KiSS© Newsletter

January 2025

www.KiSSLoyaltyClub.com

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MESSAGE FROM CATHERINE

Welcome to 2025 and new beginnings. Fresh starts. 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 to keep you busy and profitable. May 2025 be your best year ever!

Enjoy!

HOW CHANGE LEADS TO GROWTH

The world is changing fast, so the ability to adapt to change is crucial for growth and success. We humans resist change because it's scary and uncomfortable. However, understanding the following stages of change are normal prepares you so you're not blindsided. Instead, it allows you to accept change more easily.

Stage 1: Someone has an idea. 💡
Stage 2: Your mind closes because it triggers danger. 😖
Stage 3: Resistance sets in due to doubt and fear. 😱
Stage 4: Push through the resistance by trying the idea. 🤔
Stage 5: Feel discomfort, awkwardness, and get mediocre results. 😳
Stage 6: Get valuable feedback (failure), adjust, and try again. 😔
Stage 7: Uncomfortable becomes natural, and results happen. 😯
Stage 8: You embrace this change as a new habit. 😉

The very change you feared turns into a source of pride because you stayed open and grew confidence knowing you can adapt to any changes that come your way. Good job!

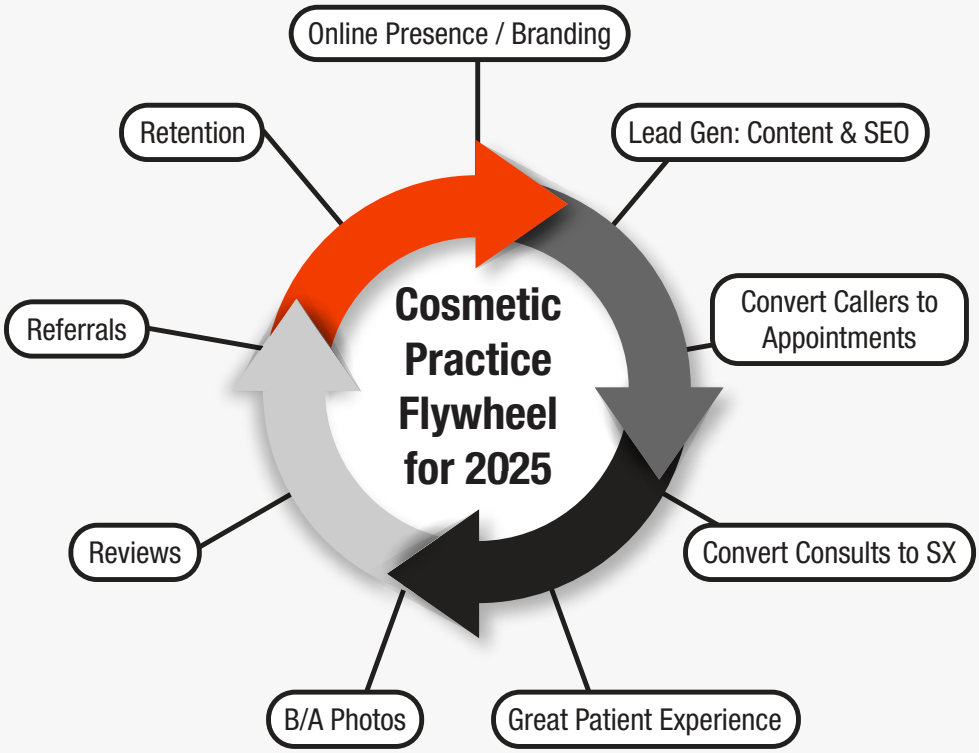
BUILD LASTING PRACTICE GROWTH WITH THE 2025 FLYWHEEL

The era of "silver bullet" solutions is behind us. Today's marketing landscape is louder and more competitive than ever, and quick wins simply don't stand the test of time. What drives real success now is a focus on proven fundamentals—strategies designed to deliver consistent, lasting results.

The 2025 Cosmetic Practice Flywheel is a self-sustaining system that builds momentum over time, turning steady effort into exponential growth. Once the fundamentals are in place and the flywheel is set into motion, it works with minimal input—producing reliable results while you simply monitor and fine-tune to keep all the parts running smoothly.

Here's the beauty of the flywheel in action: it transforms your patient base into a growth engine. One patient turns into two, then four, then eight, and so on, creating a cycle of continuous, organic growth. Best of all, you don't have to rely on gimmicky tactics like dancing on social media, wasting money on excessive Google ads, or discounting for quick wins.

The **KiSS Club system**, paired with your **FREE resources**—including the **Cosmetic Practice Vault** and **Converting Academy**—provides everything you need for your own flywheel so your practice operates at full potential for the long run.



Get Your KiSS Club FREE for One Month

Thank you for your support!

1. Refer a colleague
2. They become a KiSS Client
3. Your KiSS fees are waived for one month

"Celebrate what you want to see more of." —Tom Peters

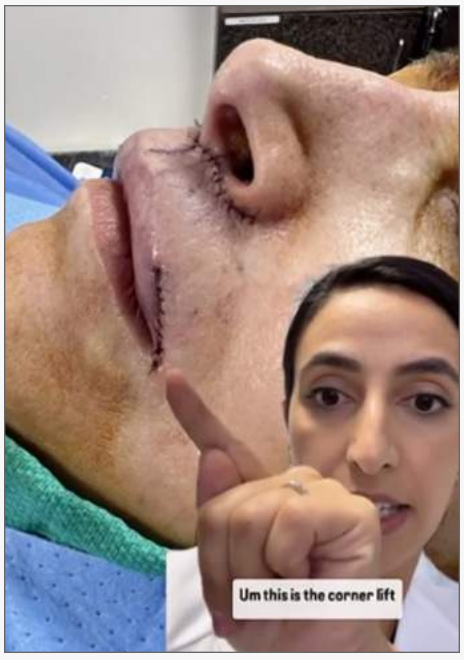
HOW TO GET AI TO RANK YOU IN GOOGLE SEARCH

Google is using AI, so standard text-based content is no longer enough to stand out. This means that to remain competitive, creating unique content that combines **audio, video, before-and-after photos, and infographics is how you rank in the new AI search world**.

One of the simplest and most effective strategies is to create **30-90 second educational videos** answering frequently asked questions (FAQs) about popular procedures. For instance:

- "Can a breast augmentation lift my breasts?"
- "What's a lip lift?"
- "Who is a good candidate for a tummy tuck?"
- "Do I need fillers or a facelift?"

Post one to two videos like these weekly to build trust and showcase expertise, while resonating with both patients and search algorithms.



NEW KISS CLUB FEATURES FOR 2025

More Referrals This Year
So many of your patients click to "Refer a Friend" in the KiSS emails but leave before completing our form, so we are adding a $10 Starbucks gift card to that form to encourage them. We are paying the hard costs during the pilot and will report back to you with our findings.

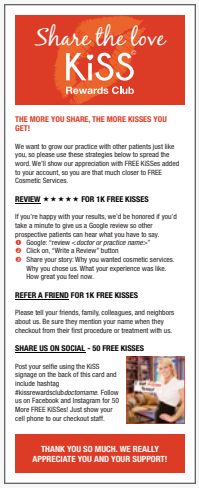
More Google Reviews
A proven strategy of customized review cards (hard copy and digital versions) makes it easy for your patients to write and upload reviews, so Nicole will work with you to put this in action.

More Texting
Federal regulations make it difficult to group text, which limits this marketing channel. We are testing the birthday text message to your active KiSS patients since the birthday email gets excellent open rates. We will keep you posted on the results.

Update Your Email List
Nicole will be requesting an updated patient list from you to ensure we are reaching out to those likely to respond. That includes anyone who called, filled out your opt-in form, and/or came in but didn't move forward… yet.

Staff Training Refresher in January
To ensure all staff is clear about using the KiSS platform, Nicole will set up a Zoom training in January to review everything and ensure your patients are being rewarded for all they do to support you.

In-House KiSS Club Signage
Reminding your patients about the KiSS Club using our props throughout your office is vital, so Nicole will be in touch to see what you need this year to spread the word:

- Tall Floor Banner
- Box Frames – Small, Medium, Large
- Wall/Glass/Mirror Clings

Social Media Props:
- Lips on sticks, KiSS mugs, shirt stickers
- Patient instruction sheets