



STEP 1

**TARGET THE RIGHT AUDIENCE**

1.1. Understand The Upscale Patient

- Affluent Segments:
  - HENRYS (\$250K-\$1M)
  - Ultra High Net Worth
- Emotional Drivers
  - Expediency
  - "Money Can't Buy" Moments
  - Peace of Mind
  - Affirming Power
  - Individuality

1.2. Upgrade Your Marketing Vocabulary

- Stories +Emotion Are Key
- Avoid Saying Free, Cheap, Discount – Use Complimentary, Exceptional Value, Preferred Pricing

1.3. Profile Your Best Patients

- Demographics
- Lifestyle & Activities
- Expectations
- Decision Criteria

1.4. Build High-Net Worth Relationships

- Service Providers (Chefs, Realtors, Personal Trainers)
- Non-Competing Businesses
  - Bridal
  - Hair Salons
  - Lash/Nail Artists



STEP 2

**OFFER HIGH-MARGIN PROCEDURES**

2.1 Create Multi-Modality, Signature Treatments

- Combine energy devices, injectables, and skincare to enhance results
- Refer to these as "Programs" or "Protocols", Not Packages
- Use round (50,00) instead of charm numbers, (97,99, etc.)

2.2 Value Over Discounts

- Bundled Skincare
- Purchase "X" Enjoy "Y"
- Gift Cards
- Complimentary Session

2.3 Master Luxury Sales Conversations

- Adapt To A Patient's Personality (Analytical, Succinct, Empathetic, Fun)
- Use The Power Of Invitation & Suggestion
- Offer Good, Better, Best Options
- Credential & Educate To Get Patients "80% Sold" Pre-Consult



STEP 3

**DEBUT UNIQUE OFFERINGS**

3.1 Develop Your Proprietary Method(s)

- How You Assess A Patient's Face/Body
- How You Develop A Treatment Plan
- Break Into 5-7 Steps
- Create A Captivating Name

3.2 Introduce Outcome-Focused Programs

- 60-90 Days In Length
  - Acne (+Scars)
  - Jowls
  - Rosacea
  - Stubborn Fat
  - Dark Circles

3.3 Lean Into Memberships

- Determine Perks
  - Preferred Pricing
  - Members-Only Hours
  - Skincare Welcome Gift
  - Exclusive Offers
- Establish Pricing
- Set # of Tiers

3.4 Contextual & Ascension Pricing

- Flagship Offering (\$5K+)
- Treatment Pathways For Conditions
  - (\$ > \$\$\$)



STEP 4

**COMMAND PRESTIGE PRICES**

4.1 Craft A Luxury Brand

- Color Palette
- Fonts
- Logo
- Collateral: Business Card, Rack Card, Services Menu (Coffee Table Book)
- Social Media
- Website

4.2 Elevate Your Patient Experience

- Map Out Your Patient Touchpoints (Before, During, After)
- Signature Elements
- Surprises & Delights
- Post-Care
- Thank-You Gifts

4.3 Enhance Your Online Presence

- Modern Design
- Solutions for Each Decade
  - 30s, 40s, etc.
- Treatment Pages
  - FAQs
  - Treatment At A Glance
    - Downtime
    - Longevity
    - Sessions Required,
    - Treatment Duration



STEP 5

**ACQUIRE & WIN OVER PATIENTS FOR LIFE**

5.1 Introduce Referral & Loyalty Programs

- Reward Patients At Spend Thresholds
- Incentivize Referrals
  - Directly (\$/%)
  - Exclusive Perks
- Membership Tier for Top Referral Sources

5.2 Deploy An Omnipresent Marketing Ecosystem

- Centers Of Influence (Referral Partners)
- Organic Social
- Paid Ads
- Email
- Events + Speaking
- Direct Mail (To Retain + Reactivate)

5.3 Plan Your Buying Windows & Offer Cycles

- Avoid Most Holiday Offers - Work Around Them Instead
- 4-10 Campaigns Per Year
- 2-3 Procedures Per Campaign
- Use Patient Influx (Short Term) + Evergreen (Long Term) Campaigns

5.4 Reward & Delight Your VIPs

- Appreciation Events
- De Gratis Treatments
- Exclusive Hours
- Preferred Pricing