EASIER WAY TO GROW YOUR COSMETIC REVENUES

Catherine Maley, MBA
Author, *Your Aesthetic Practice*
Cosmetic Patient Attraction
and Conversion Specialist

Featured in
Newsweek
abcNEWS
The New York Times

(877) 339-8833
www.CatherineMaley.com

Here's a new approach to growing your cosmetic practice...

The Revolutionary Patient Attraction, Conversion, and Retention System Pumping Out Astounding Results!

Hello,

Serving as the go-to business and marketing consultant for plastic surgeons over the last 20 years, it's obvious times are changing….and NOT for the better.

You've got increasing costs for new leads, bad quality leads wasting your time, low conversion rates, relentless competition and diminishing loyalty of patients who run off to your competitors who discount their prices.

It's enough to want to throw your hands up and give up. I get it. It's hard.

That's why I have dedicated my career to plastic surgeons by speaking at medical conferences, running my industry-leading "Beauty and the Biz" podcast, and providing consulting and services to boost cosmetic practice revenues.

In addition, I'm also a cosmetic surgery patient, putting me in the shoes of the consumers you're aiming to attract.

The Unique Advantages of the Patient's Perspective

Although the success I'm able to bring to countless practices throughout the industry can be attributed to a number of things—education, experience, training, etc.—it's my ability to look at the world through the eyes of a cosmetic surgery patient that's separated me from everyone in my field.

I'm able to look at cosmetic surgery through the eyes of a patient because I am one!

I also interviewed patients from all over the US for my popular book*, "Your Aesthetic Practice: What Your Patients Are Saying*".

That perspective has allowed me to experience what your patients have experienced, to see what they've seen, and to feel what they've felt.

Rather than viewing a cosmetic surgery procedure as an appointment, I view it as a life-changing event. And rather than thinking logically about prices and value, I understand that your patients will base their decisions on emotion.

That's just a tiny sneak-peek into how I'm able to help my clients attract more patients, convert consultations at a higher rate, and keep them coming back for more!

The Far More Effective Way to Boost Your Bottom Line

As a cosmetic surgeon, you're constantly striving to grow your practice revenues, right? That's what virtually every surgeon, no matter how successful, is seeking.

To do so, they're constantly looking for new pools of potential patients to fill their treatment rooms and schedules with. Think of it like ponds of fish, where the fish are quality clients who could bring in new business.

Most surgeons have spent years building up their own pond full of fish, and now they're aiming to add to that pond by fishing in *other* ponds. Sure, some other ponds will have a few quality fish to add to your own, but there's a far more efficient and effective way to boost your bottom line…

"I have finally tapped into the most efficient way to grow my cosmetic practice and that is to "fish in the pond of my own patients". When patients return to my practice, over 85% will purchase another service, product, or procedure. Not only was it ***worth over $200,000 in revenues this past year****, it also reminds my patients I'm still around, so they don't wander off to my competitors."*

\- Victor Ferrari, MD

Tap into the Most Efficient Way to Grow Your Practice

Rather than spending all your time, money, and effort searching for new ponds, it's smarter to fish in your own pond!

The very best prospective patients for your cosmetic practice are the ones who've already experienced what you have to offer. It's time to reel in those big fish by encouraging them to return for additional services and procedures.

I'll reveal exactly how you're going to do so in just a minute…

First, think about your own home. Have you remodeled any part of your house? If you have, you probably started to notice other parts of your home that could benefit from some enhancement, right? Once you redo the bathrooms, the kitchen suddenly feels like it could use some work.

The same thing is true of cosmetic surgery!

Once you've enhanced one part of a patient's face or body, they're now a prime prospect for another procedure because they see just how much you can help their image and confidence... Suddenly, the patient begins to realize how your procedures could benefit other parts of their face and body.

All you need is the proven method for maintaining a relationship with those patients, building trust, and enticing them back in for additional procedures...

Automatically Hands You Additional Procedures Each Month (That Means Extra Revenue!)

Please humor me for a moment and think about how much extra your cosmetic surgery practice would bring in if you were consistently performing 10 extra surgical and non-surgical procedures per month. What about 15? Now consider how much you'd be making from another 20 surgical and non-surgical procedures each month…

Based on the costs of different procedures from one practice to another, let's just say the average patient earns you approximately $4,000 when we nurture them to return and refer.

So, if you could consistently add another 10 procedures each month, you'd be making an extra $40,000 per month! **20 additional surgical and non-surgical procedures could easily net you an extra $80,000 per month!**

Don't you think it's possible to add this sort of consistent business to your practice?

*"Working with Catherine and her team has been very profitable. We're only halfway through the year and **I'm up $200K and I'm booked out for the next 2 months** even though we typically go into our slow summer months now."*

- Robert Langdon, MD

How much additional revenues will you collect once you add to your arsenal of patient attraction and retention weaponry the revolutionary ***KISS Rewards Club?***

This is NOT Just Another Loyalty Program… This is a Patient Attraction, Conversion, and Retention System That STOPS Discounting!

As an all-in-one marketing referral program, you don't have to do any of the heavy lifting. The program automatically enters your patients into the rewards platform, gets them excited with 100 "KISSes," and keeps them engaged with emails and social media interaction (texting is optional).

The program will record how much they spend at your practice and track their progression into different tiers. When a patient spends enough to reach a new tier, they may be rewarded with a free laser treatment or Botox. Then another reward accompanies progression into the next tier.

Additionally, your patients will receive an automatic "Free Botox Reward" when they:

- Refer a friend,
- Leave a review,
- Approve their before-and-after photos to be used in your marketing, or
- Complete a surgical procedure this year (optional)

And please note that **we're NOT discounting your existing products and services**...by offering free rewards in exchange for additional purchases and patients, the profit margin you'll receive is nothing short of massive...more on this in a moment.

Turns Your Patients into Ambassadors for Your Practice!

Rather than spending hundreds or thousands on other digital advertising every month, the ***KISS Rewards Club*** makes it, so your patients do so FOR YOU!

This means you'll receive social media advertising that…

- **Is 100% FREE FOR YOU!**
- **Happens organically!**
- **Is more credible, since this advertising will be coming straight from patients rather than your practice!**
- **Requires ZERO effort on your part!**

Social media marketing can truly be a game-changer for your business, and this patient-ambassador bonus is like having the winning lotto numbers!

Your patients will be excited to post, tag and share you with their friends and family when they receive KISSes for doing so. from you thanking them for their support.

As the saying goes, **"Behavior that is rewarded is repeated".**

The *KISS Rewards Club* makes it all happen!

Attracts Your Patients Back with Irresistible Rewards NOT Discounts...

This revolutionary system doesn't *just* hand you free social media marketing and organically attract new patients to your practice...**it also maximizes the value of your existing patients, putting money in your pocket that you didn't even know you were missing out on!**

To do so, your patients will receive customized emails and social media posts to remind them how close they are to the next tier/reward, encouraging them to come back for another procedure or service. **Our proprietary system uses enticing language and valuable rewards that are proven to get your patients to click and buy when they previously would have forgotten about your practice...**

And our tested, specially-designed KISS branding (below) teaches your patients to be excited about opening every email we send by thinking*... "Oh, I might have a new reward!"*

Social Media Post

Our patient loyalty program lets you earn Kisses for every dollar you spend!

Redeem Kisses for Botox or Filler."

Join now and start earning Kisses towards free services today!

"Terms and conditions apply. Please call us for details.(904) 201-1998

Social Media Post

Have you joined our patient loyalty program yet? The KISS Rewards Club is free to join and easy to use. Call or visit us today to get started!

(904) 201-1998

More opens. More clicks. More purchases. More revenue.

And remember, all of the marketing is done-for-you, so this is truly a "set it and forget it" on your end since we handle all the backend details for you.

You'll get monthly progress reports to show you just how profitable the program is for your practice!

Check out these results other plastic surgery practices got in June….

JUNE 2020

KISS REWARDS CLUB
MONTHLY PROGRESS REPORT

DR. [redacted]

RESULTS

JUNE EMAILS
EMAILS SENT: 11,124
OPEN RATE: 30%
CLICKS TO LANDING PAGE: 36

PLATFORM STATS
NEW SIGN UPS: 120
BIRTHDAY EMAILS SENT: 399

BOOKED CONSULTS
CALLS: 3
ONLINE APPT REQUESTS: 2

BONUS KISSES
REFERRED A FRIEND: 12
LEFT A GOOGLE REVIEW: 28
SENT A VIDEO TESTIMONIAL: X

YOUR COSTS TO REDEEM
Total Number of KiSSes given in June: 181,100:

- Bonus KiSSes (Referrals, Reviews, Videos): 40,000
- Transactional KiSSes: 89,200
- Birthday Bonus Kisses: 39,900
- New Sign Up KiSSes: 12,000

Botox Treatments Redeemed: 17 (x $120) = ($2,040)
Filler Treatments Redeemed: 1 (x $400) = ($400)

Your TOTAL COST = ($2,440)

JUNE ROI

Transactional KiSSes	($89,200)
Total Costs for June	- ($2,440)
Sales generated by referrals	+ ($4,559.70)

Net June Revenues = $91,319.70

JUNE 2020

KISS REWARDS CLUB
MONTHLY PROGRESS REPORT

DR. [redacted]

RESULTS

JUNE EMAILS
EMAILS SENT: 750
OPEN RATE: 25%
CLICKS TO LANDING PAGE: 4

PLATFORM STATS
NEW SIGN UPS: 22
BIRTHDAY EMAILS SENT: 45

BOOKED CONSULTS
CALLS: 3
ONLINE APPT REQUESTS: x

BONUS KISSES
REFERRED A FRIEND: 6
LEFT A GOOGLE REVIEW: 4
SENT A VIDEO TESTIMONIAL: x
HAD SURGERY: 3

YOUR COSTS TO REDEEM
NUMBER OF KISSES GIVEN IN JUNE: 99,129

- BONUS KISSES (REFERRALS, REVIEWS, PHOTOS): 13,000
- TRANSACTIONAL KISSES: 80,429
- BIRTHDAY BONUS KISSES: 4,500
- NEW SIGN UP KISSES: 2,200

Botox Treatments Redeemed: 10 (x $120) = ($1,200)
Filler Treatments Redeemed: 3 (x $400) = ($1,200)
Laser Treatments Redeemed: x

YOUR TOTAL COSTS = ($2,400)

JUNE ROI

Transactional KiSSes	$80,429
Total Costs for June	($2,400)
Sales Generated by Referrals	+ $7,385.50

Net June Revenues = $85,414.50

Do you see how many different ways your patients can help grow your practice in a fun way that benefits them AND you? They are literally doing the marketing for you……*for free!*

Never Let a Patient Leave for a Competitor Again

An added bonus to the ***KISS Rewards Club*** is the fact that it constantly discourages your patients from leaving for another cosmetic surgery practice. Why would they leave when they have so many "KISSES" built up with you?

Your patients will always be within reach of that next wonderful reward, so they'll always feel the allure of staying with you rather than price-comparing against other surgeons!

And if you use other vendor or discount programs, don't worry. The ***KISS Rewards Club*** can work side-by-side with your current setup.

That's just one more way this income-producing program makes life easier for YOU…

Don't Worry!
(Addressing Your Concerns)

It's only natural to look for reasons *not* to dive in headfirst despite seeing how the ***KISS Rewards Club*** can directly impact your bottom line. I get it. It's your practice, after all, so you want to make sure you're making the right decision.

That's why I'm happy to address any concerns you may have…

I've gathered the list of questions and concerns from other surgeons, and I'll provide my answer to each one below in order to help clarify everything *for you*.

CONCERN #1: *"While I see the appeal of the system, I'm not sure I want to be giving stuff away for free."*

Answer: I completely understand that you don't want to give anything away for free. You're running a business, after all. However, you're not *really* giving away free stuff. For example, in order to achieve a free area of Botox, the patient will need to first spend far more to reach that reward. Or, they'll need to give you a referral, review or social posts...or something else that immediately benefits your bottom line! More on this very shortly…

CONCERN #2: *"I'm not sure I want to complicate my current situation by involving another system."*

Answer: Don't worry! The ***KISS Rewards Club*** program works side-by-side with whatever setup you currently have, even if you provide vendor discounts or other special offers. My intuitive system makes things *easier*, not harder. And we'll work with your staff to make sure

everything is implemented safely, efficiently, and without any headaches. It's so easy to use, the staff training takes 10 minutes max!

CONCERN #3: "*But won't we lose money on our loyal patients who already come to us without incentives?*

Answer: Everybody wants to feel appreciated. Your loyal patients are no different. And, frankly, you have thousands of patients in your database and maybe 100 loyal patients, at best. That means you're missing out on those who COULD become loyal patients.

CONCERN #4: *"Shouldn't I use my own branding?"*

Answer: The ***KISS Reward Club*** program is specially designed to work in congruence with your current setup. That means we're taking the very best parts of your communication with patients and mixing in our own strategies, which are proven to enhance cosmetic patient attraction, conversion, and retention.

For example, our emails are specifically crafted in a way that teaches your patients to be excited about receiving them. When a new KISS email pops up in their inbox, they'll say, *"Oooh! I wonder if I have a new reward!"*

Then, every stage of the communication process entices that eager patient to buy more AND attract new patients for you. The ***KISS Rewards Club*** works *alongside* your own branding.

Plus, we offer some premier customization options for you to take advantage of. You'll see more on this shortly.

CONCERN #5: *"Offering free cosmetic services affects my ancillary staff's commission programs.*

Answer: With all due respect, that is NOT the way growth-minded surgeons think. Your staff won't even get commissions if they don't have a system in place to keep patients returning and referring. KISS Rewards Club is designed to keep a steady stream of patients staying and paying so your staff will be thrilled with their extra commissions.

CONCERN #6: *"What if I want to do my own social media marketing?"*

Answer: Go for it! We encourage you to continue with your current social media marketing campaigns while utilizing the ***KISS Rewards Club***. Since this program *automatically* produces social media marketing for you, you can add a double whammy with your own efforts.

Powered by the ***KISS Rewards Club*** program, your current patients will create valuable social media marketing that attracts brand new patients to your practice via before-and-after photos, glowing reviews and posted selfies – all showing you off as the BEST CHOICE.

If you have any other questions or concerns, please feel free to get in touch and I'll be happy to talk you through it!

It's an Automated Marketing System In-a-Box

I like to think of the ***KISS Rewards Club*** as an all-inclusive marketing program that you pull out of a box, turn on, and watch it collect patients and profits at every turn.

The ***KISS Rewards Club*** includes this Done-For-You Marketing Kit includes…

- A customized platform setup (Value: $2,000)
- Easy online staff training and ongoing support (Value: $1,000)
- Ongoing current patient email marketing (Value: $4,000)
- Social media banners and backend to attract NEW patients (Value: $2,000)
- Customized Landing Page to capture new members (Value: $ 500)
- Referral and review stimulators (Value: $2,500)
- In-house signage and referral cards (Value: $ 750)
- Call & Click Tracking & recording (Value: $1,200)
- Staff scripting to help convert more patients (Value: $1,000)
- A monthly newsletter with practice-building secrets (Value: $2,000)
- Monthly progress reports (Value: $1,000)

Plus, you'll receive a ***KISS Rewards Club*** progress report each month to track usage and results, ensuring the program is bringing in more patients, more reviews, more procedures, and more word-of-mouth referrals.

All of the above is included in the Done-For-You Marketing Toolkit at a <u>total value of $17,950</u> that comes <u>FREE</u> when you choose your *KISS Rewards Club* plan!

The Win-Win Marketing Package...

With *KISS Rewards Club* you give your patients a FREE benefit that makes your practice more attractive and earns more sales. PLUS, you get a revenue-boosting machine that enhances your bottom line every time another reward is earned!

Sure, you'll be giving away some Botox, Filler and laser treatments — what I like to call the "gateway drugs" to plastic surgery—but that doesn't mean you'll be losing money. In fact, it means you'll be *bringing in* money. Lots of it.

One area of Botox is 20 units with a cost to you of around $6/unit. Yet, the ***KISS Rewards Club*** ensures you'll receive exponentially more back! Just to get that $120-worth of Botox, your patients need to

spend $900 ($900 + the 100 free KISSes we'll give them to sign up earns that Botox reward)! That's a $780 profit to you!

What about a new patient referral?

You'll reward your current patient with $120 worth of Botox in exchange for a new patient. If that new patient goes on to get just ONE procedure, **you're talking about giving up $120 to receive THOUSANDS!**

And what if that new patient goes on to become a life-long cosmetic patient who gets multiple procedures? That becomes a likelihood when the ***KISS Rewards Club*** program is constantly encouraging them back for more!

Where else can you "buy" a new cosmetic surgery patient for just $120?

Let's Get Started TODAY!

All that's left for you to do is choose which plan is best for you. When you do, we'll go into stealth mode as we work to prepare and set up your customized ***KISS Rewards Club*** platform.

Then we'll activate your KISS Marketing Toolkit in order to stuff your email inbox, fill your treatment rooms, pack your procedure schedule, and have your phones ringing off the hook.

Remember, The Kiss Rewards Club works side-by-side with your current setup, so you won't have to lift a finger once we press "GO!" All that's left is to decide exactly how much customization and practice-building extras you're looking for...

Products and Services	Standard $1997/mo.	Premier $2997/mo.
$997 Set Up & Initial Customization Fee	✓	✓
Monthly Themed Email	✓	✓
Mid-Month Themed Email	✓	✓
Birthday Email	✓	✓
We Miss You Email	✓	✓
Database Management	✓	✓
Landing Page to Schedule Appointment	✓	✓
Social Posts Tool Kit	✓	✓
In-House Signage Box Frame	✓	✓
Referral Display & Take-a-Way Cards	✓	✓
Website Banner Explaining KISS	✓	✓
Explainer Video for Patients	✓	✓
Instruction Card for Patients	✓	✓
Call & Link Tracking	✓	✓
Detailed ROI Monthly Reports	✓	✓
Additional Customization		✓
VIP Text Club		✓
VIP Email Webform		✓
Social Media Backdrop & Props		✓
Additional In-House Signage		✓
Done-for-You Social Posting		✓
Boost Social Posts $50/month Included		✓
Phone Training Videos for Receptionist		✓
Converting Training Videos for Coordinator		✓
Fix-Your-Follow-Up Scripts & Process		✓
Strategy Calls with Catherine		✓
Run Facebook Ad Campaigns		✓*
		*$1K Minimum Ad Budget

The Standard Package, which includes ongoing support from our team of experts, is just $1,997 per month. Based on industry averages, **that's <u>HALF</u> the cost of just <u>ONE</u> procedure purchased by a patient, meaning this will pay for itself in the blink of an eye!** After that, it's ALL PROFIT for YOU...

The Premier Package, which includes additional customization and support from our team of experts, is just $2,997 per month. Based on industry averages, **that's the cost of ONE procedure purchased by a patient, meaning this will pay for itself with the very first procedure it books for you!** After that, it's ALL PROFIT for YOU...

Remember, just 10 additional procedures could earn you $15,000 extra per month! 10 to 20 additional procedures could easily mean $40,000 a month in extra revenue! With results like that, your very first month with the *KISS Rewards Club* would cover the costs of this program for an entire year!

And when you say YES to the KISS Rewards Club, you'll automatically receive the Done-For-You Marketing Toolkit FOR FREE!

The success of any rewards program is determined by the effort put into marketing it. Rather than counting on your staff to promote Kiss Rewards Club to your customers…we do the work for you!

Our marketing strategies keep your patients coming back for more while attracting NEW PATIENTS from their referrals, reviews and social shares to those who follow them on Facebook and Instagram.

Extra Bonus for Saying YES
Cosmetic Practice Growth Library (Value $1997)

While you're waiting for your automatic patient attraction and conversion machine to start, here's a free resource to train your staff and increase your cosmetic revenues even more.

You will have Free and Immediate access to More Patients Academy full of 16 practice-growth modules you and your staff can learn from.

The strategies you learn are worth tens of thousands of dollars per month and more than pay for the KiSS Rewards Club. Check out some of the topics below:

Practice Growth Modules Include:

- How Your Staff Can Market You
- How to Position YOU as the BEST CHOICE
- How to Run Your Practice Like a Business
- How to Convert Consultations
- How to Turn Phone Calls Into Profits
- How to Follow Up After the Consult and more….

Simply Choose the Plan That Works Best for You and Let's Get Started.

Standard $997 Set Up + $1997 Per Month	Premier $997 Set Up + $2997 Per Month

Relax….KiSS Rewards Club is Guaranteed!

I stand behind this NEW patient attraction, conversion and retention system and wholeheartedly believe it will get you more patients and profits….. just like it does for other practices we partner with.

If for some odd reason, this KiSS Rewards Program doesn't become your easiest, cheapest patient attraction, conversion and retention secret weapon within 60 days, you are under no obligation to continue it and you can cancel at any time.

I look forward to partnering with you to grow your cosmetic practice…..

Featured In: The New York Times · abcNEWS · Newsweek

Catherine

Catherine Maley, MBA
Cosmetic Patient Attraction **AND** Conversion Specialist
Podcaster, Author, Consultant, Trainer, Speaker
Cell/Text: (415) 851-0172
Catherine@CatherineMaley.com

Beauty and the Biz

© 2020 • Catherine Maley, MBA • All Rights Reserved
3001 Bridgeway Blvd., Suite K266, Sausalito, CA 94965 • +1 (877) 339-8833 • www.CatherineMaley.com