KiSS© Newsletter

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www.KiSSLoyaltyClub.com

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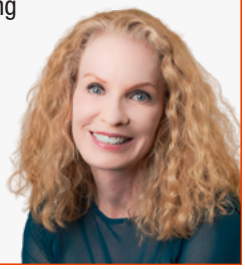
MESSAGE FROM CATHERINE

Summer might bring sunshine and slower phones — but smart practices won't let that slow them down. While your competitors hit cruise control, you have the tools to stay top of mind, top of feed, and top of your patients' "to-do" list. This month's newsletter is packed with proven strategies to help you avoid the dreaded summer slump and turn this season into a revenue-generating opportunity. Let's keep your schedule full and your momentum strong — even when others are taking it easy.



Enjoy!

-Catherine

STOP THE SUMMER SLOWDOWN

Yes, cosmetic patients may get distracted by sunshine, vacations, and beach plans — but with the right strategies, *your practice can thrive while others stall*.

The secret is to give your patients more compelling reasons to act now, rather than wait until fall.

Try these smart, simple strategies that drive bookings, boost revenues and fill your schedule – even when the heat is on:

🕶️ Summer "Quick Fix" Packages

Not every patient wants to spend their summer recovering from surgery — but *every* patient wants to look their best for pool parties, patio dinners, and summer getaways.

Now's the time to spotlight no-downtime, non-surgical treatments that deliver instant refreshment without the hassle. **Package them into irresistible combination specially priced packages with playful names.**

Here are ideas to get you started — and be sure to post on social media:

Summer Slowdown Strategies Continued....

KISS PATIENT SPOTLIGHT

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:
Do you do awake chin lipo or offer anything else for that besides Kybella? I'm also interested in Botox between my eyes and cheeks for nighttime clenching. I'm a previous patient, and I was in before for an under-eye check.

PATIENTS LOVE KISS

When patients are rewarded for good behavior, they give you more of it. That means they return more often, refer their friends and family, review you online, and share you on social media.

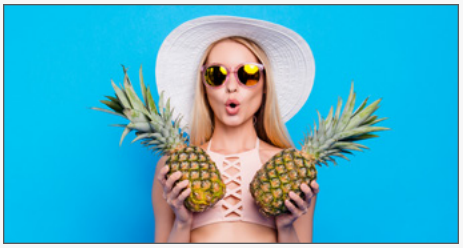
SUMMER SURGERY SPECIALS

Never assume patients won't have surgery in the summer. For some, it's the ONLY time things slow down at work, so they have time for downtime. Summer could be the best time to take a little "me time" while the kids are at camp or Mom can help, or the house is quiet, etc.

Announce a special offer that is only good this summer:

For example, you can start by including **30 free units of Botox when they schedule a surgical consultation this summer only**. It adds urgency and it gets them in the door to discuss the surgical options, as well as introduces them to your non-surgical side of the practice.

And, you can double down by offering your **"Rapid Recovery Kit" (Value $2,500) with any surgery booked this summer.**

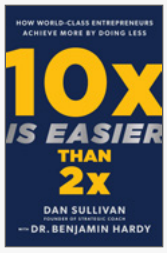


SUMMER BUDDY BOTOX BAR TO INCREASE REFERRALS

Select certain days and times of the week when the Walk-in Botox Bar is open. Include special summer pricing and bring a friend so you both get Bonus KiSSes toward free cosmetic services.

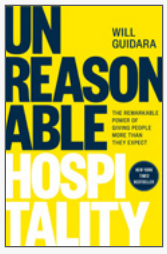
SUMMER READING FOR THE WHOLE TEAM

"10x Is Easier Than 2x" – Dan Sullivan



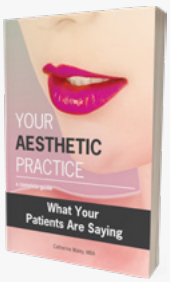
Reinvent how you grow by asking better questions that force you to think bigger, because bigger breakthroughs require less effort when you think differently. *Brainstorm as a team how you can 10X different aspects of your practice. This is mind-bending.*

"Unreasonable Hospitality" – Will Guidara

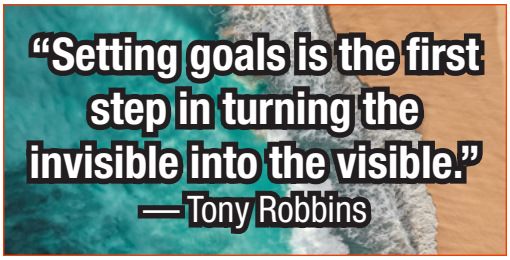


This author took a 2-star struggling brasserie to being named the best restaurant in the world 11 years later. Learn how he did it and how you can wow your patients with small touches that create lifetime loyalty.

And, of course, my book: "Your Aesthetic Practice/What Your Patients Are Saying"
This is a simple and quick reference guide to help you better understand the cash-paying cosmetic patient with a credit card. Because the more you understand these unique patients, the more likely you are to address their needs, wants, concerns and fear. And that's what compels them to say yes, refer their friends and become a raving fan.



I recommend you take a little time this summer to review each chapter and then brainstorm how you can improve each step of the patient experience from beginning to end to ensure they have a "WOW" experience with you.

Here's a link to the book:
www.CatherineMaley.com/Book

Enjoy!