KiSS© Newsletter

May 2025

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MESSAGE FROM CATHERINE

This month is for the women who make the world go 'round — moms, aunties, sisters, grandmas, mentors, and yes, even the fur baby moms. These women nurture everyone around them, and May is the time to help them nurture themselves.

Use the strategies in this newsletter to surprise, delight and grow your relationships with the women in your practice this month!

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!

CELEBRATE YOUR MOM PATIENTS

Moms are busy, frazzled and focused on their families all year and the Mother's Day holiday gives them an opportunity to focus on themselves for a change without feeling guilty.

Moms also have good reason to want your services. Kids wreak havoc on their bodies and that can make them feel "less than." You can give them back their pre-baby body or relax their worry lines and make them feel whole again.

"Pamper Her Package" Gift Box

Showcase a gorgeous box (add a bow!) with a candle, mini skincare trio and a gift certificate toward a service. Promote it in your reception area and make an eye-catching social media post on Instagram — perfect for husbands and kids to gift Mom.

Bloom and Glow In-House Promo

Every woman who comes in during May receives a fresh flower or chocolates and a **$75 credit** toward any future visit. Add a bonus if she brings a friend (they both get it). This promotes **word-of-mouth referrals and repeat visits**.

Comp the Consult Promo

Encourage "Mother-Daughter," "Sister-Sister" or "BFFs" to come in together and the consult fee is waived. This free support might be just what the hesitant patient needs to squash her fears and move forward with a consultation. Think about how many times a mom came along for moral support to the consultation and ended up wanting to talk to you about her own concerns?

THE AESTHETIC MEET 2025 – AUSTIN, TX

My sister ran the booth at the conference and I got to meet clients in person and that's always fun 😉

I also gave a 2-hour talk:
"Plastic Surgery Marketing: What's Working Now."
See two takeaways on page two of this newsletter.

By the way, if you have not yet been on the "Beauty and the Biz" podcast or you have an update, let me know!

Sign Up Here

"Opportunities don't happen. You create them" — Chris Grosser

FOCUS ON THE LONG-TAIL PATIENT

Moms remain the Most Valuable Patient (MVP) of a cosmetic practice for all sorts of reasons:

- They are loyal, thoughtful, more likely to return for more.
- They're focused on self-care, especially when the kids are older.
- They often bring in daughters, sisters and friends too.
- They often belong to mom groups who are full of other moms needing your services.

- They are older and more mature, so they research and consider your skill and expertise more than just price.
- They have more financial wherewithal since they are more likely to be married and a homeowner.
- And thanks to childbirth and caretaking, they have all sorts of cosmetic issues you can help them with — sagging body parts, wrinkles, pigmented skin changes, unwanted veins and so on.

I call them the long-tail patient because there can be a long back end of endless surgical and minimally invasive procedures from them and their friends and their friends' friends. 😉

KISS CLIENT FREE RESOURCES!

The Converting Academy

ConvertingAcademy.com

COSMETIC Practice Vault

CosmeticPracticeVault.com

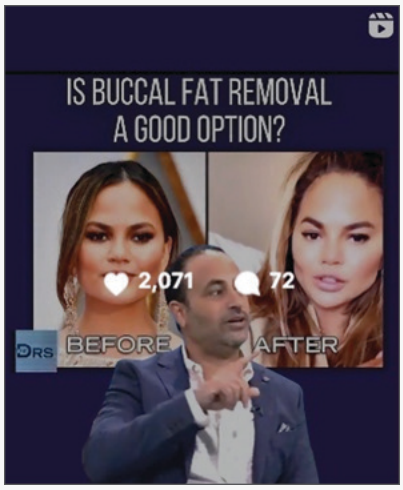
MARKETING TIPS WORKING NOW

At The Aesthetic Meet 2025 in Austin, Texas, I covered a variety of strategies that are working now. They ranged from easy to more technical, so I chose these two that you can easily execute today.

Ride the Trends

This is do-it-yourself PR. Video yourself with a greenscreen background and comment on a popular celebrity or procedure that is hot now.

Add the background of before-and-after photos, along with a photo caption, and upload as an Instagram Reel and a YouTube Short.



Let Your Patient be the Star

The best way to market yourself is to let your patients do it for you. Let them brag about you and their result.

Capture their reaction on video and ask questions that address common objections you hear that help patients move forward:

"So, what do you think?"

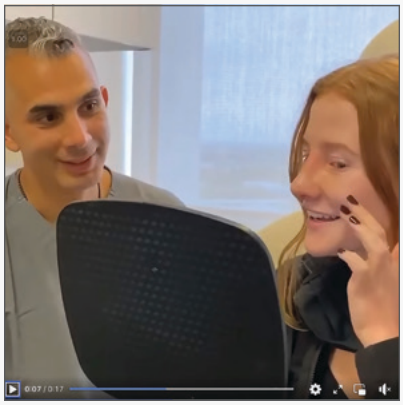
"How was the recovery?"

"Do your clothes fit better now?"

"How do you feel?"

"Would you do it again?"

"Any advice for others considering this procedure?"



KISS PATIENT SPOTLIGHT

KiSS Schedule Appointment - [redacted]
to info, [redacted]

[redacted] has just signed up at Kiss [redacted] Schedule Appointment CF page.
at https://content.catherinemaley.com/[redacted]-schedule-online

Name: Andrea [redacted] **Cell:** [redacted] **Email:** [redacted]

Message: breast lift and augmentation

GET MORE PATIENT REVIEWS

Ask! At the post-op appointment, when your patient is most happy. Have patients do it on their cell phone right now, while they are most motivated.

Make it easy! Not everyone is as tech-savvy as you, so walk them through how to get to your review page quickly—or do it for them to save time.

Help them! Give them starter sentences they can easily complete, and that builds a story others will enjoy reading: *Why I wanted to make a change in my appearance. Why I chose Dr. Smith (and why you should too). What my experience was like (easy, pain-free, the staff was wonderful, etc.). How great I feel now—and why I wish I had done it sooner.*

Thank them! Remind your patients they get 1,000 KiSSes toward free cosmetic services. This will make them feel appreciated for their effort—and happy to share.