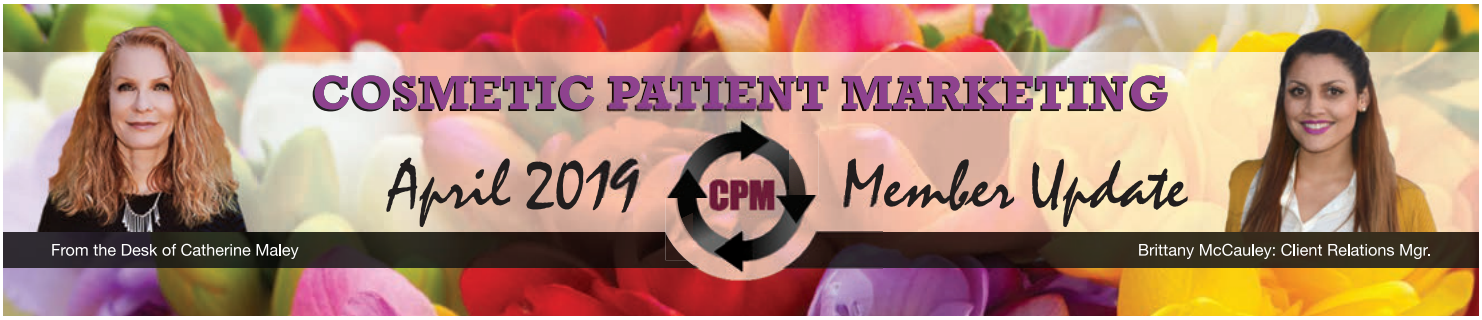
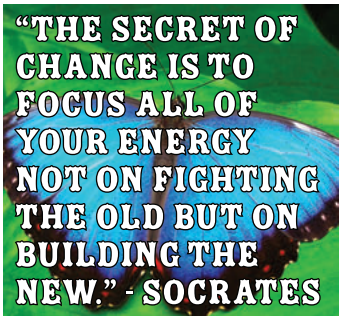


MESSAGE FROM CATHERINE

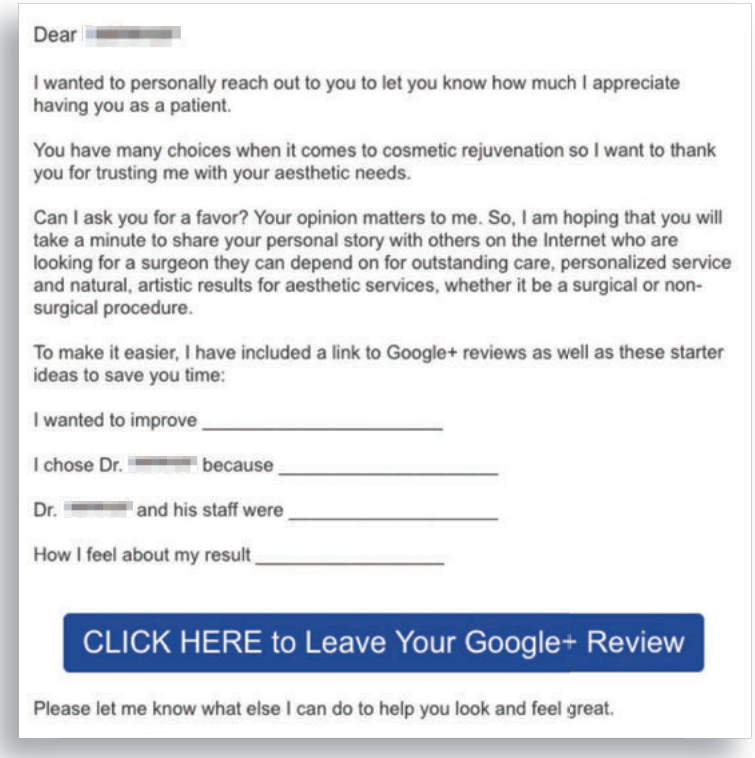
When the Winter Blues are replaced with Spring Fever, it triggers your cosmetic patients. They start feeling the itch to shed their heavy clothes and show more skin.

Our April themed email gets the ball rolling and your patients excited about the new season, so review the FAQ's about your body contouring procedures and treatments with your staff so they're able to talk with your patients knowledgeably when they're asked questions.

- Catherine



BONUS: MORE PATIENT REVIEWS FOR YOU



Dear [redacted]

I wanted to personally reach out to you to let you know how much I appreciate having you as a patient.

You have many choices when it comes to cosmetic rejuvenation so I want to thank you for trusting me with your aesthetic needs.

Can I ask you for a favor? Your opinion matters to me. So, I am hoping that you will take a minute to share your personal story with others on the Internet who are looking for a surgeon they can depend on for outstanding care, personalized service and natural, artistic results for aesthetic services, whether it be a surgical or non-surgical procedure.

To make it easier, I have included a link to Google+ reviews as well as these starter ideas to save you time:

I wanted to improve _____

I chose Dr. [redacted] because _____

Dr. [redacted] and his staff were _____

How I feel about my result _____

CLICK HERE to Leave Your Google+ Review

Please let me know what else I can do to help you look and feel great.

We all know good patient reviews are golden. What your patients say about you is infinitely more important than anything you can say about yourself.

So we can't leave it to chance. That's why we developed an easy way for your patients to give you a great review.

Brittany has designed a constant contact template that asks your patients for a review. But it goes a step further and gives them easy-to-follow instructions with a link straight to the Google review page. It doesn't get any easier.

If she hasn't already, Brittany will share with you the email template that can be used in a variety of ways:

- ✉ Send to patients soon after their non-invasive treatment
- ✉ Send to patients after their last post-op surgical appointment
- ✉ Divide up patient list and send in group emails

Of course, they should have had a WOW patient experience with you where you made them feel welcomed and comfortable while giving them a great result.

ARE YOU TAKING ADVANTAGE OF THE CONVERTING CLUB?

I gave your coordinator free access to our new club full of how-to videos explaining step-by-step how to take a patient through your processes to get to a yes.

Your coordinator is asked to complete quizzes as well as weekly metrics that we go over regularly on our coaching calls to help her improve her numbers.

Please encourage your coordinator to participate fully since her improvement directly affects your bottom line.

The Converting $ Club

CLIENT SPOTLIGHT

- Name: Lorena [redacted]
- Phone:
- Email: [redacted]
- Procedure: Silhouette Instalift
- Message: Don't need consult. Ready to schedule Silhouette.

This is an example of how much easier it is to have a current patient return to you versus a stranger patient who doesn't know you!

ARE YOU HAVING A SPRING EVENT?

Spring is a great time for a patient event. It's an opportunity to reconnect with current patients who want more and also new prospective patients they bring with them to get to know you.

It's also a great moneymaker when done right, so to help you with the details, watch **"How to Hold a Successful Open House"** in the online learning center at www.MorePatientsAcademy.com. Have fun!

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