KiSS© Newsletter

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www.KiSSLoyaltyClub.com

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MESSAGE FROM CATHERINE

I hope your summer's going beautifully—and not too blazing hot where you are! While it's a fantastic time to unwind and recharge, it's also a smart time to get ahead of your competition and position your practice for a strong end-of-year finish. Here's to making the most of the final Dog Days of Summer! ☀️

-Catherine

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 want to consult with Dr about chin liposuction.

TRENDS DRIVING DEMAND FOR SUBTLE ENHANCEMENTS

Social media continues to shape the way patients perceive and pursue cosmetic procedures. What's trending now? "Micro-tweakments" — small, subtle enhancements that enhance natural beauty. These include "baby Botox," "chin filler" for profile balancing, and "lip flips" instead of over-plumping. A big group of your would-be patients aren't looking to transform — they're aiming to "look like the best version of themselves," and they're coming in younger, often in their 20s and 30s.

This shift is excellent news for practices offering both surgical and nonsurgical services. It's an opportunity to attract a younger demographic, build loyalty early, and convert them to surgical patients later. Highlighting natural-looking results on Instagram and TikTok can help position your practice as the go-to for modern beauty.

However, before you go all in on marketing to the younger cosmetic patient…

It's worth pausing to consider if this is truly the audience you want to attract. Yes, Gen Z brings buzz and social media reach, but the reality is: many of them don't have the disposable income, loyalty or long-term value you may expect. They also tend to seek discounts, shop around, and need very little in terms of aesthetic work — yet take up significant staff time and resources.

Even more importantly, overly targeting a younger crowd may alienate your core demographic — mature patients who *do* have the budget, loyalty and commitment to invest in surgical and high-ticket treatments. They may find it off-putting to see you marketing to what feels like "their kids." So, before you launch that campaign aimed at 20-somethings, ask yourself: Is this the direction you want to grow your brand? Just saying…

AI TOOLS ARE TRANSFORMING COSMETIC PRACTICES

AI is no longer optional — it's a competitive edge. The smartest practices are using AI to streamline their operations, attract more patients and boost profits. Here's how AI is changing the game:

- ☼ <u>Photo morphing and simulation tools</u> – Let patients "see" their results before committing, and build trust.
- ☼ <u>Instant answers = more leads</u> – AI chat tools help prospective patients get fast, accurate answers, so they stay engaged and book.
- ☼ <u>Smart follow-up = more consults</u> – Automated drip campaigns ensure no lead slips through the cracks.
- ☼ <u>Easier content creation</u> – AI can now create branded social media content, blogs and emails.

If you need help with this, I'm happy to jump on a call with you. Scan this QR code or click **HERE** to book your free strategy call with me.

USE AUGUST TO WORK ON YOUR PRACTICE, NOT JUST IN IT

Refocus. Reenergize. Reboot your team and systems for a stronger finish by fine-tuning your systems, enhancing your patient experience and energizing your staff.

Here's what to do: **As a team, watch the tips, tools and strategies in The Cosmetic Practice Vault** to discover what the most successful cosmetic practices do to get ahead. Then prioritize and execute your favorite ideas, and brainstorm the fastest way to implement.

To make it super easy for you, we created a simple login — but hurry, it expires Sept. 1.
Or, use the one we gave you when we partnered.

Cosmetic Practice Vault

More Patients

More Profits

Better Run Practice

Login:
Login.CosmeticPracticeVault.com

Email:
kiss@cosmeticpracticevault.com

Password:
KiSSAugust2025

Video Topics Include:

- How to Differentiate or Die
- How to Charge More
- Understanding The Cash-Paying Patient
- Website Strategies Working Now
- New Patient Attraction Strategies
- How to Get More Leads
- How to Set Up a Marketing Plan
- Social Media Strategies
- Email Strategies
- How to Hire Rock Stars
- How to Turn Staff Into Revenue-Generators
- Customer Service is Everything
- Hold Staff Accountable
- Leadership
- Know Your Numbers
- Lead Gen Process
- Convert More Callers
- Convert More Consultations
- How To Cross Promote ALL of Your Services
- Creative Pricing Strategies
- Fastest Path to Patients
- How to Scale

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Podcast for Plastic Surgeons

A NEW EPISODE EVERY WEEK!

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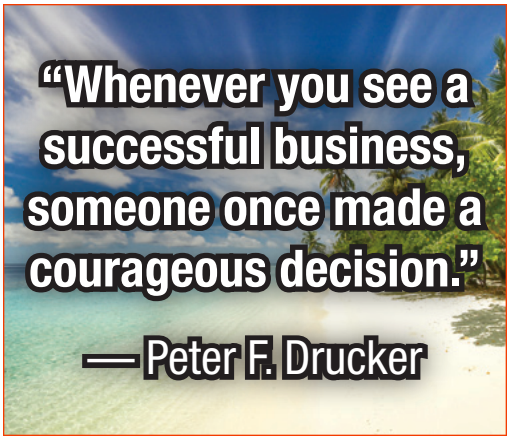
"You could opt for our premium offer, which includes lips, nose and chin — and even a new name and Social Security number."

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.