

From The Author Of "Your Aesthetic Practice"...

# SPECIAL REPORT:

## Anatomy Of A Multi-Million Dollar Practice



### THIS REPORT REVEALS . . .

What the most successful multi-million dollar aesthetic practices know to attract more patients and generate an extra \$150,000 to \$1,000,000 of aesthetic revenues without pouring needless money into mass advertising or breaking the bank with excess staff.

BY

CATHERINE MALEY, MBA  
Author, *Your Aesthetic Practice*

# Forward

My Aesthetic

Patient Story: More than a decade ago, I turned 40 and started seeing wear-and-tear on my face: glabellar lines, crow's feet, etc. I went to my dermatologist, who was super famous and very good, yet she charged more than anyone else and would make me wait for over an hour even though I had a set appointment.

I was continually agitated to be paying top dollar for sub-service in a less-than-stellar office so I shopped around. The other offices were even worse. It seemed they had no clue about the difference between a patient who was going to hand them an insurance card and the patient who was going to hand them a credit card that paid them instantly – sigh.....

That inspired me to leave my cushy dot-com sales career to go out on my own and turn all my efforts to coaching aesthetic physicians on how to market themselves to their preferred patients.

I attended many patient events where I entered their drawings, went on many consultations where I filled in much paperwork and worked with many doctors who knew how to find me.

Now let's fast-forward 10 years. I'm in my 50's, wondering what I can do to put my neck and jowls back where they were, living in a super affluent zip code in Northern CA and guess what?

**Not one of those physicians has ever reached out to me – EVER!**

And do you know what that has cost them? To date, the lost revenues are \$60,000 and that's just in Botox, fillers

and laser procedures. I'm now revving up for a facelift so that will be another \$15-\$25K lost because NOBODY followed up with me.

**I was worth \$100,000 to aesthetic physician(s)** of my own money and countless thousands of other dollars lost to all the referrals I would have given to my friends, colleagues and alliances.

So if you think you are doing everything you can to reach your preferred patient, think again.

-Catherine Maley

Author, *Your Aesthetic Practice*

## Why listen to Catherine Maley?

What more could you ask for in someone advising your practice: an aesthetic patient, a marketing expert, sales experience, and over a decade of proven results with practices in the United States and beyond.

A sought-after speaker who has not only spoken on her own experience and knowledge but has also spent years researching what other aesthetic patients want. Her research culminated with her book, *Your Aesthetic Practice; What Your Patients Are Saying* in which she shares who your patients are, what they want (even what they want you to wear), and how you can best reach them.

Catherine can do for you what she has done for hundreds of other doctors: double your revenues by reaching your preferred patients.

# Introduction

**If you'll hear me out in this report, you'll discover the single difference the top aesthetic physicians use to create a 7-figure practice. You'll also discover how to eliminate 90% of the hard work and the long hours you put in trying to attract new patients.**

**And I'll give you the Success Secrets to Growing a Multi-Million Dollar Aesthetic Practice in Today's World**

Why? Because times have changed.

The supply and demand for aesthetic enhancement has changed.

The media and how your patients get information have changed.

The overall economic environment has changed.....

Know the cutting-edge strategies so you're not left behind.

## **It's So Frustrating...**

There's a good chance you are experiencing the same frustrations other aesthetic physicians are all over the US. The calls I get from aesthetic physicians just like you typically go like this:

- I need more patients
- There are too many holes in my

schedule

- Too many price-shoppers are calling without booking appointments
- My staff is not converting enough consultations
- Our patients are not referring as much as I would like
- We're Spending too much on marketing with no or little return
- Too many no-shows

There were more frustrations but these were the consistent top challenges I hear about running an aesthetic practice so here's my initial response:

The Better you understand the Aesthetic Patient and how they think and act:

- the more money you'll make
- the more certain you'll be about your future
- and the easier it will be to exit when you're ready

## **So, are aesthetic patients a Goldmine or a Minefield?**

The female aesthetic patient's wants, needs and concerns can be complex and ever-changing so rather than a goldmine, it can feel more like a mine field trying to understand these cash-paying patients and why they chose you over your competitors, stay loyal to you and refer their friends to you – or why they don't.

Keep reading to find out how you

can have an endless stream of patients who choose you, stay with you and refer their friends to you.

The good news first....

**You Are in an Envable Position**

You cater to a very hungry market - the patient who wants to look and feel good and will invest their time, money and effort to do so.

This aesthetic patient wants to feel better! They believe looking good will make them feel good. This is not a one-time wish. This is an ongoing, innate desire for an ever-growing, aging population. This group is not looking forward to old age. They don't mind getting older but they certainly never want to look "old".

The patient who cares about their appearance has a built-in need now and next year and for years to come. If they care today how they look, they are really going to care as the aging process takes an even bigger toll and creates more wrinkles, crepe skin and sagging body parts.

**The patient who cares about their appearance now will always have a built in drive to look and feel their best.**

So, putting in the effort up front now to attract these aesthetic patients to your practice and nurturing those relationships will prompt them to return again and again for procedures, treatments and products year after year. because here's the reality....

**You cannot be successful in aesthetic medicine if you do not have a steady stream of cash-paying patients coming to you.**

And that leads me to the discussion about attracting New Patients

It's human nature for an aesthetic physician to want new patients overflowing their waiting room – but is that reality and is that profitable?

Spending tens of thousands of dollars per month on mass advertising can be a sinkhole for your hard-earned cash and a drain on your staff when running strangers through your processes who may or may not show up for their appointment and then who or may not say yes to your offering.

## **So, how in the world can you reach new patients when they are Everywhere – and Nowhere?**

Today's aesthetic patient jumps from website to website, TV to cable, radio to satellite, magazines to online forums. You do not have enough time, money and patience to be everywhere these patients are so you must be much more strategic in today's divisive media world.

Dinosaur media wastes your money so don't bother using media channels your preferred patients don't read, visit, watch or listen to.

Be strategic. Obviously, internet marketing, social media marketing and online strategies are where to turn for some of your new patients. Work with the experts (like me and my team) so you don't waste any more money and time on this confusing underground Cyber world universe.

## **But first, tap into an unclaimed pot of gold right in front of you**

### **Your #1 Asset**

The most valuable asset you will ever have is your list of high-value patients and prospective patients who care about their appearance and who have endless aesthetic needs. You know they care about their appearance because they have called your office, attended your events, referred their friends and paid you for aesthetic

enhancement.

The patient who already knows you, likes you, and trusts you is golden to you. They are already "pre-sold" on you and they are much more likely to respond to your promotional efforts than a total stranger is.

I guarantee, a majority of your patients want to be educated about the youth-defying opportunities available to them and they want that information from a credible source – YOU!

### "Not Now or Not Yet"

Your aesthetic patient is oftentimes an inconsistent patient because they are basing their decision on emotions that are subject to change. Just because they said no to you today does not mean they will say no forever. Most likely they are saying "Not Yet".

Think about it this way – if something bothers them about their appearance, it doesn't just go away as time goes by. It usually grows to the point that now it IS worth the time, money and effort to remove, enhance or rejuvenate so be sure you are "Top of Mind" for the patient rather than your competitor.

## **So How Much is an Aesthetic Patient Worth to You?**

After a decade of research, my stats show me the average aesthetic patient is worth \$4,000 per year in non-surgical procedures. That

means you only need 250 of them per year to be a \$1,000,000 practice and 500 patients to be a \$2,000,000 aesthetic practice. And this doesn't even include the higher-ticket laser and surgeries you'll also do on these patient.

That is very obtainable if you would simply have a system in place to attract the right patients to you, keep them loyal and returning to you year after year and urging them to refer their friends.

**Question:**

**Do you want a One-Time Patient or a Lifetime Patient?**

**Answer:**

**You want your preferred patients for a lifetime – that's where your leverage is.**

## **How Much Money is Falling Through the Cracks?**

There is so much money left on the table because the value of one patient is taken for granted and/or minimized. If you simply increase the lifetime value of your current aesthetic patient who stays, pays, refers and returns, you will dramatically increase your aesthetic profits with minimal effort and cut down on expensive mass advertising costs that often attracts the kind of patient you don't want.

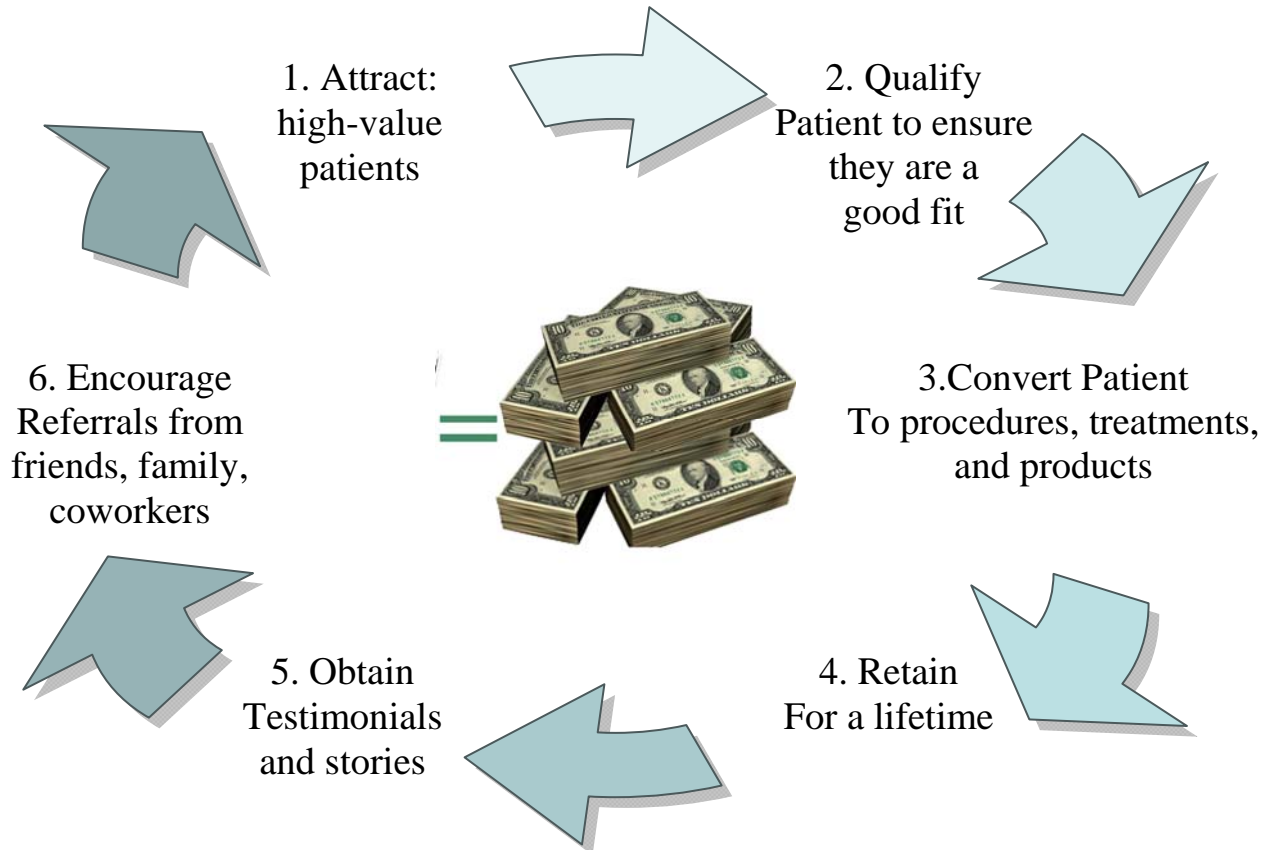
**It costs a small fortune to acquire a new aesthetic patient** – but it costs next to nothing to keep them. The financial beauty of this relationship-based aesthetic practice is that your costs will dramatically decrease and your revenues increase when you simply maintain your current patient database and allow them to **grow your practice from the inside out**.

**Because here's what I know to be true:**

**Proper Patient Follow-Up Can Transform  
A Marginal Practice To A Spectacularly  
Successful Practice...**

# How a Multi-Million Dollar Practice Becomes Just That

The multi-million dollar practice becomes just that because they get good at the fundamentals which are to:



The successful aesthetic practice realizes every step in the patient's experience is vital so they spend time, money and resources to train, retrain, enforce, and reinforce never-ending improvement in their staff, in their processes, and in their promotional efforts.

**A multi-million dollar practice competitor is not necessarily more skilled than you are in aesthetic medicine;** however, they have mastered patient relations and promotion. Those skills make the difference between a 6-figure and 7-figure aesthetic practice.

They see the value of one patient and do all they can to attract, convert, nurture and retain that patient.

## It's Your Responsibility

Here's the good news – You are 95% responsible for attracting the right patients in the first place and ensuring they return and refer. It's your responsibility to ensure they:

- have a WOW experience on the telephone
- have a WOW experience during their visit
- have a solid patient consultation with your staff and with you
- are followed up with before, during and after their procedure
- are encouraged to return again and again and
- are encouraged to refer their friends, family and coworkers

Since you are responsible and cannot blame anyone else but you if things are not going well, that means you also have full control of and can take responsibility for fixing it.

## ***You have the power to control your results***

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### So, What Does the Aesthetic Patient Want?

Your aesthetic patients have logical as well as emotional reasons for wanting your services. The more you are able to address BOTH, the better your conversion rates will be.

They want to know you can give them the result that will create the desired emotion. They need to know you are the right physician for them and you can give them those feelings of hope and happiness.

Logical Reason	Emotional Reason (examples)
Stay Competitive in Business	Feel Confident in Workplace
Look As Good As They Feel	Want to Still Matter
Newly Single	Want to Feel Wanted By The Opposite Sex
Attending Class Reunion	Want to Make Old boyfriend/classmates jealous

**They are not buying the procedure, they are buying hope and happiness.**

Hope their lives will improve and they'll be happier thanks to your excellent work and your efforts in making them feel special.

### **Aesthetic Patient's Feelings about Their Experience with You**

You have (or had) patients who feel they were not treated right by your receptionist, a staff person or you. It could have been something benign such as your receptionist did not acknowledge the patient when they first walked in the door or it could be something more serious such as they believe they got a mediocre result and have lost trust in you.

**If You Don't Lose Patients, You Don't Have To Replace Them**

On the one hand, aesthetic patients have elephant memories. They may be prone to holding grudges if they are treated badly in your practice or if they "perceive" they were treated badly.

Frankly, your patient's perception is your reality so you have to deal with their emotions. **Please remember this:**

**Aesthetic patients won't remember what you told them.  
Aesthetic patients won't remember what you showed them.  
Aesthetic patients will remember how you made them feel.**

On the other hand, patients can be quick to forgive IF they feel you value them and want to make them happy.

## **An Ounce of Prevention is Worth It**

Obviously, the best thing you can do is to avoid unwanted feelings with your patients so you don't lose them. You want to have the friendliest and most informative receptionist answering your telephones. You want to employ staff that bonds quickly with the patient and knows how to direct the patient to a decision to choose you over your competitors. You personally want to connect with the patient so they like, trust and believe in your recommendations.

**Constant, never-ending improvement in your patient experience is crucial.**

Your patients must get a consistent service from you – every time – while on the telephone or in person.

**False Beliefs That Prohibit Your Maximum Profits:**

Many aesthetic physicians have the following limiting beliefs about patients that hurt their aesthetic profits:

- Close them now or lose them forever
- No value in the ones that got away
- Think it over means not going to buy
- They didn't buy because they can't buy (you blame the patient)

Continuous follow up and other creative strategies will help eliminate the above limiting beliefs and double your profits.

**Is Price Everything?**

There is one more false belief that can cripple your effective interactions

with your aesthetic patients and that is the one about money – or lack thereof.

If you and your staff believe “nobody has any money”, “they can't afford it” and “my patients are cheap”, your patients will sense this overall attitude and be less apt to buy. Aesthetic patients are looking for more than a good price. How do you know? Consider:

If pricing was the only determining factor, then:

- everyone would drive a Kia
- everyone would wear a Timex watch
- everyone would shop at Walmart
- everyone would eat at McDonalds and so on..

**Secret:  
If your patient is only concerned about price, then you haven't educated them on other variables they should consider when choosing an aesthetic physician – or you are targeting the wrong patients.**

I promise you, the majority of your aesthetic patients are not looking for the cheapest price but they are looking for a good result at a fair price. In other words, it isn't about price, it is value they want.

In my book, **58% of those patients surveyed said the physician's reputation, credentials, and their confidence in your ability was more important than price.**

Those are the patients you want to attract to you – not the price shoppers who think it's all about price and nothing else but **here's the secret...**

## 10 Endless Patients Success Strategies That Make Up a Multi-Million Dollar Practice

### Endless Patients Strategy #1: Target Higher-Value Patients

Not everyone will be able to afford your aesthetic services so it's a good strategy to focus on those patients who are least likely to be affected by changes in the economy and last affected by changes in the economy.

Target your older, more mature patients who are affluent versus your younger patients. Your mature patients have more concerns with wrinkles, crepe skin, sagging body parts and sun damage. They are also more likely to have the financial wherewithal to afford your services.

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**By the way,** this group of people will see the biggest transference of wealth in history in way of inheritance \$13 Trillion dollars worth of inheritance to be exact.

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**Secret:  
Identify who your high-end (mature and affluent) patients are and then focus 80% of your efforts on them**

But remember, these higher-value patients want to be respected; they expect the best from you and your staff. They can afford and are willing to pay for the best information, the best products, the highest level of proficiency and the best professional service available. And, they too, are affected by social pressures. Many of these high-end patients are experiencing new phases in their lives such as:

- **New job or job layoff**
- **New marriage or suddenly single**
- **Upcoming life events, such as a child's wedding and so on**

The point is there are still **76 million aging Baby Boomers**, who will do what they need to in order to enjoy a full, active life while looking and feeling good doing it.

**Secret:**  
**Aesthetic patients are worth 10-100x what they cost you in the first place to attract them to your practice, so hang on to them!**

### **Endless Patients Strategy #2: Focus on the Buying Habits of Your Preferred Patients**

To understand your patients and their motives better, here are four groups of your typical aesthetic patients that will make up your practice.

#### **Tire Kickers**

This group doesn't know what they want. They seem to have a lot of time on their hands because they will attend your events, eat your food, take your samples and never, ever buy.

They may even book a consultation, go through the motions but never book a procedure. Do not exert energy on this group since it's a waste of time.

#### **Deal Makers/Price Shoppers**

This group is looking for the best deal in town, above all else. To them, it's an art form to get you to lower your prices or throw in freebies. Beware of them. They will tell their friends they got a great deal

from you just because they asked and this will set up a bad precedence in your practice.

#### **Brand Loyalists**

This is your favorite group. They love you and would not go to anyone else. They wouldn't even consider going to anyone else – even if they were ½ your prices! They are your cheerleaders, your advocates and your braggers. Treat them well and they are yours for life. Most of your efforts should be concentrated on this group and growing it to include their loyal friends, family and colleagues.

#### **Luxury Innovators**

While this group wants only the best and will pay for it, they can be a pain in the butt. They want everything their way, you need to drop everything to stroke their egos and they have a tendency to flaunt their money (nouveau-riche?) and expect better treatment than your other patients get.

While you should treat all of your patients with respect and special care, spending a little extra time and effort on this group can pay off since like people know like people and this can be a profitable group to appease.

**Secret:**  
**Focus most of your efforts on your Brand Loyalists; they will make up 80% of your aesthetic profits!**

### **Endless Patients Strategy #3: Understand the Decision-Making Process of an Aesthetic Patient**

The aesthetic patient is more confused than ever. They have many choices and are overwhelmed with the amount of information available today.

Know how difficult this process can be for your patients. The consultation with you is probably awkward and uncomfortable for them. They want to change something about their appearance that makes them feel insecure or unsure of themselves. They hope fixing, repairing, or enhancing it will make them feel better and more confident. They feel vulnerable and are looking to you for help.

That said, it's important to note that patients also want to avoid making a bad decision. They do not want to regret their choice. A major part of your job is to reassure them they are in the right place for the right procedure and they will be happy with the result.

And know that:

## **Aesthetic Patients Want to Experience Before Buying**

You are in a tough position when it comes to promoting your intangible aesthetic services. You don't have a product your patient can hold, touch and feel. You don't have a product she can use all of her senses for to see, feel, hear, taste and touch to then determine its value to her.

**Note: If a patient is afraid, uncertain or confused, they will opt to do nothing with you.**

With an intangible service such as aesthetic enhancement, she can't "see" the quality of your materials or the effort that went into the details of producing the finished piece; which is the result she gets.

Since the aesthetic patient can't see the excellence of your expertise and cannot touch or feel the superiority and knowledge that will go into the aesthetic service you provide her, you are at a disadvantage.

Give her as much as possible to touch and feel and use as social proof such as photos, testimonials, your credentials, celebrity, your office, your shoes, your greeting, your staff and any other detailed detective work she

can experience to give her clues to help her determine you are the right physician for her to give her what she wants.

### How Decisions Are Reached

The decision-making process is an entire subject on its own; however, here are some basics to consider:

- Decisions are quickly reached by emotion and then justified with logic.
- People act on prejudices, habits and past experience much more than on knowledge.
- It takes a patient a split second to make a decision but getting ready to make that decision can take a long time.

The point here is to address your patient's emotional motivators for wanting enhancement but also equip them with the logical reasons why you are the perfect choice so they can easily relay that back to their family and friends if they are challenged.

The prospective patient is doing a cost/benefit analysis in their heads to decide if what you are offering them is worth the time, money and effort and if the benefits will outweigh the risk. Helping them see and feel what you offer is more than worth it.

**Secret:**  
**Aesthetic patients buy what they want - not what they need.**

### **Strategy #4:** **Make the Aesthetic Patient Feel Special**

Your aesthetic profits would skyrocket if you and your staff would make each and every patient feel special.

It's the little things you can do that make a huge difference to the aesthetic patient so she feels as if you care about her as a person and not just a purse. Add little touches to her experience with you so she feels special:

- give her product samples
- offer to call-in prescriptions
- have staff massage her hand vs. squeezing a tension ball during injectables
- call her if you're running late so she doesn't have to wait
- offer to email her with special offers
- give her a "favorite patient" thank you gift
- send her a thank you note

**The more special you can make your aesthetic patient feel, the more likely they are to stay, return and refer.**

## Awesome Customer Service

Aesthetic patients are most likely dissatisfied with a practice due to:

- inattentiveness
- ignorance and stupidity
- incompetence
- duplicity (dishonest, misleading)
- utter lack of follow up



### Don't be that practice!

Mass incompetence and the collapse of even minimally acceptable customer service protocol can work to your advantage. Commit to being better than your competitors by taking extra special care of your patients.

The positive experience the patient has with you and your staff on every encounter is what leads to profitable results because nothing is more important in aesthetic medicine than patient relations. When patients are spending their own money on elective procedures, the experience needs to be a good one every single time or they will go elsewhere where they are treated better and they'll take their friends with them.

The aesthetic patient wants and expects:

- to be heard
- to be understood
- to be treated nicely and respectfully
- to feel important
- to feel comfortable
- to feel special

**The aesthetic patient is looking for a relationship with you. They need to FEEL you understand them and you have a bond. They also need to be relaxed with you, your staff, and their experience.**

Every patient who telephones and walks through your door needs to be happy to be there, treated like they are special and enjoy the experience – every time. If your staff would simply treat the visiting patient as they would a good friend visiting their home that would go a long way in building a relationship for years to come.

**Secret:**

**20% of your aesthetic patients would buy much more from you if given the chance. 5% of those would buy even more.**

**Endless Patients Strategy #5:**

**Increase the Amount a Patient Spends With You**

You are leaving money on the table if your patients don't realize everything you offer.

Pareto's 80/20 Rule tells us that 20% of your current patient database will give you 80% of your revenues. They would buy more from you if given the chance. They have the interest and the financial wherewithal to want a lot of your services.

I guarantee if they don't buy from you, they will buy from someone else...the aesthetic surgeon/ physician/med spa down the street or around the corner or at Sephora or the department store cosmetic counter, etc.

Have strategies in place so you never hear, "I didn't know you offered that". If they don't know you offer it, they will go somewhere they know does.

An aesthetic patient who is interested in one procedure, treatment or product to look better is most assuredly interested in other procedures, treatments and products that do the same.

In addition to that, if they were interested in treating one body part, they will be interested in treating their other body parts.

An aesthetic patient is typically never satisfied. Not BDD dissatisfied but definitely open to the next improvement so when you rejuvenate one concern she had, she will often turn her attention to the next concern she has.

**Endless Patients Strategy #6:**

**Communicate With Your Aesthetic Patients**

You thought you had a good relationship and now you realize you haven't seen them in over a year – What happened?

The #1 reason patients leave your practice is not because of a bad result.

**They did not stop wanting aesthetic services.... They just stopped wanting aesthetic services from you...**

And, it's probably not because they didn't like you and your staff.

**.....It's because of your indifference.**

They are being ignored by you so they don't feel compelled to return. And, they still wanted aesthetic services so they drifted off to your competitors.

Did you know you lose 10% of your patient database with every month that goes by without you staying in touch?

## **How Many Thousands of Dollars Do You Lose Each Year By Ignoring Your Aesthetic Patients?**

Make your patients feel your concern for them and their welfare by keeping in touch with them and reaching out to them regularly.

They want to hear from you as long as you are educating them and giving them compelling reasons to return.

You most likely have a database full of prospective patients who came in for a consultation but didn't book, who came in a couple of times and then wandered off and then those you haven't seen in months or years.

**I guarantee you – they did not stop wanting to look good.**

**Secret:  
It is always faster, cheaper, and easier to reconnect with patients who have visited you before than it is to attract total strangers to your practice.**

They just went somewhere else where they weren't ignored and were treated better and made to feel special.

Have you ever spent a lot of money on mass advertising like newspapers, magazines, radio and TV and not been happy with your results? There was and is an art to it but that's quickly becoming mute since media is dramatically changing.

## **Endless Patients Strategy #7 Use the Right Media and Time to Communicate**

Aesthetic patients no longer flock to their local newspaper, their local news station or their favorite radio station for news.

### **STOP Wasting Your Money on Dinosaur Media!**

Thanks to media fragmentation, your aesthetic patients now have hundreds of choices when it comes to getting information.

### **How in the world can you reach new patients when they are EVERYWHERE – and Nowhere?**

They jump from website to website, channel to channel, radio to satellite, etc. You do not have enough time, money and patience to be everywhere these patients are so you must be much more strategic in today's vast media world.

### **Direct Mail Makes a Come-Back**

By the way, Direct Mail is fast becoming the cheaper way to communicate with your patients in a personal way that will get a better response than an impersonal ad or a mention in a magazine.

For the price of an envelope and stamp, you can get your patient's undivided attention when she is rifling through her mail. You simply cannot get that kind of 1-on-1 attention anywhere else.

**The secret to making direct mail profitable is to make it interesting and compelling so it gets noticed – opened – acted on.**

### **Hot Button Times to Communicate with Aesthetic Patients**

There are certain times of the year your aesthetic patients will most want to hear from you. They are most likely to want to do something special for themselves during these times so use these as opportunities to reach out in a personal way to help them celebrate.

### **Endless Patients Strategy #8: Reactivate Your Lost Patients**

After your current patients, the next group of aesthetic patients to concentrate on are those lost patients you haven't seen in over a year.

The good news is that while it takes 10 times the effort to gain a new aesthetic patient, it can take much less to win back a patient who already knows you. It's well worth the effort to develop a campaign to win back your long lost patients – no matter why they left you in the first place.

Some reasons your aesthetic patient left your practice:

- ✓ Perhaps the patient was having a bad day when they visited

you and couldn't connect with your staff.

- ✓ Perhaps your staff was having a bad day and scared them off.
- ✓ Perhaps you made them wait too long
- ✓ Perhaps they saw dust and clutter in your office and were turned off.
- ✓ Perhaps they went to your price-discounting competitor and want to return to you but are too embarrassed.

Well, you are never going to know unless you reach out to them....

It costs a small fortune to acquire a new aesthetic patient – but it costs next to nothing to keep them. The financial beauty of this relationship-based practice is to dramatically decrease your marketing and advertising costs since you are nurturing your patients and growing organically with their word-of-mouth referrals.

Winning back these lost patients will take extra effort. If they left you because they didn't feel they were treated special, you'll want to put in extra effort to make them feel wanted. Personalize your communications to them to get the point across how much you value them.

**Secret:**  
**Aesthetic patients do not go to TV, radio, or internet to find a trusted doctor. They ask their friends!**

## **Endless Patients Strategy #9: Set Up System for Referrals**

If 70% of your new aesthetic patients are not coming from current patient referrals, shame on you.

**Truly successful aesthetic practices know that word-of-mouth referrals are the life blood of their practice and well worth the effort.**

The majority of patients I interviewed for my book, *Your Aesthetic Practice*, told me they would have referred you to others if they were only asked.

You cannot take patient referrals lightly.

Set up systems to help ensure your patients brag about you to their friends and family.

And then by all means, thank your patients through personal thank you calls, thank you note cards and thank you gifts.

**Your patients must feel appreciated and encouraged to refer their friends to you because behavior that is rewarded is repeated.**

## **Endless Patients Strategy #10 Attract New Patients by Networking**

When you align with another business owner and they introduce you to their patients or customers as their aesthetic expert, you get instant credibility with a whole new group of prospective patients who already trust you through your association with someone else they already trust.

**Secret:  
Set up a win-win relationship with your strategic alliances so they introduce their high-value clients to you.**

However, before you approach others, be sure to prepare an answer to the question they will be asking themselves which is, "What's in it for me if I share my clients with you?" Be sure you set this up as a win-win relationship because this can be a double-edged sword. Your alliances can sing your praises or cut you to the quick if they feel like they were used by you so be sure they get as much from this alliance as you do.

**So the real question you should be asking yourself is:  
Do I Want More Aesthetic Patients  
or Do I Want More Profits?**

Your aesthetic patients want to go to you because they know, like and trust you. They get a consistent experience every time, a consistent result, and a relationship with you and your staff that keeps them coming back for more and bringing their friends with them.

**It's not a contest to grow the largest database - It's all about quality of the patient and NOT quality.**

In the New Economy, the point is not to see how big you can grow your database. It's to cost-effectively and creatively attract your preferred patients to your practice and then nurture those relationships so you grow your practice organically from within rather than from random, expensive, external efforts.

**Does what I'm saying make sense to you?** Do you see how Times have changed and you need to change with them to survive and thrive in aesthetic medicine? If you agree and are ready to take charge of your future, I have a special gift for you to get started.

## My Gift to You

**I'm offering you** a 1-on-1 Strategic Planning Phone Session with me to discuss:

- your unique practice situation
- what's holding you back from making the revenues you want (and need)
- and what you've been doing and not doing that works and doesn't work.

We can discuss where you are now, where you want to be and then how to get you there quickly.

You have absolutely **no obligation** to take my advice or commit to anything I offer. We can simply talk to determine if you're on the right track and if there's anything else you could be doing to succeed online and offline.

**Space is limited to the first 25 who respond-first come, first serve.**

All I am asking for this call is \$97. Why \$97? My time is valuable, and I only want to talk to physicians that are serious about boosting their practice. To be honest, \$97 doesn't make a huge difference in my life, but I need to know that you are committed to growth and I am not wasting my time. In other words, I enjoy sharing my expertise, but only with those physicians who understand the value in marketing a practice well.

So, for a measly \$97 'commitment fee' you get worth of time and insight with no obligation to take my advice or spend any money with me in the future.

To schedule your Strategic Planning Session print/copy and fill out the form on the next page and fax it back to us at (415) 339-8844. OR, you can call (877) 339-8833 and ask for Sara.

I hope this was valuable to you and let's speak soon.

This is Catherine Maley, author of *Your Aesthetic Practice* and president of Cosmetic Image Marketing. Goodbye for now.

## Catherine Maley, MBA Strategy Session Request Form

Name	First*:	Last*:	Suffix:
Specialty*:		Years in practice:	
Address:		City:	
State:	Zip:	Email*:	
Office Phone:		Cell/Home Phone*:	
Credit Card Type (circle one): VISA, MasterCard, American Express			
Credit Card #*:			
Exp. Date*:		Security Code*:	

\* Denotes required field. We will contact you before charging anything to your credit card.

What's your current monthly revenue? \_\_\_\_\_

What's your target monthly revenue? \_\_\_\_\_

What's the biggest obstacle keeping you from your target goal?

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**Fax Back To: (415) 339-8844**  
**or**  
**Call Sara At: (877) 339-8833**

## Inside This Report...

- What you need to be doing to prosper in 2011.
- 2011 success strategies to target the right patients.
- The cutting-edge strategies you'll now need so you're not left behind.
- What the patient experience needs to be in the new economy
- Fool-proof, proven techniques to increase your per-patient revenues
- New success strategies to "wake up" sleeping patients
- The Secrets to growing your word-of-mouth referrals
- And so much more...



BY CATHERINE MALEY, MBA

**Catherine Maley, MBA** is an aesthetic marketing strategist and Author of *Your Aesthetic Practice*. She is President of Cosmetic Image Marketing where her firm drives aesthetic profits using creative patient attraction- conversion – retention strategies.

Call Catherine's team at: (877) 339-8833

Interviewed By:



Speaker For:



American Society of Dermatologic Surgery

Writer For:



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