

Get Busy, Stay Busy

Looking to keep your medspa thriving and your schedule full? At AesthetiCare, we've built our success on strategies that deliver exceptional results, attract new clients, and keep our calendar packed year-round. These low-cost, high-return principles can help your practice boost revenue, retain loyal customers, and maintain consistent growth. Explore our proven methods to get busy—and stay busy!

1. Show and verbalize how much you love what you do.

Clients are drawn to passion and trust it to deliver exceptional results.

2. Be a true expert and speak with confidence.

Your authority and assurance will inspire trust and loyalty in your clients.

3. Perform an initial consultation that simply amazes the potential client.

The consultation is an excellent introduction to your practice and what your clinic has the capability to deliver.

4. Perform annual consults with your clients to view skin changes and make new treatment plans.

Creating custom plans for your clients through all stages of their skin journey will ensure you're their lifetime skin expert.

5. Perform outstanding treatments and explain them thoroughly.

This continues to develop trust and certainty that your recommendations are truly for the betterment of their skin journey.

6. Research upcoming clients for purchase history of products and services.

Knowing their preferences and past efforts allows you to personalize recommendations for the best experience for them.



7. Send handwritten thank you cards.

The personal touch shows you genuinely appreciate their business and fosters a long-lasting relationship.

8. Send a personal card and/or phone call on their birthday.

Their meaningful days being recognized shows your gratitude for them outside of their business and develops a deeper connection.

9. Send occasional texts simply to check in.

In addition to being a thoughtful gesture, it also reminds them to schedule an appointment for next steps or maintenance.

10. Create fun and educational social media content.

Educate your clients so they feel empowered on how to care for their skin; plus they will stay engaged while they aren't in your office.

11. Market yourself via gift cards or free treatments WITH a consultation.

Once they are in your practice, you have the opportunity to wow them with amazing service, treatments, and experiences.

12. Schedule client parties.

These events will keep a constant flow of new clients coming to your practice.

