KiSS© Loyalty Club Newsletter

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MESSAGE FROM CATHERINE

We are in full bloom here in Sausalito — it's green all around. I read this recently and it's so time-appropriate: **"Spring doesn't create growth. It exposes what's ready to grow."** What a great time to spring-clean your practice systems and address gaps and inefficiencies. Of course, I'm here to help, so let me know.

-Catherine

Learn What It Takes To Run A Successful Practice

Beauty and the Biz
Podcast for Plastic Surgeons
CatherineMaley.com/Podcast

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!

MY NEW BOOK IS COMING SOON

In 2019, I launched the "Beauty and the Biz" podcast to focus on the business and marketing side of plastic surgery. More than 350 episodes later, I have shared 175 candid interviews with plastic surgeons in private practice who discussed what worked, what failed, what they would repeat and what they would never do again.

Those conversations — along with the most valuable real-world "Podcast Pearls" — have been distilled into my new book:

"Beauty and the Biz: The Plastic Surgery Practice Growth Playbook."

This is a practical guide to what drives real growth today — from attracting the right patients to converting them, retaining them and building a practice that runs with structure and consistency.

Several of my KISS clients are featured throughout the book, sharing their insights and experiences. And as a thank-you, you'll be receiving a **complimentary hard copy** in your June newsletter.

I think you'll see your practice — and your opportunities — differently. Enjoy!

NEW WORLD. NEW THINKING.

The gap between average and exceptional practices is widening — not because of talent, but because of clarity, systems and execution.

The question is no longer: "How do I get more patients?"

It's: "Is my practice built to attract, convert, retain and scale with patients I enjoy working with?"

SPRING IS WHEN PATIENTS DECIDE

Spring isn't just a busy season. **It's a decision season.**

Patients are thinking ahead: vacations, events, summer timelines and finding a good time for downtime. They're researching now — but they're also narrowing their choices quickly. By the time they contact your office, they're often already 70% decided.

That means your job isn't to convince them. It's to:

- Confirm they're in the right place.
- Reinforce trust.
- Guide them to a decision.

Where practices lose momentum isn't demand — it's how that demand is handled. Calls feel transactional instead of reassuring. Consults feel rushed or inconsistent. Follow-up is delayed or forgotten. And patients move on.

The practices that win in spring understand that speed, clarity and confidence matter. They treat every interaction as part of a decision process — not a one-off conversation.

GROWTH ISN'T ABOUT MORE ANYMORE—IT'S ABOUT BETTER.

Most cosmetic practices still believe growth comes from doing more: more ads, more leads. More activity, but that's not working anymore. Growth is no longer a marketing problem — it's a **system problem**. Practices that are scaling aren't louder; they're more structured.

They've aligned:

- Marketing with positioning and trust
- Consultations with a defined conversion process
- Staff performance with accountability
- Follow-up with consistency
- Retention with intention

Because here's what's changed: Patients take longer to decide — but choose faster once they trust you. They expect clarity before they ever contact you. And when they do, the consultation becomes your **primary revenue event**.

That's where most practices lose opportunity — not because of demand, but because of inconsistent consult flow, undertrained coordinators and lack of follow-up.

At the same time, acquisition is getting harder and more expensive. So, the smartest practices are shifting inward:

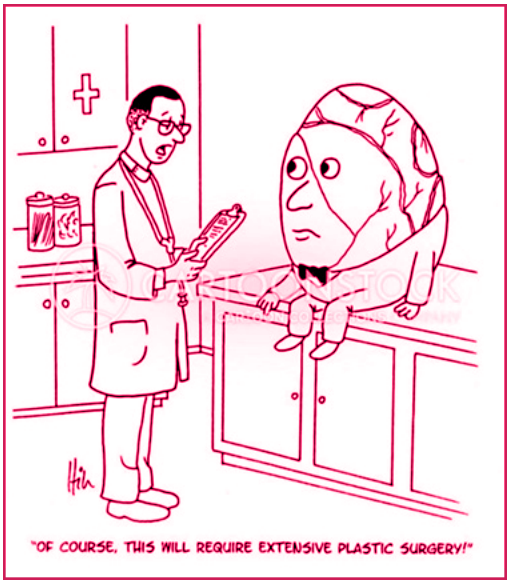
- Improving conversion instead of chasing more leads
- Building retention instead of replacing lost patients
- Using AI to improve speed, consistency and communication
- Establishing authority so patients choose them faster

And most importantly — they're leading their practices like well-oiled businesses, not just surgical environments.

CLIENT SPOTLIGHT

Your patients live busy lives and *want* your services, but life gets in the way. That's why we keep your name in front of them so when they're ready, they choose you.

NEW LEAD: Online Form Submission

Patient Name:	Maureen [redacted]
Patient Email:	Maur[redacted]@gmail.com
Patient Phone:	[redacted]
Form Name:	Appointment Request
Form Type:	Schedule Online

Message: I have been meaning to call you about Botox and this just jumped into my inbox! I think I am due!