

CALLA MASTERCLASS

# The Top 5 Ways to Supercharge Your Income As An Aesthetics Clinic Owner *(and Avoid Overwhelm!)*



[callatraining.com](http://callatraining.com)



Hi,  
I'm Dr Ros, founder of Calla Training, providing the highest standard of aesthetics training for medics and non-medics.

Whatever your starting point, with the right support and training you too can achieve your dream of running a successful clinic.

I know that it can be overwhelming to start an aesthetics business. Taking that leap to transform your earning potential:

- How do I make my business more profitable?
- How can I make more money, while still having time to spend with the family?
- How do I get booked up with happy clients?

My aim is to help clinic owners supercharge their income and take their aesthetics businesses to the next level in 2023. This is an 8 page PDF that will give you my top 5 tips to earn 10 times more as a clinic owner:

# 1. Create a solid strategy - your master plan - and stick to it

So many people get overwhelmed in the aesthetics industry or feel lost. This is because they haven't created a plan. They don't set any milestones or goals so have no sense of achievement or anything to keep them moving in the right direction.

The key here is to set your direction and stick to it. You don't have to worry about getting to where you want to be as quickly as possible. Instead, create a strategy to follow that you can divide into small jobs that you can do consistently.

Marketing strategies are the cornerstone of any business. In the world of aesthetics, you should focus on developing your brand by offering unique services and experiences that provide high client satisfaction. Ultimately, that will lead to a steady customer base. To achieve this, you need to first understand your target demographic and the trends in the Industry.

A simple way to do this is to look at your competitors and analyse their business models. Ask yourself:

- What services are they offering?
- What services aren't they offering?
- What gaps are there in the market in your area?
- How are your competitors promoting their services?
- What forms of advertising do they use?
- What do your competitors do that you can improve on?
- What services do you offer that you can improve on?
- What are the latest aesthetic trends and can you offer new services based on them?

Answering all these questions will help you differentiate yourself and offer a unique and competitive value proposition. It will also help you build a strong brand that drives customer loyalty as you continue to grow.

## 2. Be part of the discussion by creating content, posting on social media and responding to questions

I know there are only so many hours in the day, but by being approachable, keeping up to date with aesthetics discussions online and posting, responding and creating your own content, you can slowly build your credibility, reputation and brand trust.

The key here is to be consistent in terms of the resources, time and strategic efforts you put into your marketing campaigns. And the more consistent your marketing efforts are, the better your branding process will be.

According to Techipedia, brands on social media that are consistent with their communication are proven to be worth 20% more than those with inconsistencies in their messaging. To put that more simply...

Consistency in your marketing will bring you more business.

You can maintain and establish a consistent brand message across your marketing channels by:

1. Setting brand guidelines
2. Organising your marketing assets
3. Using a marketing calendar to plan ahead
4. Repurposing content you've already used for quick wins

## 3. Create a loyal inner circle by rewarding your client's loyalty

The popularity of retail loyalty programs has exploded in recent years, but aesthetic medical practices and skincare clinics have been slow to adopt them, partly due to concerns about client privacy. But that's starting to change.

As the value of a well-run loyalty programme becomes more evident, clinics are beginning to test loyalty strategies as a way of increasing client retention.

Here are a few good reasons to think about clinic marketing from a loyalty perspective:

- Firstly, loyalty programs encourage repeat business. Aesthetic medicine is inherently a repeat business, and when clients are rewarded for using your services, they're more likely to use them again in the future.
- Creating referral schemes that reward existing clients for referring new customers to your clinic is also a good idea. Referral schemes introduce new customers to your offering but also strengthen the relationship you have with your current clients.
- Clients in your loyalty programme are also more likely to engage with your clinic. Offering rewards like discounts on healthy coffee hangouts, gym memberships, spas, massage treatments or healthy food at local grocery stores encourages them to think about your clinic in a positive way when they tap into those benefits.

## 4. Become an authority by signing up as a press source for media requests in the aesthetics industry

Responsesource.com and Helpareporter.com are two of the best-kept secrets in the industry. They make it easy to connect with journalists who are looking for aesthetics expertise so you can feature in stories and get your clinic's name out there.

It's also well worth contacting all aesthetics industry websites and magazines to register yourself as a press source for anything to do with aesthetic medicine or skin and beauty trends. Alternatively, you can hire a specialist publicist or PR consultant for a few hours a week or month to bring those leads in for you.

If you do want to be seen as an industry authority, you should keep tabs on the latest industry trends and practices so you can provide insightful quotes.

Here are a few reliable medical aesthetics publications it's worth staying up to date with:

- Aesthetic medicine
- Beauty wire magazine
- Dermascope magazine
- Aesthetic Medicine News
- Healio (Aesthetics)
- British Journal of Nursing

## 5. Create monthly limited edition offers and run a unified communications campaign around them

When it comes to special offers, clinic-wide discounts can diminish your brand and raise questions in clients' minds about the quality of your treatments. Instead, run limited edition packages that can drive demand without any negative connotations for your clinic.

Clients can't buy what they don't know about, so you need to push your offers across all of your brand's marketing platforms. That includes social media, your clinic's website, marketing emails and SMS messages you send to your clients. And once again, consistency matters, so if anything changes on one platform, make sure you have a system in place that updates the offer across the others.

If you're struggling to generate sales on your limited-edition campaigns, you either have a problem with trust or the perceived value of your offering. And the good news is, there are some simple ways to fix both.

5 ways to add trust signals to your brand and offers include:

- Creating more user-generated content
- Asking clients for reviews and sponsoring them on social media
- Getting press mentions and winning awards
- Displaying your certifications and accreditations

Enjoy these tips to get started and let me know how you get on.

I look forward to seeing your journey as a successful aesthetics clinic owner, hitting your income goals and creating the business of your dreams.

### **Found this useful and want more information?**

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With love and respect

A handwritten signature in dark purple ink, consisting of a large, stylized 'R' followed by a series of loops and a long horizontal stroke extending to the right.

**Dr Ros**

As featured in Forbes, Aesthetic Medicine Magazine, Professional Beauty and the Tatler Aesthetic Experts guide