KiSS© Newsletter

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MESSAGE FROM CATHERINE

It's the month of shamrocks, leprechauns and pots of gold. We are so lucky to have you as a KISS patient, and we'll do all we can to fill up your pot of gold with new procedures, referrals, reviews, photos and social shares.

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!

BOOST YOUR ONLINE REPUTATION WITH REVIEWS

Online reviews aren't just vanity metrics—they **shape your reputation, build trust and impact your rankings**. Google sees them as a credibility booster, and patients see them as **social proof** when deciding on you or your competitor.

However, you must **RESPOND** to reviews!

- **Boost trust and loyalty** – Patients feel valued when you acknowledge them.
- **Strengthen your brand** – Every response is a public statement about your professionalism.
- **Improve SEO rankings** – Google rewards active engagement with better visibility.

How to Respond Like a Pro

For positive reviews:
"Thank you for your kind words! We're thrilled you had a great experience. Your feedback inspires our team to keep delivering outstanding results!"

For neutral reviews:
"We appreciate your honest feedback! We're always looking for ways to improve and would love to hear more about your experience."

For negative reviews:
"We're sorry to hear we didn't meet your expectations. We take your concerns seriously and would love the opportunity to make things right. Please reach out to us at [your contact]."

And here's a **pro tip**: Make sure someone on your team is set up to receive instant notifications when a review comes in. The faster you respond, the better it looks!

10X IS EASIER THAN 2X

I was in Lake Tahoe for the ski meeting for the California Society of Facial Plastic Surgeons and gave a talk called **"10X Is Easier Than 2X,"** which is based on a book by business consultant Dan Sullivan. The point is to stop thinking incremental growth is the safest path to success. Instead, uplevel your mindset and give yourself quiet time to think 10X bigger.

So, rather than doing more of the same, you **quit doing 80% of what's currently taking up all your time and focus on only the valuable 20% of your efforts that create big results**. Here are a few ideas to get your creative juices flowing:

- ☑ Specialize in two surgical procedures and raise your fees
- ☑ Hire an associate to do all other surgeries
- ☑ Build up your non-surgical staff and revenues
- ☑ Use AI to triage good leads from price-shoppers
- ☑ Make FAQ videos to decrease your consults from one hour to 20 minutes

And we will continue to use The KiSS Club to turn a $1,000 cosmetic patient into a $10,000 patient by returning, referring, reviewing, approving their photos, completing surgery and sharing on social media 💋.

"If you change your mindset, you have the ability to change your whole world." —Damien Thomas

THE 4 COSMETIC PATIENT PERSONALITY TYPES AND HOW TO CONVERT THEM

Ever feel like you're speaking a **different language** with some patients? That's because different **personality types process decisions differently**.

Here's a quick guide on how to interact with each dominant personality:

👨‍💼 **The Analytical Thinker**
🎯 They need data, facts and logical reasoning before making a decision.
✅ **How to win them over:** Provide success rates, safety stats, before-and-after comparisons and detailed procedure explanations.

🤝 **The Amiable Patient**
🎯 They are relationship-driven and cautious. They need to trust you before committing.
✅ **How to win them over:** Focus on empathy, reassurance and handholding throughout the process. Share patient stories and emphasize aftercare and ongoing support.

🎭 **The Expressive Patient**
🎯 They are emotional decision-makers and rely heavily on word-of-mouth and social proof.
✅ **How to win them over:** Highlight patient testimonials, social media buzz and community involvement. Have them interact with your engaging and friendly staff.

🚀 **The Driver (High Achiever)**
🎯 They are results-driven, fast decision-makers who want to know what's in it for them.
✅ **How to win them over:** Focus on fast results, efficiency and your top-tier expertise. They don't need a long explanation—just show them why you're the best choice.

Now that you can identify personality types quickly, you can tailor your approach to increase these patient conversions.

KISS PATIENT SPOTLIGHT

When you keep in touch with patients who know, like and trust you, they come back for more 😉

From: **KiSS REWARDS -** [redacted]
Subject: NEW LEAD: Schedule Online Notification
To: info@catherinemaley.com | CC: [redacted]
You have received a form submission.
Name: [redacted] **Cell:** [redacted] **Email:** [redacted]

Message:
Would like to schedule botox

Learn What It Takes To Run A Successful Practice

Beauty and the Biz
Podcast for Plastic Surgeons
CatherineMaley.com/Podcast

BOOST ENGAGEMENT ON SOCIAL MEDIA

Spread the word about the KiSS Club to grow your patient engagement by posting about the KiSS Club on your Instagram channel.

Here's how:

- **Record a quick story** showing the **KiSS reward tiers** and how patients can earn KiSSes for free cosmetic services.
- **Post a testimonial** from a happy patient who received KiSSes when they gave you a review.
- **Create a Q&A post** explaining how the loyalty program works and encourage patients to join with free membership + 100 bonus KiSSes to start.
- Use our **KiSS props**, add music, and boom – it's a video!

The more you showcase the KiSS Club, the more patients will get excited to participate—leading to more return visits, referrals, and engagement for your practice! 🚀

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