



beautiful forever
Aesthetic Business Consulting

Beautifully Profitable Forever Profitable

**The CEO of *beautiful forever* Demonstrates How
Effective *Management & Marketing* Can Transform
Any Aesthetics Practice or Med-Spa into a *Profitable &
Rewarding* Venture**

**By Cheryl Whitman, CEO
Beautiful Forever Aesthetic Consulting**

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“For success in the aesthetic industry you have to understand the needs and desires of your patients and how to effectively offer these services and provide an exceptional level of service and care. This book is a compilation of all that one needs to start the process of advancing their practice to the next level.”

*Jason Emer MD, FAAD, FAACS
Cosmetic Dermatologic Surgeon
The Roxbury Institute, Beverly Hills, California*

“As a facial plastic surgeon in today’s marketplace, I have benefitted significantly from the advice of Cheryl Whitman. In her latest book, she compiles her years of advice and experience. There are many challenges to overcome in today’s environment. However, with the information in Beautifully Profitable, it is easier to surmount these issues and avoid the pitfalls of starting or growing an existing practice.”

*Dr. Julio F. Gallo MD, FACS, Medical Director – Miami Institute
for Age Management and Intervention*

“I came to know Cheryl Whitman several years ago through her informative marketing presentations at some of my professional medical meetings. Since then our professional relationship has grown through multiple conversations which eventually led to enlisting their services to do some preliminary MediSpa development work. I have found Cheryl Whitman and the Beautiful Forever staff to be very knowledgeable, sincere and helpful and to have extensive expertise and experience in the practical details of developing a MediSpa.”

*Christopher R. Hubbell, M.D., FAAD
Lafayette LA, Founder and Medical Director
*Acadiana Dermatology, APMC , *a Jeuné Medical Spa*

“Having worked closely with Cheryl Whitman over the past ten years to help our multi-specialty group practice grow and meet the demands of an ever evolving marketplace has been a great asset to us. In her book, *Beautifully Profitable*, she details many of the ways to align services, operations and marketing to ensure profitability. We have utilized her methodologies with great success and with this new book many other doctors and practice will benefit from her vast experience.”

Steve Watson, Founder & CEO – Miami Institute for Age Management and Intervention

“Just as the title implies, *Beautifully Profitable, Forever Profitable* is an essential, well written guide and reference to developing and maintaining a successful cosmetic medicine or spa practice. This book is a must-read for any practice endeavoring to enter and excel in the new world of aesthetic medicine. Ms. Whitman brings expertise and many years of experience in assisting start-ups and established practices with their marketing and public relations. In this book, Ms. Whitman has assembled an up-to-date, well organized and complete guide for marketing the cosmetic medical practice or spa, for novices and veterans alike. Having been in an all cosmetic solo plastic surgery practice for over 25 years, I read this book cover to cover in one sitting and dog-eared over 30 pages to re-read and develop immediate action items. I am getting copies for all my staff, to read and use as a reference for how to fulfill our potential and further succeed in a highly competitive environment.”

Dr. Paul Zwiebel, MD, DMD Zwiebel Center for Plastic Surgery and Skin Care

“As healthcare continues to evolve, physicians and hospitals need to look for new ways to partner. Wellness is a great area for this partnership. This allows all parties to grow and flourish in areas more and more patients are looking for without having government oversight. As more doctors become aware that their practices are also retail businesses, they will find great help from Cheryl Whitman’s new book, *Beautifully Profitable*. In this, she guides doctors – and yes, hospital executives – on the business and marketing side of healthcare. Her focus is on aesthetics care, but her message applies much more widely.”

Bob Haley, Progressive Health Systems CEO

“In the Aesthetics industry, Cheryl Whitman’s name unquestionably rises to the top. Looking back and having known Cheryl for nearly ten years, I wish I had access to a resource like “Beautifully Profitable, Forever Profitable” when I set out to launch my Hair Restoration practice back in 1997.

For physicians and others navigating the highly competitive aesthetic marketplace or looking for that head-start without having to rely on “the school of hard knocks” like we did, I recommend you get to know Cheryl! I strongly recommend her new book, Beautifully Profitable.”

Alan J. Bauman, M.D., Diplomate, American Board of Hair Restoration Surgery - Medical Director, Bauman Medical Group - Hair Restoration for Men & Women

“I’ve been looking for a useful source of information – and I’ve found it in Cheryl Whitman’s new book, Beautifully Profitable. Her team has guided us with successful events – including practical day to day invaluable advice. They were very hands on and practical I was also drawn to their in-depth expert insights into products, branding and private labeling. Strongly recommended for physicians and practice managers who intend to succeed and keep on top of what’s going on in the aesthetic & wellness industry. I have found Cheryl and her team to be sensitive, knowledgeable and current on all of our industries advancements. Our professional relationship has also grown into a beautiful friendship.”

Geri Greaney, Practice Manager, New York City

“I know that social networking and managing patient testimonials is supposed to be vital to my practice growth, but not only didn’t I have the time, but I didn’t have a clue about how to successfully manage this strange new world. With a new cosmetic center opening soon in VA I found my answers in Beautifully Profitable – and I will be implementing those answers beginning today. Working with Cheryl has helped guide me on the right paths to success.”

Cosmetic Surgeon, Eye Specialist

“Too many aesthetic and cosmetic physicians and surgeons in private practice tend to forget that, in addition to treating patients, they are running a retail business offering services and products. For them, Cheryl Whitman’s newest book, *Beautifully Profitable*, will serve an invaluable tool. Through the pages of this book, she guides physicians through the basics of business and marketing, before offering them a road-map to new profit centers, as well as clearly describing practice-building techniques. Highly recommended for every doctor – not just in the aesthetics field – who is in private practice.”

Dr. Robert Bergen, MD, Founder, Retina Associates of New Jersey

“What do you think is the most visited page of every plastic surgeon’s website whose Analytics I’ve seen? Do you realize just how very important having a pristine gallery is in your overall marketing plan? Think about it. To viewers, quantity and quality is an indication of how successful the practice is. It’s time to be brutally honest and take a good look at your gallery, both on your website and how you present them during the consultation. Cheryl Whitman’s new book will help you make these assessments, and so much more.”

*Candace Crowe,
Candace Crowe Design*

“Cheryl Whitman’s latest book is also her greatest. She leaves no stone unturned in analyzing and discussing the myriad considerations needed to conceive, launch and operate a successful and competitive aesthetic practice. I have an MBA from a leading business school and have been in the Cosmetic Surgery / Med-spa space for 18 years and I learned some valuable lessons from this book! From novice to old-timer...this book will be a great resource. Pick it up!”

Dr. K. D. Light

“Cheryl Whitman and her team of consultants were of great help to me in setting up and coordinating my consulting business. My company would never be where it is today without Cheryl’s extraordinary business savvy. Thank you Beautiful Forever!”

*Dr. Janet Brill, Ph.D. Nutrition & Fitness Expert, Writer, Speaker,
Spokesperson, Consultant, Educator*

“With the help of Cheryl Whitman's book, Beautifully Profitable, we have been able to create a reliable checklist and timeline for planning small and large aesthetic events, open houses, as well as Lunch-N-Learns. It has proven to be a valuable resource for our practice.”

J. Jason Wendel, M.D. ,FACS, Dr. J.J. Wendel Plastic Surgery

Cheryl Whitman is a great source of knowledge to anyone working in the aesthetics field. Her skills continually impress me; from marketing to her valuable insight on vendors in the industry. I would highly recommend Cheryl's services and the book is a must-have for every aesthetic office. Beautifully Profitable is an essential guide to building, sustaining, and growing an aesthetic practice with valuable real-life insight.

Terri Wojak, Esthetics Director, True Skin Care Center

I am an office administrator in an aesthetic practice and have found Beautifully Profitable to be an invaluable resource for practice growth and development. It offers real practical advice that has been easy to implement into our practice and has also stimulated my own creative thoughts and ideas.

Cheryl is a wealth of knowledge and I'm very appreciative she has shared all of her experience with us in one publication that I can continually refer back to for continued success.

*Jenny Lindbloom Yergensen, Administrator and Marketing Director,
Utah Facial Plastics*

You can't provide good medicine without good business. You have to reach your patients, identify your market, train your staff and know how to measure your results. Beautifully Profitable Forever Profitable book By Cheryl Whitman is the perfect way to learn.”

*Dr. Brian Kinney, MD, FACS
Beverly Hills, California*

Cheryl Whitman and the Beautiful Forever team were absolutely instrumental to my career path in the aesthetics space. Coming from 10+ years beauty retail industry, my health journey led me to the medical channel in 2008, where I saw a need for a skin care brand that catered to the unique skin and wellness needs of women, including pregnancy. I can honestly say that without Cheryl's keen insight and ability to elevate my marketing and distribution plan, I wouldn't have been able to secure the millions in funding essential to launching a brand alongside the likes of Obagi and SkinMedica.

I have stayed in touch with Cheryl over the years and I'm always impressed with her marketing genius and ability to take people and companies from pre-start up to profit in a short amount of time. She has become a friend and a mentor, and she really cares about her clients both personally and professionally.

Therese Clark, Partner/Head of Creative at Crème Collective

Cheryl is a great resource for many needs in your practice. I always learn something from her!

Jennifer Deal, Director of Marketing at Southern Surgical Arts

“Cheryl Whitman's newest book, *Beautifully Profitable*, is a remarkable compilation of some of the best advice I've read on how an aesthetics medical practice can effectively manage and market itself to ensure profitability. As our marketplace gets ever more crowded, as new doctors move from insurance-based to self-pay markets, it is essential for those who plan to succeed to know what they have to do – and how they should do it. This book will provide a welcome roadmap to those Medspa's and doctors.”

*Dr. Jason Pozner, MD, FACS
Sanctuary Plastic Surgery
Boca Raton, Florida*

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Introduction

A Letter From The Author

This book represents the compilation of practical, professional, and also highly valuable experience gathered over several decades by the Beautiful Forever team and myself.

During this time we have helped hundreds of physicians, surgeons, med spa owners and others create, launch and grow successful Aesthetic Medical Practices and related businesses. This wealth of experience and expertise has provided the solid practical foundation for this book.

My professional background as an educator has uniquely suited me for the role of not only helping my clients to succeed – but also teaching them how to succeed! The premise of Beautifully Profitable is a guide to help you learn how to successfully grow your practice or aesthetics business.

It's my version of "Give a man a fish, and he eats for a day; teach him how to fish and he eats for a lifetime."

As part of my continuing commitment to education, I have developed Beautiful Forever University, an informational resource, ongoing practice-building education and training tool available to those in the aesthetics industry. The information is also often applicable to any Medical Practice. You can learn more about it, and the services my team offers, in the final appendix to this book.

As both an educator and a practice consultant I have given hundreds of talks and presentations at professional conferences and webinars, and also authored countless articles in professional journals, blogs, white papers, case studies, etc.

I have done this, all while focusing on my primary role; helping people successfully manage and market their aesthetic businesses.

In addition, I have created an eminently practical step-by-step guide and hands-on workbook, *The Aesthetic Medical Success System – A Complete Education Guide to Building, Managing and Marketing your Cosmetic Practice or Medical Spa*. Published in 2009, with 2nd Edition printed in 2010, it was the one aesthetic educational manual offered by the American Society of Plastic Surgeons to its members.

Now only available on our website www.beautifulforever.com. We are launching the newest membership version in 2019.

Beautiful Forever guides and supports aesthetic and cosmetic physicians and surgeons – as well as med spa owners and managers – as they dream up and create new businesses. We help them launch successfully and, finally, we continue working with them to help the profitability of their businesses to grow.

We do it all, from evaluating the nuts-and-bolts of the business side of their endeavors to helping them to market themselves and their operations. It is the marketing and promotion aspect of the business that is the focus of this book.

A quick glance at the Table of Contents will demonstrate what this book covers – from strategic planning, to writing a blog or a press release and everything in between. Each of the chapters is based on our many years of experience and expertise in successfully assisting doctors and business owners.

The advice shared in this book will be tremendously practical to your own business; from it you will learn how to succeed!

This book is based largely on a compilation of material of recent years that I have created for professional speaking engagements, conferences and webinars and published in a variety of trade and professional journal articles, etc.

I would like to acknowledge the publishers who graciously returned to me the rights to use and adapt material I had created for their initial use, especially Inga Hansen at MedEsthetics, who was also the inspiration for many such articles.

I would also like to acknowledge Debbie Taylor of TaylorMade Printing Services who worked on a tight deadline to pull this together.

Thanks to my dedicated staff who work very diligently to make Beautiful Forever Aesthetic Business strategy and marketing consulting firm what it is today. Much respect and gratitude to important role models Kevin O'Brien President of Thermi and Paul Herchman CEO of Thermi. Thank You for believing in my vision to grow your marketing program with the "Jump-Start to Success - Your 60-Day Comprehensive Plan for Sales • Marketing • Education • Growth" in hundreds of practices over the last few years.

I would like to dedicate this book to my wonderful husband and children – and especially my parents. Their firm and loving Brooklyn, NY upbringing, along with the hard-work-ethic gene they bestowed on me. The hard-work-ethic gene helped to make me the person I am today. Without their love and support, none of this could have been possible. Thank you!

I also want to dedicate this book to my extended family and friends they have been a major inspiration – and all who have put up with my crazy schedule and the demands that come with running a successful business, including Dr. Janet Brill – she's been a major inspiration.

Finally, a portion of the proceeds from the sale of this book will go to multiple charities including Mazon.org through advocacy, education and strategic partnerships, they take action to impact the lives of millions of people who struggle with daily hunger. Swim for Life, AIDS, Woman's Health & Provincetown community. A portion will be donated to the SIDS Foundation in loving memory of our grandson, "AJ" Andrew.



Cheryl Whitman
September, 2018

Like and Follow Beautiful Forever Aesthetic Consulting on Facebook and stay updated.

New Profit Center Opportunities

2018 and Beyond

The following are a list of profit centers that will become more significant in 2018 and beyond.

These can bring new revenue and new profit to your medical practice, especially if you first determine if there is a market for those new services that your practice can capitalize on, then if you also make contact with experts who can smooth the path to integrating new and profitable services into your practice.

Each of these are offered in brief bullet-point form, and can serve as a reference or a check-list for Medical Practices or spas that are considering where and how to expand in 2018 and beyond.

Many of these profit centers are covered in significant detail within this book, and you can learn more about any of them, and how they might work in your practice, by contacting me at cheryl@beautifulforever.com

Before getting to the profit centers, however, it might be useful to consider some trends identified by the American Society of Plastic Surgeons in their 2017 Plastic Surgery Statistics Report, available on their website. All of the following cosmetic procedures were the major one-year trends for this period, the last year for which statistics are available.

A one-year trend in 2017 vs. 2016

Number	Procedures	Trend
17.5 mil.	Cosmetic procedures	Up 2%
1.8 mil.	Cosmetic surgical procedures	Up 1%
15.7 mil.	Cosmetic minimally-invasive procedures	Up 2%

The Top Five Cosmetic Surgical Procedures of 2017 vs. 2016

Number	Procedures	Trend
300,378	Breast Augmentation	Up 3%
246,354	Liposuction	Up 5%
218,924	Nose Reshaping	Down 2%
209,571	Eyelid Surgery	Unchanged
129,753	Tummy Tuck	Up 2%

Although facelifts have “dropped” from the list of the top 5 cosmetic surgical procedures of 2017 breast lifts are up by 5% whilst buttock lifts are up by 36%.

Other trending surgeries include breast reduction procedures (up 5%), of which Males accounted for a staggering 40% and more. This serves to show that men have become increasingly aware of their appearance and will, like women, use the best available procedures/treatments/products in order to achieve their desired end result.

Top Five Cosmetic Minimally-Invasive Procedures of 2017 vs. 2016

Number	Procedures	Trend
7.2 mil.	Botulinum toxin	Up 2%
2.7 mil.	Soft Tissue Filler	Up 3%
1.4 mil.	Chemical Peel	Up 1%
1.0 mil.	Laser Hair Removal	Down 2%
740,287	Microdermabrasion	Down 4%

“The number of available providers, lower costs and the less-invasive nature of these procedures obviously appeal to a much broader range of patients,” said ASPS President Debra Johnson.

Top Five Reconstructive Procedures of 2017 vs. 2016

Number	Procedures	Trend
4.5 mil.	Tumor Removal	No Change
253,760	Laceration Repair	No Change
204,778	Maxillofacial Surgery	Up 1%
182,321	Scar Revision	Up 1%
138,095	Hand Surgery	Up 2%

Top Bottoms

ASPS stats showed that procedures focusing on the derriere dominated surgical growth in 2017. Buttock lifts were the fastest growing type of cosmetic surgery (up 254%), and, overall, there was a buttock procedure every 30 minutes of every day, on average. Taking care of their “bottom line” can help increase yours.

However, it isn't just bottoms that are receiving much needed TLC because according to RealSelf when they asked board-certified doctors what to expect of 2017 that aside from bigger lips and smaller breast implants they expected an uptick in requests for vaginal rejuvenation procedures.

These procedures, as the name suggests, rejuvenate and tighten the vagina and are particularly popular among women who've given birth. Expect the trend to only increase with the recent FDA approvals and increasing media coverage of vaginal rejuvenation systems.

Less Is More

When it comes to head-to-toe appearance most people, including a surge in males, would love to turn back the hands of time. But as many of today's “celebrities” seem to be morphing into a caricature of themselves due to over-done or badly done plastic surgery then more and more patients are looking for the “turn back” without the same drastic and at times hideous results. According to Daniel C. Mills, MD, President-Elect of American Society for Aesthetic Plastic Surgery (ASAPS), *“When it comes to aesthetic procedures, both surgical and nonsurgical, the trend across the board is subtlety. Ultimately, less is more on every level as patients seek out natural looking enhancements or tweaks.”*

Among the latest trends in the ASAPS preliminary survey:

- **Breast lifts** replacing rhinoplasty as the 5th most popular procedure for the year, (with liposuction, breast augmentation, tummy tuck and eyelid surgery in the 1st – 4th places respectively)
- **Buttock lift:** While buttock augmentation continues to be popular (a combination of fat grafting and implants), buttock lifts saw a 21% increase in 2017, indicating an emerging trend towards a lifted and perkier appearance, without necessarily adding more volume. Love them or loathe them, the market has the “Kardashian Effect” to thank for this “bottoms up” trend.

- **Fat Transfer:** Transferring patients' own fat from a less desirable place, (under the chin, love handles) to a more desirable location, (buttocks, breasts and face) continues to gain traction. Fat transfer to the breast increased in popularity by 41% in 2017, with more than 25,000 procedures performed. Fat transfer to the face is up 17%.
- **Injectables:** Belotero, Botox, Dysport, Juvederm Ultra, Juvederm Ultra Plus, Perlane, Poly-L-Lactic acid, Radiesse, Restylane, Voluma, Xeomin, etc., saw a 10% increase in 2017.
- **Labioplasty:** Continues to be a trend-setting contender in the surgical arena, with 23% more procedures performed in 2017 than 2016, and with more than 35% of all plastic surgeons now offering this procedure in their practices.
- **Nonsurgical procedures that saw the most significant increases in 2017 include:** Photorejuvenation up 36%, Hyaluronic Acid up 16%, Laser Tattoo Removal up 13%, Nonsurgical Skin Tightening up 12% and Botulinum Toxin up 8%.

However, what isn't noted in the aforementioned ASPS/ASAPS studies is the dramatic increase in the number of medical doctors, such as OB/GYN and ENT physicians, who are adding cosmetic treatments to their services, even though they specialize in some other kinds of procedures.

This is part of a larger trend of physicians “fleeing” from insurance-covered as well as Medicare/Medicaid-covered care because of down-trending reimbursement and up-trending paperwork and regulations. This trend is expected to accelerate, making the market far more competitive for cosmetic physicians and surgeons.

This accelerating trend makes creating and promoting profitable programs all the more important for your practice and your future.

Answers to some fundamental questions can be enlightening. They can also provide the point of departure as you take your Medical Practice to the next level, by adding new profit centers.

Ask yourself:

- ❖ Am I compliant with state laws and regulations?
- ❖ Are my business and marketing plans current?
- ❖ Are my staff properly trained on all procedures and equipment?
- ❖ Does my information technology adequately support my practice?
- ❖ Is my website up to date?
- ❖ What about my staff compensation plan and budget?

If you are considering adding new aesthetic services, skincare products, or any other products or services, you will also need to ask yourself a series of operational questions in order to form your plan. For example:

- ❖ Are my current state licenses and insurance coverage sufficient for the new product/service offerings?
- ❖ How do I choose which vendor to use?
- ❖ How do I establish a pricing structure for the new services?