KiSS© Newsletter

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www.KiSSLoyaltyClub.com

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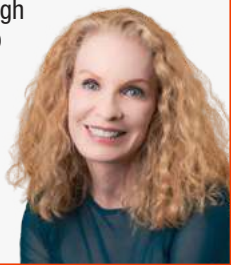
MESSAGE FROM CATHERINE

This is the month of love and a great time to remind you how much we love partnering with you through the KiSS Rewards Club to keep your patients returning, referring, and reviewing. We truly appreciate you! 💋



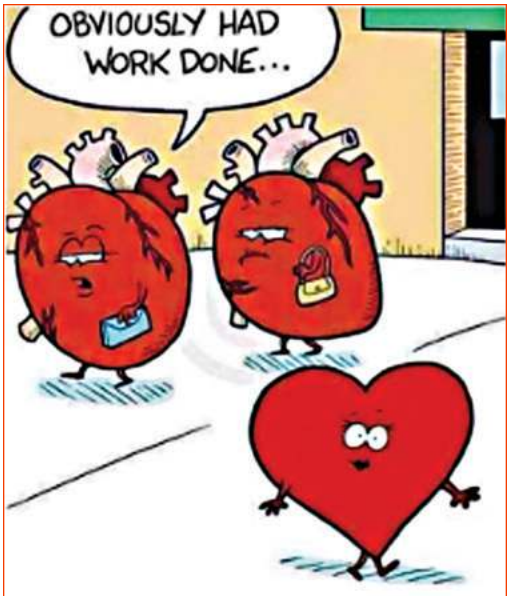
Enjoy!

-Catherine

Get Your KiSS Club FREE for One Month

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

Thank you for your support!



CHA-CHING CHECKOUT: BOOST EACH PATIENT'S VALUE WITH THE 4 R'S

Here's an easy yet powerful way to increase the value of every cosmetic patient who walks through your doors. It's the **Cha-Ching Checkout**—a simple system based on the "4 R's": **return, refer, review, and retail**. Here's how it works:

Escort to Checkout

After the patient finishes their treatment, escort them to a dedicated **checkout office** and introduce them to your checkout coordinator (CC). This personal touch makes the patient feel pampered when you take them to a separate, inviting space to wrap up their appointment.

Welcome Gift & Product Replenishment

The CC starts by inviting the patient to pick a **complimentary retail product** of their choice. Then, with a friendly smile, the CC asks how everything went, allowing for feedback. Next, the CC gently reminds the patient they earn **"KiSSes"** for every dollar spent. This is the perfect moment to ask the patient to **replenish** skincare products by pointing to your skincare display.

Book the Next Appointment

While ringing up the purchase, the CC takes the opportunity to **schedule the patient's next visit for additional bonus KiSSes**.

Request a Google Review

This step is crucial: the CC politely asks for a **Google review**. Encourage the patient to leave it right then and there on their smartphone. Let them know the CC can help if they're unsure how, and offer them **1,000 KiSSes** as a thank-you.

Ask for Referrals

Next, the CC asks if the patient has friends or family who might be interested in your services. For every new person they refer, they'll earn **another 1,000 KiSSes**—and there's **no limit** to how many referrals they can give. Make it fun and easy for them to share.

Encourage Social Media Posts

Finally, invite the patient to **take a photo** with a fun KiSS prop and **post it on Instagram** to earn even more KiSSes.

I'm happy to help you set up your own Cha-Ching system to increase your average order size, so let Nicole know and we can set up a call.

KISSES FOR COATS

Here's a creative way to give back this winter while also promoting the KiSS Club to new patients. This post offers free KiSSes to patients for a good cause. What could you do for your own community using this great idea?

DO SOMETHING TODAY THAT YOUR FUTURE SELF WILL THANK YOU FOR

"KISS & TELL" 💋 WORD-OF-MOUTH STRATEGIES

This is the month of love and the perfect time to focus on spreading the love to your patients so they, in turn, spread the love to their family, friends, colleagues, gym buddies, neighbors, yoga pals, hairstylist, etc.

Word-of-mouth referrals will always be your easiest, fastest, and cheapest way to attract new patients. However, your patients need a nudge to remind them that you would love their help spreading the word. Here are strategies to implement right away to get the "buzz about you" spreading and to give them Bonus KiSSes for joining KiSS and referring others:

1. Your receptionist asks every new caller how they heard about you. If they mention a current patient's name, connect the two of them in the KiSS platform so your patient gets their 1,000 Bonus KiSSes.*
2. Your patient intake form must have a referral field. If they write down a current patient's name, connect the two of them in the KiSS platform so your patient gets their 1,000 Bonus KiSSes.*
3. At checkout, staff should ask if anyone referred them to your practice. If so, thank them by connecting the two of them in the KiSS platform so your patient gets their 1,000 Bonus KiSSes.*
4. When staff is talking and bonding with patients, they may update the referral answer from "the Internet" to "a friend told me about you." Ensure staff connects the two of them in the KiSS platform so your patient gets their 1,000 Bonus KiSSes.*
5. Add KiSS Box frames in your reception area, every exam room, and restrooms to prompt visiting patients to refer their friends during idle times. We will connect them for you in the KiSS platform to ensure your patient gets their 1,000 Bonus KiSSes.*

*It's very easy to connect referrals in the KiSS platform. Just follow these simple steps:

How to Add KiSS Referrals to the Platform

1. Add the new referred patient to the platform: name, email, cell number, and birthday month.
2. Click on the magnifying glass at the bottom of their record.
3. Search for the patient who referred them by entering their name, and click "Search."
4. Click on their golden box that pops up.
5. A code will appear in the magnifying glass box to indicate the two people are now connected.

Note: When the new patient has a treatment and spends money, their friend who referred them will automatically get 1,000 KiSSes added to their account.

IT'S MY 25TH ANNIVERSARY!

Where has the time gone? It's insane that, for 25 years, I have been a business and marketing consultant in the plastic surgery industry.

I started this journey in San Francisco and the surrounding Bay Area, working with solo practices on creative growth strategies—everything from events and direct mail to email campaigns and in-house signage. Those tactics generated great results, so I had to find a way to scale them across the U.S. as well as internationally without compromising any surgeon's competitive edge.

That led to speaking engagements and partnering with vendors to support their practices. From there, I wrote a book, created online products, and launched done-for-you services. One thing quickly led to another, and the rest, as they say, is history.

While so much has changed over the years—new technologies, trends, and patient expectations—my focus remains the same: helping you increase your cosmetic revenues.

KISS PATIENT SPOTLIGHT

KiSS Schedule Appointment - [redacted]
to info, [redacted] has just signed up at Kiss Schedule Appointment CF page at
https://content.catherinemaley.com/[redacted]-schedule-online
Name: [redacted] **Cell:** [redacted] **Email:** [redacted]

Message:
Interested in having some treatments for lines/wrinkles on face. I had nose surgery with Dr. [redacted] about 4 years ago.