KiSS© Loyalty Club Newsletter

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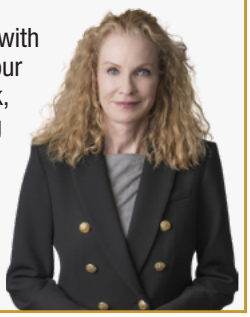
MESSAGE FROM CATHERINE

Can you believe summer came and went and we're already heading into fall? That was quick! Now it's time to refocus so you finish the year strong.

This issue is packed with simple ways to keep your patients coming back, referring and helping you grow.



Here's to a fantastic 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!

"So... what's a nice girl like you doing in a face like this?"

KISS TIP

Every blog post, procedure page, podcast interview, patient story and educational video you publish becomes another signal that AI can use to understand your expertise.

The practices that consistently educate — not just advertise — will have the greatest advantage as AI continues to reshape how patients choose their plastic surgeon.

SEPTEMBER KISS CHALLENGE

Your most valuable practice assets are your patient database, reputation, recurring patient relationships, referrals, photos and reviews. The KiSS Club **helps turn your existing patient base into a growth asset rather than simply a list of people you treated in the past, so we want to make the most of it**.

This month, ask your team to focus on three simple behaviors:

1. **Mention KiSS at checkout.**
   Remind patients how many KiSSes they have available.

2. **Ask happy patients for referrals.**
   Don't assume they know your referral program. Remind them they earn 1,000 Extra Bonus KiSSes for each referral and there is no limit.

3. **Make redemption easy.**
   Celebrate when patients use their KiSSes and/or let them know how close they are to reaching another tier (so they can schedule their next visit now).

That's how KiSS becomes more than a rewards program. It becomes a Practice Growth Asset.

REMINDER

Your dashboard is full of practice-building and staff-training videos Free to KiSS clients only!

EFFICIENCY IS THE NEXT COMPETITIVE EDGE

The most successful future practices will do less ... better.

They will look at every part of the practice and ask:

How can we get the best possible result from the time, money and effort we are already investing?

Think about it:

- **Marketing efficiency:** Better ROI from your marketing dollars
- **Lead efficiency:** Attracting better-quality prospects
- **Phone efficiency:** Converting more inquiries into appointments
- **Consultation efficiency:** Turning more consults into procedures
- **Follow-up efficiency:** Capturing opportunities that would otherwise be lost
- **Staff efficiency:** Clear roles, accountability and better productivity
- **Technology efficiency:** Using automation and AI to eliminate unnecessary work
- **Financial efficiency:** Reducing waste and protecting profitability
- **Surgeon efficiency:** Keeping the surgeon focused on the highest-value activities
- **Patient efficiency:** Removing friction and making it easier to say yes

The goal is not to work harder. **It is to get more from what you are already doing.**

More efficient practices make more money, create a better patient experience and are easier to run.

3 Things You Can Do Right Now

1. **Review your last 20 leads.**
   How many were contacted quickly, booked, followed up with and converted? Look for exactly where prospects are falling through the cracks.

2. **Identify three tasks your staff repeats every week.**
   Ask whether they can be automated, templated, systemized or eliminated altogether.

3. **Find one bottleneck in the patient journey.**
   Maybe it is slow callbacks, too many forms, confusing financing or weak follow-up. Fix that one friction point this month.

Small efficiency improvements compound quickly. And unlike the latest marketing trend, **efficiency never goes out of style**.

THE TANGIBLE PROOF PROSPECTIVE COSMETIC PATIENTS NEED

Before-and-after photos are the tangible proof prospective cosmetic patients need for reassurance to choose you. The KiSS Club encourages your patients to consent to the use of your photos.

When your team is taking pre-op photos, it's a great time to remind the patient they get 1,000 Extra Bonus KiSSes with their photo consent.

AI IS CHANGING MARKETING SO PATIENT LOYALTY JUST BECAME MORE VALUABLE

AI is making it dramatically easier for cosmetic practices to create:

- Emails
- Ads
- Social media posts
- Follow-up Messages
- Videos
- Marketing Campaigns
- Website content

For example, I was able to make this Facebook ad in minutes...

It's fun and exciting, but it's also nerve-wracking if you think about it.

If AI makes marketing easier for you, it also makes marketing easier for your competitors.

Soon, simply producing more content will not be much of a competitive advantage.

The bigger advantage will be something AI cannot manufacture:

A patient who already knows, likes and trusts you. They know how you made them feel. They love their result, and they can tell their friends: **"This is who I go to."**

And that personal recommendation is far more credible than another AI-generated ad appearing in someone's feed.

This is why **your existing patient database will become one of the most valuable marketing assets you own**.

Technology can help you communicate. Loyalty gives patients a reason to choose you.

Focus on patient relationships versus patient transactions. **Please make your patients feel heard, understood and important.**