KiSS© Loyalty Club Newsletter

June 2026

(855) 389-8435
Support@KiSSLoyaltyClub.com
www.KiSSLoyaltyClub.com
Follow us on:
www.Instagram.com/CatherineMaleyMBA
www.Facebook.com/CatherineMaleyMBA
www.YouTube.com/@CatherineMaley
www.bit.ly/ApplePodcasts-BeautyAndTheBiz

MESSAGE FROM CATHERINE

Summer is here and the perfect time to tackle those **"important but not urgent"** tasks that get ignored during the busy year (see below). Wishing you a productive, profitable and sunny summer — and don't forget the sunscreen!

-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!

THE PRACTICE GROWTH PLAYBOOK HAS FINALLY ARRIVED

After 350 podcast episodes and conversations with more than 175 plastic surgeons, I kept seeing the same patterns of what actually works ... and what doesn't. I pulled those insights together into this playbook, and I look forward to your feedback.

This isn't theory or generic advice. It's a collection of real-world strategies used by top-performing practices to:

- Attract the right patients (not just more leads)
- Convert consults at a higher level
- Build systems that create consistency and freedom
- Strengthen team performance and leadership
- Think and operate like a true practice owner

The book is organized into seven key pillars that reflect how successful practices actually grow — from early-stage decisions to scaling an established practice. **The book contains a QR code to a private toolkit with the same frameworks, benchmarks and diagnostics I use when consulting.** (See page 179.)

My goal with this playbook is simple:

- To give you clarity on what matters most
- And help you run a more profitable, efficient and enjoyable practice

Enjoy and reach out if you want to do a strategy call for more clarity.

CREATE YOUR SUMMER PRACTICE GROWTH CHECKLIST

Summer is a great time to reset and refresh the parts of your practice that often get pushed aside when you're busy seeing patients throughout the year. The most successful practices don't just stay busy; they use this quieter time strategically.

Ask yourself: ***What have we been meaning to improve but haven't made time for?***

Then block time each week to actually make it happen. Here are some ideas to get you started:

- Walk through and improve every step of your patient journey
- Update your before-and-after gallery and website content
- Create short FAQ videos for your website, social channels and YouTube Shorts
- Tighten up your lead follow-up process to convert more leads to consults and surgery
- Cross-train staff to improve consistency and customer service
- Review your online reviews and strengthen your reputation strategy
- Ask ChatGPT about simple automation tools to save staff time

Small improvements made now can create big momentum for the second half of the year.

"Whether you think you can, or you think you can't, you're right."
— Henry Ford

AI AND SEO UPDATE ON "POSITION ZERO"

Position Zero is the search result that appears as the **AI-generated quick answer**. That means the real SEO game is shifting from **ranking No. 1** to **becoming the trusted source AI cites or summarizes first.** (See AI Overview box below.)

Here are tips to get you the coveted spot:

Specific FAQs. For example, "Everything You Need to Know About Facelifts" is replaced with specific copy and unique videos explaining details such as:

- "How much does a facelift cost in Denver?"
- "What is the best age for a facelift?"
- "How painful is facelift recovery?"
- "How long do facelift results last?"

More reviews in this order of priority: Google reviews, RealSelf, Yelp, Healthgrades, etc. Set a goal of five new reviews per week — just one a day!

Update your Google Business Profile page regularly by adding new reviews and photos. This helps your local SEO since patients often ask for the "best plastic surgeon near me."

Grow your authority regularly with a podcast, backlinks, media mentions, medical associations, speaking and publication mentions.

The bottom line: You may outrank your competitors in Google, but does AI recommend you when asked?

AI Overview

Eyelid surgery (blepharoplasty) recovery typically takes 10 to 14 days for visible swelling and bruising to subside. Patients can generally return to work and light activities within this window, though full healing and the fading of incision lines can take several months. Cleveland Clinic +1

Week-by-Week Timeline

- **Days 1–3:** Swelling and bruising will peak. The surgical area will be sore and may feel tight. Vision can be temporarily blurry.

GET MORE PATIENT REVIEWS

Ask!
At the post-op appointment, when your patient is most happy. Have patients do it on their cell phone right now, while they are most motivated.

Make it easy!
Not everyone is as tech-savvy as you, so give them a QR code to scan to get to your review page quickly—or do it for them to save time.

Help them!
Give them starter sentences they can easily complete, and that build a story others will enjoy reading: "Why I wanted to make a change in my appearance." "Why I chose Dr. Smith (and why you should too)." "What my experience was like (easy, pain-free, the staff was wonderful, etc.)." "How great I feel now—and why I wish I had done it sooner. "

Thank them!
Remind your patients they get 1,000 KiSSes toward free cosmetic services. This will make them feel appreciated for their effort—and happy to share.

CLIENT SPOTLIGHT

The KiSS Club is designed to encourage your patients to help you **grow ethically and in a fun way**. Patients get 1,000 bonus KiSSes when they give you **photo consent**, so please remind your staff to remind your patients at their post-op visits.

NEW LEAD: Online Form Submission

Patient Name:	Mark [redacted]
Patient Email:	[redacted]
Patient Phone:	[redacted]
Form Name:	Appointment Request
Form Type:	Schedule Online

Message: I give you permission to use before and after photos for promotional purposes.

- The kiss didn't work. I'm looking for alternatives!