KiSS© Loyalty Club Newsletter

September 2025

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MESSAGE FROM CATHERINE

Changing seasons mean changing patient priorities. Cooler weather, fewer sundresses and the holidays around the corner make this the ideal time for patients to schedule treatments and surgeries they postponed all summer. Our KISS marketing will spark consults, cross-promote your services and remind patients to return, refer, review and more. Here comes fall.

-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

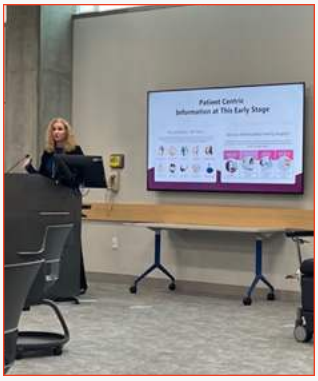
The KISS Club makes it easy for your patients to refer, so be sure to reward them when they do—so they'll send even more!

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:
I hope I earned points for referring each of my two daughters for Botox last week. Could you please let me know?

ALL LEADS ARE NOT CREATED EQUAL

This summer I spoke at the California Pacific Society of Facial Plastic Surgery at UC Irvine. My presentation covered how to triage leads so the most qualified get the most attention first. Here's a recap:



Why All Patient Leads Are Not Created Equal — And How to Triage Them Effectively

Not all leads are worth your time — or your staff's. In a cosmetic practice, it's tempting to treat every inquiry the same: respond, follow up and try to book. But that mindset drains time, wastes resources and leads to frustration for you and your team. The truth is, **patient leads fall into very different categories**, and your strategy should reflect that.

The 3 Types of Leads

Suspects: These are the casual browsers. They clicked an ad or filled out a form but aren't ready to commit. They may be curious or simply comparing practices. Trying to "close" them too early is a mistake. Instead, nurture them with email drips, educational videos and soft calls to action like quizzes or downloadable guides.

Inquiries: These leads are more engaged — they've asked a question or shown interest in a specific procedure. They need timely, personalized responses and clear guidance. This is where automation tools like chatbots, auto-responders and FAQs shine — especially when they feel human and helpful.

Prospects: These are serious leads. They've requested a consult, submitted photos or called the office. At this stage, your coordinator and surgeon get involved. A personal touch, fast follow-up and emotional connection are what convert these into booked surgeries.

There are also different types of buyers you should know about.

The majority fall into the **persuadables category**. These consumers can go either way and need nurturing. The right messaging and patient journey can nudge them toward booking — or lose them to a competitor. They are most likely to choose you if you exude trust by being authentic, prove your expertise through your photos and reviews, and create a comfortable patient journey.

To grow your practice without spinning your wheels, **triage your leads**. Automate and educate the low-commitment ones. Personalize the high-potential ones. And stop spending your best energy on the wrong people who are never going to book.

"You will either step forward into growth or you will step back into safety."
—Abraham Maslow

THE KISS LOYALTY CLUB GOT A FACELIFT

We've upgraded the KiSS Loyalty Club to make patient retention simpler for your team and even more enticing for your patients.

Here's what's new:

- Luxury brand refresh
- Streamlined referral tracking
- Real-time ROI tracking dashboard
- Fresh signage and materials

If you'd like to explore transitioning to the upgraded KiSS platform, I'd be happy to walk you through it. If you're satisfied with your current system, no worries — you can continue using it as is.

KiSS© Loyalty Club

GREAT KISS STRATEGY

One of our creative KiSS clients came up with a clever tool. The patient checking out receives a business-size card that shows how many KiSSES they have, how many they earn today, and their total.

It also makes it easy for staff to remind patients about several ways to earn bonus KiSSES faster using this "show and tell" prop.

You could even use it as your next appointment card to encourage patients to book now for an extra 100 KiSSES. We'd be happy to design this for you if you'd like!

BACK-TO-SCHOOL = BACK-TO-ME: SEPTEMBER DOESN'T HAVE TO BE SLOW…

It's a well-known fact (or myth?) that September is slow in our industry — but is that really true? So much has changed in the world that we can't assume anything anymore. That's why I suggest sticking to a marketing plan and making things happen, rather than relying on "hope and prayer" for the best.

As summer winds down, savvy practices recognize that **September can be a time of opportunity**. Some moms and professionals who delayed treatments due to family schedules and vacations are now saying, "It's my turn."

With cooler weather, kids back in school, and routines stabilizing, this is prime time to promote **facial and body procedures**. Think mini-facelifts, eyelid surgery, laser resurfacing or body contouring — perfect timing to heal before the holiday season hits.

Examples to position your messaging:

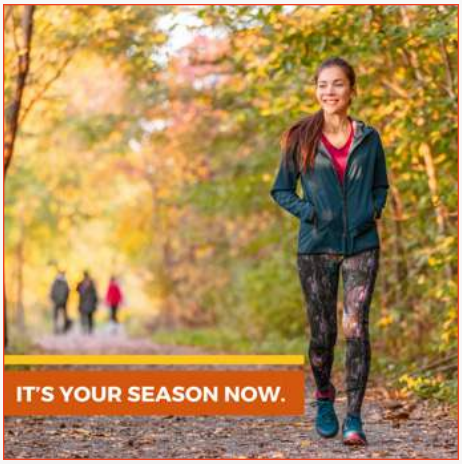
- "Back-to-school isn't just for kids."
- "It's your season now."
- "Refresh your look before fall."

Focus on **self-care, confidence and reclaiming your time**.

Also, remember: many patients are already researching fall surgeries. Use your **August marketing** to get ahead of the curve by encouraging early consults and pre-booking.

You could even offer 100–1,000 bonus KiSSES when patients book a consult or surgery by September 30 (just let us know so we can add that to your platform).

This is how you build momentum for the rest of the year.



Cosmetic Practice Vault
More Patients
More Profits
Better Run Practice