KiSS© Newsletter

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www.KiSSLoyaltyClub.com

Nicole Silliman
KiSS Project Coordinator
(855) 389-8435
Support@KiSSLoyaltyClub.com
Follow us on:
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MESSAGE FROM CATHERINE

We're in the thick of summer — which means it's heating up everywhere, except maybe in foggy Sausalito! But no matter the weather, your practice shouldn't cool down.

Many cosmetic patients finally have the time and flexibility to book the rejuvenation they've been putting off. So if you want to keep your schedule full and momentum high, the key is to stay proactive. Use the strategies below to fire up your team, turn up the volume, and make this summer your most profitable yet.

-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

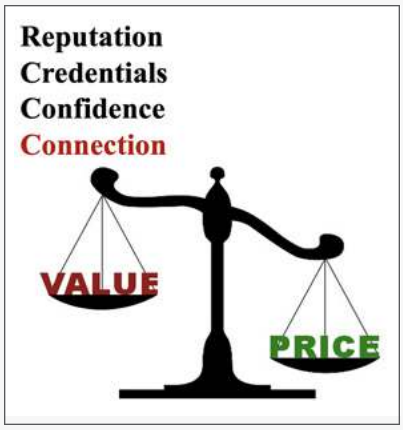
Thank you for your support!

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:
I'm looking to have something done about my jowls and under-eye area.

AVOID THE TOP 3 MISTAKES MOST SURGEONS MAKE



It's easy to get so focused on keeping your schedule full that you overlook the silent leaks in your systems — the ones costing you time, money, and momentum.

The good news? They're all fixable with a few smart shifts in strategy and support from tools like the Cosmetic Practice Vault, Converting Academy, and the KiSS Club.

Let's dive into the top three traps to avoid — and how to fix them fast:

Mistake No. 1: Treating Leads Like a Numbers Game

Many surgeons think the solution to slow growth is "more leads." But the real problem often lies in what happens after the lead comes in. Poor phone handling, lack of follow-up, or an undertrained coordinator can cost you thousands in lost surgeries each month.

Fix: Instead of throwing more money at marketing, audit your conversion processes. Train your staff to handle calls and consultations like pros. Every lead should be nurtured like gold.

Mistake No. 2: Competing on Price Instead of Value

Discounts attract bargain hunters — not loyal, high-spending patients. Add value instead. For example: a gift card to try a new service, a complimentary HydraFacial with a facelift, or a post-op gift.

Also consider raising your prices — and proving the value through social proof, patient experience, and results. Patients will pay more when they believe you're worth it.

Mistake No. 3: Focusing on New Patients and Ignoring Existing Ones

Many practices spend the bulk of their time, energy, and money chasing new patients — while overlooking the easiest, most profitable growth opportunity: their existing cosmetic patients.

These patients already know you, trust you, and have proven they're willing to invest in themselves — which makes them your lowest-hanging fruit.

The KiSS Club keeps your patients engaged, rewarded, and coming back — and that gives you peace of mind. 😉

Beauty and the Biz

Podcast for Plastic Surgeons

CatherineMaley.com/Podcast
CatherineMaley.com/Videocast

A NEW EPISODE EVERY WEEK!

HOW TO BEAT THE SUMMER SLOWDOWN — TOGETHER

Summer can be sizzling hot, but not always in your schedule.

Now is the perfect time to **rally your team and take strategic action** to stay busy and boost revenue. Try this:

Your July Team Exercise: The Marketing Brainstorm

Here's a simple but powerful staff exercise to help generate fresh marketing ideas and keep momentum going this summer.

Step 1: Host a Special Meeting With Your Team (Food Helps!)

Gather your team and explain that you want their help coming up with smart ideas to attract more cosmetic patients, boost revenue, and keep the practice busy through the summer.

Step 2: Use These Questions to Brainstorm

1. **Where are our current patients coming from?**
   Double down on those efforts. (Tip: Pull a report called "Revenues by Referral Source," such as Google, ads, social media, or word of mouth.)
2. **What else could we try to bring in new or different patients this summer?**
   Ice cream social events, social media campaigns, referral offers, free Botox with surgical consults — be creative!
3. **How can we improve the patient experience so more patients return, refer, and leave reviews?**
   Review every stage: phones, office visit, consult, pre- and post-surgery/treatment, and follow-up.

Step 3: Pick the Top Three Ideas — and Make It Fun

As a group, choose the top three ideas to implement. Assign a team member to take ownership of each one and follow through. Offer small prizes to boost participation.

This works because your staff is on the front lines — they hear patient questions, objections, and what details excite or confuse people most.

A short, focused brainstorm like this gets everyone aligned and engaged — and often leads to **simple, no-cost ideas** that can make a real difference during a slow month.

LEADS ARE WATCHING — ARE YOU ON YOUTUBE?

YouTube is the second-largest search engine (after Google), and your videos can rank on both — giving you a major SEO boost.

Cosmetic patients often binge-watch educational videos on YouTube during their research phase, long before they ever book a consultation. That's why it pays to have a strong presence on the platform.

Your long-form videos and YouTube Shorts should include:

- Procedure explainers
- Emotional patient stories
- Surgeon Q&A sessions
- Before-and-after breakdowns
- Behind-the-scenes footage
- If you're not using YouTube, you're missing a major opportunity to connect, educate, and convert viewers into paying patients.

YouTube