



7 Day Cash Generation Plan For Aesthetic Clinics

Prepared by Huyen Truong and the team from Online Marketing For Doctors

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4 WAYS TO GENERATE MORE REVENUE FOR YOUR PRACTICE

Revenue can come from different sources. If our end goal is to generate more revenue, the quickest and easiest way is to tap into the existing clients and their re-referral networks. Below are 4 ways to generate more revenue:

- 1. New clients/patients** (most competitive as everyone is going after this)
- 2. Increase the transaction size** (target existing client/patient database)
- 3. Sell more frequently to your clients/patients** (more recurring revenue from existing clients/patients) from cross-selling and upselling to other treatments and skin care products
- 4. Increase client lifetime value** via getting more referrals from existing clients /patients.

Imagine each and every client was blown away with the results you got for them. They thanked you, asked if you could do more to help them, and referred you to their colleagues and friends. It's totally possible.

Here's a crucial insight to embrace: everyone believes they need "new people".

You don't.

Old cash pays the same as new cash. Old cash is a lot easier too and it works a lot faster and is tried and true.

Plus, more importantly, getting new people is where all the competition is.

All the real money is made in retaining and upselling.

4 CHANNELS TO TARGET



1. SMS

(for existing client database)



2. E-mails

(for existing client database)



3. Social Media Ads

- **Retargeting ads** (for existing client database and past website visitors)
- **New client targeting** (via lookalike audience of the existing client database and website visitors)



4. SEO & Website

- Attract new visitors with digital campaigns, capture their information through compelling offers and encourage them to join the VIP club for continuous nurturing and upselling (further details below).

4 WAYS TO GENERATE SOME QUICK WINS

Strategy #1: Set up an existing client SMS/email activation campaign – “Thank you” campaign

The 7-Day Cash Machine was created by internet marketing guru Frank Kern. It's a quick and easy email campaign that has the potential to bring in thousands of dollars into your clinic in a matter of hours.

Every single client or patient is impressed with the outcomes you achieve for them. They express their gratitude, ask if you can offer additional assistance and recommend you to their colleagues and friends. If this is the scenario you're looking for, it's definitely achievable.

Here's a crucial insight for you: Everyone believes that they need "new faces." You don't.

Money from longstanding clients spends just as well as money from new ones. Moreover, engaging with existing clients is not only easier but also quicker.

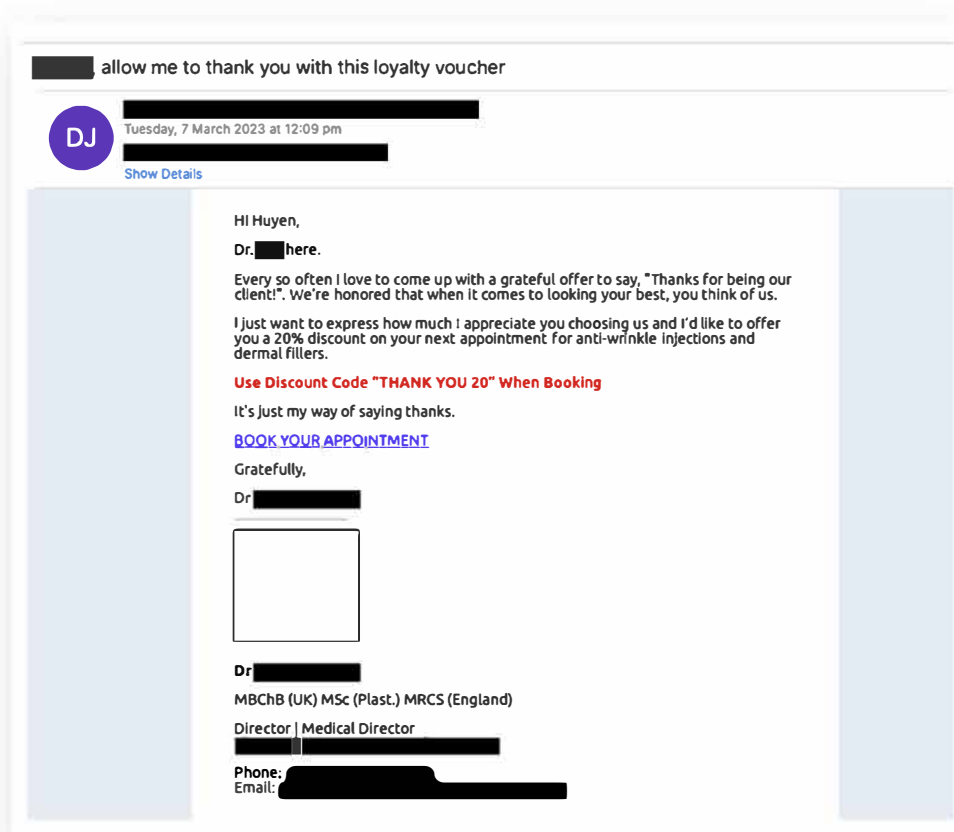
What's more, the quest for new clients is where the fiercest competition lies. The real financial gains are in retaining and upselling to the database you already have.

To get the best results, offer a significant discount. You could tie this into a holiday sale like Australia Day, Valentine's Day, Easter, Black Friday, Cyber Monday or make up your own reason for the discount.

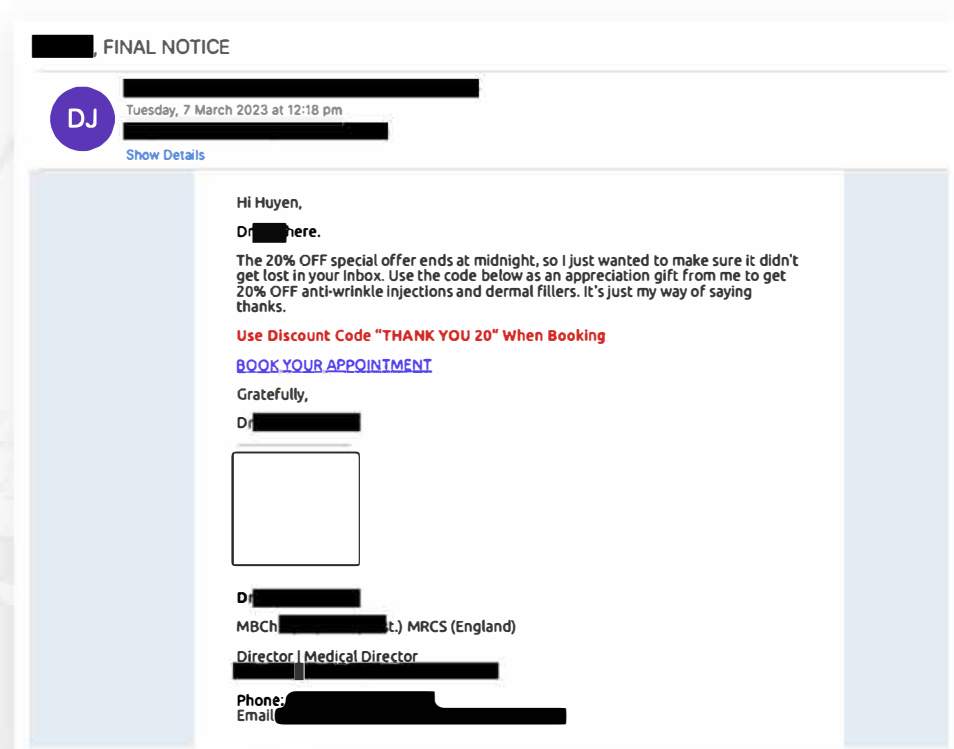
If your clinic has a database of hundreds or thousands of existing patients/clients, then you have a valuable gold mine that can be utilised and activated.

The strategy is to send O2 emails and O1 SMS within seven days, each with a simple message that thanks patients/clients for their loyalty over the years and offers them a special gift.

This approach allows you to target patients/clients who have yet to use your fillers or injections services and provides an excellent opportunity to introduce and cross-sell these services to them. Alternatively, you can send the message to past fillers and injection patients who haven't visited in a while, encouraging them to return.



Example of the 1st "thank you" email to send out to your patient or client database

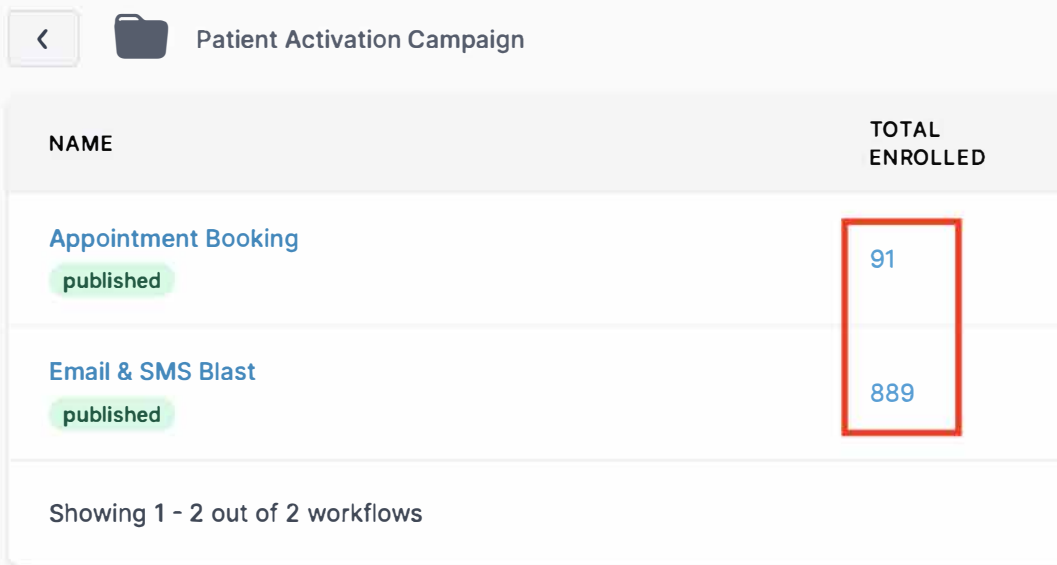


Example of the 2nd email you can send out at the end of the 7 days to remind them about this special offer

Hi Huyen. [REDACTED] here. Every so often I love to come up with a grateful offer to say, "Thanks for being our client!". We're honored that when it comes to looking your best, you think of us. I just want to express how much I appreciate you choosing us and I'd like to offer you a 20% discount on your next appointment for anti-wrinkle injections and dermal fillers. Just use discount code "THANK YOU 20" when booking. Click here: https://theaestheticgroup.com.au/lp/?utm_medium=sms
Reply STOP to unsubscribe.
Thanks, [REDACTED]

Example of the SMS blast content

Below, you can see the impressive results of a patient activation campaign we implemented for a clinic in Melbourne. With just 900 emails and SMS sent, we were able to secure 91 bookings in the first week, resulting in a remarkable 10% conversion rate.



The screenshot shows a dashboard for a 'Patient Activation Campaign'. It features a table with two columns: 'NAME' and 'TOTAL ENROLLED'. The table lists two workflows: 'Appointment Booking' (published) with 91 total enrolled, and 'Email & SMS Blast' (published) with 889 total enrolled. The numbers 91 and 889 are highlighted with a red box. Below the table, it says 'Showing 1 - 2 out of 2 workflows'.

NAME	TOTAL ENROLLED
Appointment Booking published	91
Email & SMS Blast published	889

Showing 1 - 2 out of 2 workflows

STRATEGY #2: SEND A SMS AND EMAIL TO ASK FOR REFERRALS FROM EXISTING CLIENTS

Thank the clients for their business and mention how appreciative you are of their trust and support.

If they know any friends or family members who might need help with treatments, we are happy to give you **both 15% off for the next treatment or a complementary lip filler valued \$300.** Book your free consultation before April 30th for this special offer.

Again, we can tie this to some special days along the year, year such as Australia Day, Valentine's Day, Easter etc. or it is best to set the calendar to send out this email and SMS every 2 months.

COMPLEXION
Medical Laser Skin Clinic

INTRODUCING PATIENT REFERRAL PROGRAM

THE GREATEST COMPLIMENT YOU CAN GIVE IS A REFERRAL

\$50 CREDIT FOR YOU!

REFER A FRIEND TO US FOR COSMETIC SERVICES AND YOU WILL RECEIVE \$50 OFF ANY COSMETIC SERVICE VALUED OVER \$200.

HOW IT WORKS

- REFER US TO FRIENDS
- HAVE YOUR FRIENDS MENTION YOUR NAME WHEN BOOKING THEIR INITIAL CONSULTATION
- YOU WILL RECEIVE \$50 CREDIT TOWARD YOUR NEXT LASER SERVICE OVER \$200.00
- THE MORE FRIENDS YOU REFER THE MORE BENEFITS YOU GET

CANNOT BE COMBINED WITH OTHER PROMOTIONS.

www.themedicallaserclinic.com

Source: [The Medical Laser Clinic](#)

Refer Friends And Get Rewarded X

Refer a friend and receive \$50 off your next My Botique treatment. That means if you refer 10 friends, you will receive \$500 worth of treatments. Your friends won't miss out either, because My Botique will gift them 20% off their first appointment.

Name* Email* Subject

Message

SEND MESSAGE

Source: [My Botique](#)

STRATEGY #3: EMAIL & SMS SEQUENCE TO JOIN [YOUR CLINIC'S NAME] VIP CLUB TO RECEIVE SPECIAL GIFTS, EVENTS, AND RECEIVE INSTANT 10% OFF FOR THE NEXT PURCHASE.

The goal is to **build a list of the most valued clients**. That way, you'll be in control of your own clients and will be less dependent on third-party services such as Facebook, Groupon, Google and Instagram.

"Want 10% off your treatment today? Join our special VIP customer list. Just enter your info or text VIP to 12345 and you will get a 10% virtual voucher for your treatment today. Thanks for visiting us at CLIENT NAME".

Imagine sending out new offers via text every two weeks and hosting monthly events, providing your clients with endless reasons to return. This strategy effectively encourages more frequent purchases from existing clients.

Examples of events you could host include client appreciation events (monthly or every quarter) and beauty workshops.



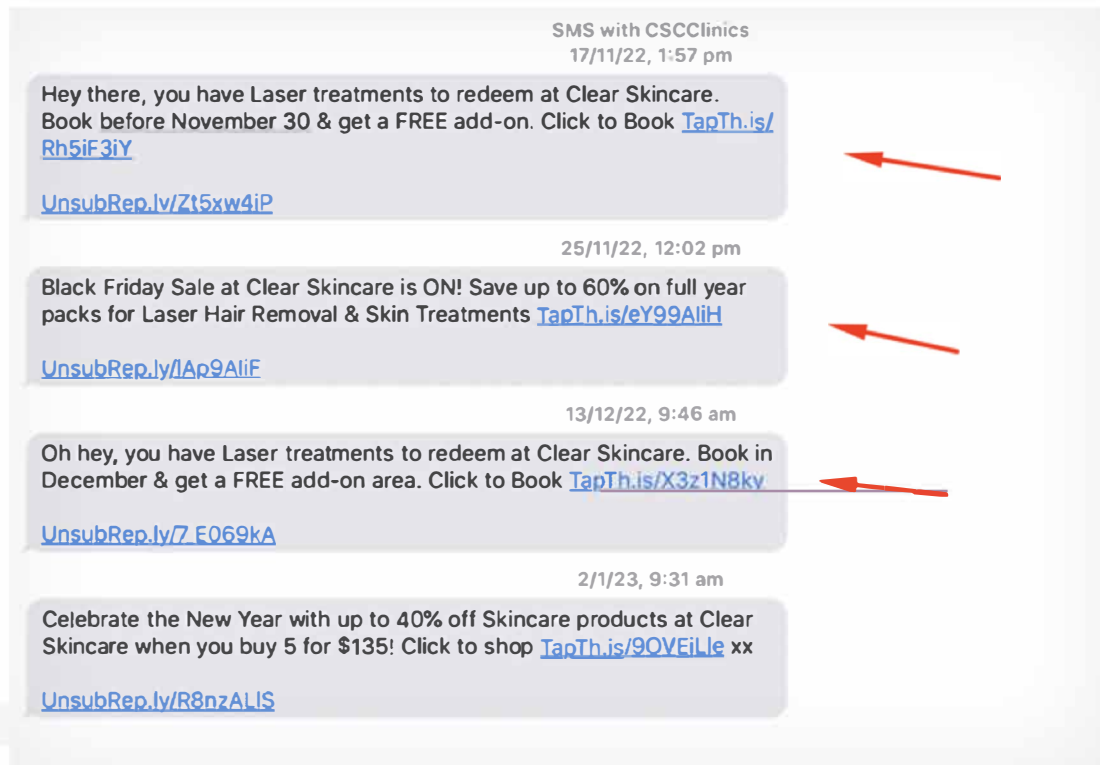
Source: [My Bio Spa](#)



Source: [MD Spa & Laser Clinic](#)

Then, create a series of straightforward offers and events to encourage clients to return.

Below is an example of a series of text messages I've received from a laser and skin clinic in Sydney. They have been sending me at least two messages a month on some offers that they have. Due to this, I ended up going back to this clinic more often than I planned, resulting in more sales for their clinic.



STRATEGY #4: SOME PROVEN IDEAS FOR CROSS-SELLING PACKAGES TO PROMOTE OTHER NON-SURGICAL PROCEDURES

A. Signature Packages

Signature packages are the way to go, especially when you're cross-promoting them.

Take the 30 minute lift as an example:

Despite its \$2,400 price, it's an impulsive purchase for maturing clients seeking to rejuvenate their appearance. These clients who aim to avoid surgery find a \$2,400 treatment a bargain in comparison to a \$24,000 facelift.

Signature Packages

- By Body Part
- By Occasion
- By Age
- By Holiday
- By Season

30 MINUTE LIFT

40 - UNITS OF - **BOTOX**
Get rid of fine lines and wrinkles!

1 - SYRINGE OF - **VOLLURE (NEW!)**
Style your longer lasting smile!

2 - SYRINGE OF - **VOLUMA (NEW!)**
Daily gravity will apple cheeks!

\$2,400
(VALUE \$3,000)

Be creative with your packages, tailoring them by age, body part, occasion, holiday and season.

As seasons change, align your offerings accordingly.

B. Targeted Strategy For Different Age Groups

Example of a quick refresh lift for women over 50:

Ensure your offers are specific, always indicating the regular price with a big slash through it to highlight the special combo price.



**Dr. D's Quick Refresh Lift
for Women Over 50**

This NON-Surgical Signature Treatment Includes:

- Series of Fractional Laser Skin Rejuvenation
- (2) Syringes of Wrinkle Filler to Plump and Fill Folds
- 50 Units of Botox® to Smooth Wrinkles
- TNS Recovery Complex

Regularly Priced: ~~\$5,320~~
Combination Special Price: \$3,997

Example of an offer for younger women:

Purchase Botox and filler and receive an add-on treatment free, highlighting the \$450 savings. It's crucial to mention this as many people appreciate discounts and are keen on saving, for example:



Introducing a package like this can be a great way to promote a new device to your patients/clients while also offering them an attractive deal.

Clients purchasing fillers and injections will find it enticing to try a new device at minimal or no extra cost - a win-win for both the clients and the clinic.

We have identified some quick wins that can help drive measurable results for your clinic. To track these results effectively, we suggest that you use a special campaign promo code. This will allow you to monitor progress and make necessary adjustments to ensure maximum success.

ABOUT THE AUTHOR



Huyen Truong

*Search Marketing Strategist of Online Marketing for Doctors
Passionate Entrepreneur / Writer / TV Show Host / Hip Hop Dancer / Avid
Golfer / World Traveller*

Hi, I'm Huyen Truong

Not Hannah Truong

Or Helen Truong 😊

I'm Australian. I have lived and worked on three different continents, but I was born and raised in Vietnam in a poor working-class family during the decentralising economy period of the 1990s. It was very tough back then.

I have walked a path that few other entrepreneurs have.

My parents worked very hard juggling various business ventures just to put food on the table.

I learnt one valuable thing from my parents' success.

One word. Persistence.

Nothing in this world can take the place of good old persistence.

Talent won't.
Genius won't.
Education won't.

Persistence and determination are all-powerful.

They are the principles that enabled my parents to rise up in their lives when most people their age were giving up or thinking about retirement.

Growing up, I saw them trying many different types of businesses and opportunities, until they finally experienced a breakthrough with one of their businesses when they were in their late 40s.

My parents had finally turned a business into a multi-million dollar business. But it took a long time to get there.

It was in this humble beginning that inspired me to dream of a better future for myself, and I picked up my business sense from them.

I started selling candy for money when I was 5. I was trying to sell things around me as much as possible to make any extra cash I could to buy treats that my parents were unable to afford at the time. The entrepreneurial spirit inside of me was unleashed very early on, and I haven't looked back.

Through many years of working hard and saving money, my parents were able to send me to the United States for graduate education. I graduated from the University of Missouri-Columbia with an MBA during one of the worst financial crises, 2008–2010.

I had started selling online advertising in the early 2000s when online marketing was still in its infancy; and I knew back then it would be the future of marketing. But during that financial crisis, instead of choosing to stay in America and trying to survive there, I decided to make a bold move by packing my bags and moving to Australia. It's something none of my classmates even considered.



I moved to Australia in 2011 as a poor student without any connections, no job, money, or family and friends—just two suitcases and more than \$US 100,000 in student debt.

I started out sharing a room with another student, living in a tiny old house with 8 other students, with no heater and just one bathroom to share.



Every night, I could feel the cold, high-pitched whistling winds blowing through the rattling bedroom window, keeping me awake at night. Life didn't look so promising back then.

But I had this dream on the first day I stepped foot in Australia of creating a leading digital marketing agency, and that dream has kept me going until today.

Back then, I had no idea how to make it happen, but I just knew deep down that I was going to achieve it someday.

I started small, slowly building a reputation by working on multiple jobs helping small businesses with their search marketing. Result Driven SEO was the first agency I founded, and while it didn't happen overnight, it started growing bigger and bigger.

But it grew to a point when I realised that the competition in this broad industry was getting really fierce. The competition was everywhere, and everyone was chasing any potential client and making any wild promise they could just to land them.

It was in those moments that I began to understand the value of specialising in one niche and how it could set my agency apart from my competitors. That's why I founded **Online Marketing for Doctors (OMD)** and **Queen of Cosmetic Marketing**, to claim my celebrity authority on a niche industry that I know very well.



This company has since grown incredibly well over time, and I couldn't be prouder of the work that my wonderful OMD team has done to support medical and healthcare clinics across Australia and around the world, to achieve their own dreams for their practices. It has been incredibly satisfying work.

But the tale doesn't end here. It is constantly being rewritten every day with new exciting challenges and opportunities in this dynamically changing and ever-growing industry and I plan on continuing to push forward, striving to be the best that I can be, in the same fighting spirit that my wonderful parents instilled in me those many years ago.

I was lucky to meet Warren Buffet—billionaire and legendary investor—when I was doing my MBA in the USA, and he told us this;

“Someone's sitting in the shade today because someone planted a tree a long time ago.” - Warren Buffet

ABOUT ONLINE MARKETING FOR DOCTORS



Leading Search Marketing & Lead Generation Firm for Medical Clinics.

Online Marketing For Doctors is a specialised digital marketing agency focused exclusively on generating new patients for medical clinics.

Our team of specialist marketers understand the unique requirements of professional medical service providers, and we've designed customised online marketing strategies for aesthetic clinics, conforming to AHPRA (Australian Health Practitioner Regulation Agency) and fully GDPR & HIPAA Compliant.

Today's tech-savvy consumers have become empowered to critically assess their healthcare options online before choosing to book an appointment. We help potential patients find and choose your practice.

Together, we achieve:

- Increased revenue
- Increased profitability
- Reduced marketing costs
- Reduced risk
- Saved time
- Scalability

We do this through a variety of methods, primarily:

SALES FUNNEL AND MARKETING AUTOMATION

We help you automate your lead generation and converting process through our advanced thoroughly tested sales funnel strategy that sets you up as an expert in your field, generating you higher quality leads and helping to save you time while scaling your practice on autopilot.

HIGH CONVERTING WEB DESIGN & DEVELOPMENT

Our team of highly trained medical website designers understand what elements are needed to build a professional quality website that turns visitors into patients.

ORGANIC SEARCH MARKETING

Combining technical SEO, link building, content and analytics, we drive revenue growth through a results-driven approach to generating qualified web traffic for our clients.

PERFORMANCE ADVERTISING

We leverage our significant expertise in the areas of Google ads, social media ads and display advertising to drive practice growth and deliver rapid return on investment.

MARKETING TRAINING

We train medical professionals to leverage their time and scale their practices through our automated marketing system that will consistently deliver more patients, saving them hours of working on marketing.

SEARCH CONSULTING

We conduct training sessions, audits and competitor analysis to educate medical professionals on how to maximise return on investment from their online marketing.

If you like what you read, then **book a 15 min NEW PATIENT GENERATION Strategy Discovery Call with us**, to learn how you can get a high-converting website for doctors & surgeons that generates MORE PATIENT bookings within the first 14 days!

<https://onlinemarketingfordoctors.com/discovery-call-booking/>

What to expect during your one-on-one call?

- Current Digital Marketing / Website Audit
- New Patient Generation Blueprint
- Competitor Insights
- Expectation Timeline & Exact Pricing



ONLINE MARKETING
For Doctors
 Leads. Sales. Profit.

LUMIÈRE BEAUTY CLINIC CASE STUDY

SITUATION



- › Premiere medical- surgical clinic focusing on minimally invasive procedures
- › Low online presence
- › Few patient reviews
- › Underperforming website traffic

RESULTS

After an initial 6 month campaign

 **438%** increase in total monthly web traffic

 **178%** increase in organic traffic

 **100%** increase in leads

 **2,657%** increase in social traffic

 **1,219%** increase in Google ads traffic



“ We’ve seen a **significant increase in our website traffic and enquiries by over 300%**, with an obvious uptake in new patient enquiries and conversions coming through the clinic. We’ve seen a complete turnaround in our online presence in several spaces that we are advertising in. ”

MS CHRISTY XUAN
 Owner of Lumiere Beauty Clinic

WHAT OTHER SURGEONS SAY ABOUT US

“ The number of requests for consultations **is at least doubled** from the last 5 months, which is a very good sign. I've **enjoyed working** with both principals. ”



DR DARRYL HODGKINSON
Plastic Surgeon, Owner of Double Bay Day Surgery

“ Huyen and the Online Marketing for Doctors team are super responsive and thorough in their consultation process. Can't recommend highly enough... but also don't want to have to share them around too widely! ”



BARBARA LANDSBERG
Marketing Director of ArthritisCARE

“ Over the last 12 months we have **increased the web traffic** by over 100% and also **increased the conversion** by over 100%. ”



DR. NAVEEN SOMIA
MBBS, PhD, FRACS Plastic Surgeon

“ They have methodically transformed my digital presence and my sales have gone through the roof. I have not been disappointed and to be honest, they have exceeded my expectations. I look forward to a **long relationship** with OMD. ”



GEOFF CASHION
Vasectomy Australia

“ They put together a comprehensive strategy and plan to improve our digital marketing presence (SEO, PPC ads, Website Content and Landing Pages), and so far we can see obvious improved results from the work that they have done. ”



DR CHANDRAN ARIANAYAGAM
Plastic Surgeon/Owner of PCLS Coffs Harbour

VIDEOS AND EBOOKS

▶ VIDEO

THREE WAYS TO GROW YOUR MEDICAL PRACTICE IN A SCALABLE WAY:
<https://onlinemarketingfordoctors.com/3-ways-to-grow-your-practice>

HOW TO WIN DURING TOUGH TIMES AS PRACTICE OWNERS:
<https://onlinemarketingfordoctors.com/win-during-tough-times>

6 EFFECTIVE WAYS TO LEAVE YOUR COMPETITION IN THE DUST:
<https://onlinemarketingfordoctors.com/leave-your-competition-in-the-dust>

THE NUMBER 1 ABILITY YOU NEED TO GROW YOUR PRACTICE:
<https://onlinemarketingfordoctors.com/number-1-ability-you-need-to-grow-practice>

📖 EBOOK

FULLY BOOKED
TOP Marketing Secrets REVEALED to DOMINATE & OWN Your Cosmetic
Surgery Market
<https://queenofcosmeticmarketing.com/free-book>

7 FIGURE SAMURAI SWORD SALES GUIDE FOR CLINICS
<https://onlinemarketingfordoctors.com/samurai-sales-guide>

THE 15 SECRETS TO DOUBLING REFERRALS TO YOUR PRACTICE
<https://onlinemarketingfordoctors.com/increase-doctor-referral-ebook>