KiSS© Loyalty Club Newsletter

August 2026

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MESSAGE FROM CATHERINE

Summer is flying by and we're already into the "dog days of summer" (the hottest days of the season). Can you believe it? While it's tempting to coast this month, it's also a great opportunity to play catch-up on projects you didn't have time for during the busier months, so block time and make it happen!

-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!

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

AI IS QUICKLY BECOMING YOUR NEW REFERRAL SOURCE

Will Your Practice Show Up When Patients Ask AI for a Recommendation?

Google searches are being replaced with ChatGPT, Claude, Gemini and Perplexity for recommendations. (Personally, I haven't used Google search for over a year because I get a faster and better answer from AI.)

So, here are quick tips for your practice to become the kind of source AI wants to recommend:

1. **Become the authority.**
   Publish educational content that answers the questions your ideal patients are asking.
2. **Collect more quality reviews.**
   AI pays attention to what patients consistently say about you, especially if they say, "You're the best!"
3. **Showcase your expertise.**
   Continually post credentials, before-and-after photos, procedure pages, videos, FAQs and patient success stories.
4. **Stay consistent.**
   Regularly publish blogs, videos, podcasts and social posts. AI favors practices that consistently demonstrate expertise.
5. **Third-party mentions.**
   Encourage credible websites, podcasts, interviews and media mentions to reference you.

Know Where You Stand with AI - Exercise:

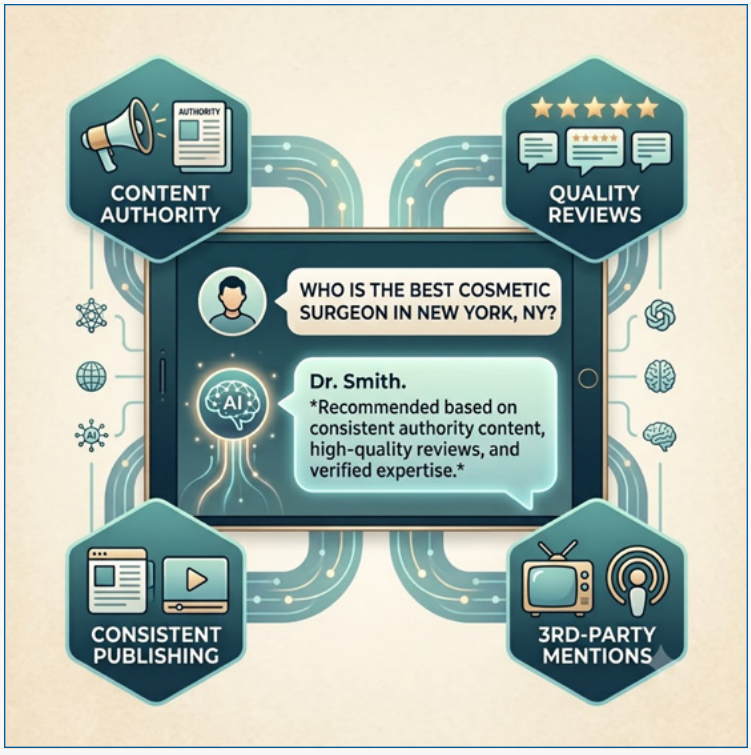
Open ChatGPT or your favorite AI tool and type:

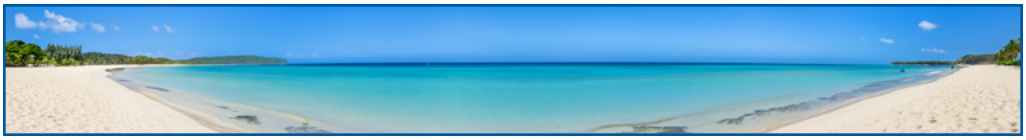
"Who is the best plastic surgeon near me for a [procedure]?"

Then ask:

"Why did you recommend those surgeons?"

The AI answers and "sources" are showing you what to focus on to show up in AI.





UNDERSTANDING COSMETIC PATIENT PERSONALITIES

How Every Team Member Can Build Trust and Improve the Patient Experience.

A big mistake is treating every cosmetic patient the same because they have different ways they learn and communicate. The more your team understands how different personalities process information and make decisions, the easier it becomes to build trust, reduce anxiety and create an exceptional patient experience.

Here are four personality types to be aware of that help you relate better:

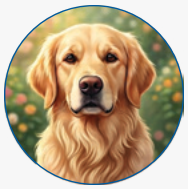
The Owl – The Analytical Patient

The Owl is detail-oriented and research-driven. They arrive with a list of questions, have already compared surgeons online and want proof before making a decision.

- **They need:** facts, data, before-and-after photos, credentials and a logical explanation of the process.
- **Avoid:** rushing them or giving vague answers.
- **Instead say:** "Let me walk you through exactly how the process works, step by step."

The Golden Retriever – The Relationship Patient

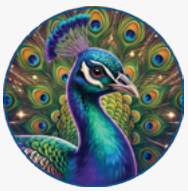
This patient buys trust and responds to connection. They want to feel cared for, understood and supported.



- **They need:** reassurance, empathy, connection and validation.
- **Avoid:** sounding rushed or overly clinical.
- **Instead say:** "Sally, you're going to love your results, and we'll take great care of you."

The Peacock – The Vision Patient

Peacocks love possibilities. They enjoy talking about goals, lifestyle and how they'll feel after their transformation. (Think influencers.)



- **They need:** inspiration, enthusiasm and help imagining their future.
- **Avoid:** overwhelming them with technical details.
- **Instead say:** "Imagine looking in the mirror (or Instagram) and finally seeing the 'you' you've been hoping for."

The Lion – The Driver Patient

Lions are decisive and results-focused. They value efficiency and want to know the fastest path to the outcome they want.

- **They need:** confidence, clarity, recommendations and action.
- **Avoid:** long stories or too many options.
- **Instead say:** "Based on your goals, this is the procedure I recommend, and here's the fastest path ..."

Summary

Have you ever wondered why you instantly connect with some patients but struggle with others? You're simply speaking different communication languages.

The good news is that once you recognize each patient's personality style, you can adjust your approach to meet them where they are.

When patients feel understood, trust grows. When trust grows, anxiety decreases. And when anxiety decreases, patients become much more comfortable moving forward with your practice.

KISS TIP

The dog days of summer could be the perfect time to brush up on your phone, customer service, converting, hiring and marketing skills, so check out the video library in your **KiSS Platform Resources**. Enjoy!

CLIENT SPOTLIGHT

Your patients grow your practice for you! Please remind your patients they can shortcut their KiSS rewards goals when they help spread the word by:

- Approving their before-and-after photos
- Referring a friend
- Leaving a Google review
- Completing surgery
- Shooting a video testimonial
- Sharing you on social media

NEW LEAD: Online Form Submission

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

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