



CLINIC SUCCESS

By
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WHAT COMPANIES LIKE DISNEY & YOUR AESTHETIC CLINIC HAVE IN COMMON

by Sara Cheeney





Whilst on paper it doesn't seem like someone like Walt Disney should have anything professionally in common with your clinic, right now they may actually have **EVERYTHING** to share.

The Walt Disney Company was founded in 1923, just following a financial recession. It was a hard time, and business owners were nervous to take their next steps.

Today, we're living in a similar state where the cost-of-living crisis brings its own struggles and worries. But if we can learn anything from Walt Disney it's this: you **CAN** do it.

The industry you're in and the size of your business means nothing, if you want to succeed you can, and you can even come out the other side more successful than before. Think differently, and don't use it as an excuse not to grow.

In this eBook, I'll be sharing a list of proven tips and strategies to keep your aesthetic business thriving.



6 PROVEN STRATEGIES

to keep your clinic thriving

#1 Build Attractive Packages

In a cost-of-living crisis, patients need affordability. They want savings and deals that can help them achieve and justify the purchases they want.

Re-structure your current offers to build exciting, value-packed bundles that appeal to peoples cashflow and values. It may feel uncomfortable giving things away, but it is a far more positive solution than slashing all your prices in desperation.

Treatment plans packed with value give the client more for their money whilst still retaining healthy profit margins for you.

#2 Marketing Review

Now is no time to waste money. Take a step back and review your current Marketing activity to see what's really working and what isn't. This allows you to make smarter decisions on where to invest and improve your ROI.

How is your social engagement?
What are your competitors doing?
Are people reading your emails?

Whether you choose to outsource to an agency or bring it in-house, regularly review what's working and what's not to make positive changes for your business.



#3 Staff Training & Development

It's not always easy to find the time to dedicate to staff training, but if things are a little quieter than usual then take the opportunity. Having more staff trained across devices and the latest protocols opens up the diary availability, allowing patients to have the treatments they want with the practitioners and therapists they've built a relationship with.



#4 X = Sales

Put simply, Income vs. Outgoings is all it comes down too.

Review your costings and find the assets that aren't bringing you any sales.

Maybe there's a treatment that's just not thriving or helping your ROI, maybe a member of staff doesn't fit the dream team or you might have a monthly bill costing you money where you don't need it.

Look at every single item considered a 'cost' to your business and cut ties with the drainers.

#5 Make Friends

"It's not what you know, it's who you know."

This is so true in any business, but particularly the aesthetics industry.

Networking and collaborations can really help to elevate your business. Put yourself out there and connect with industry faces to open up new opportunities. When times get tough, strength in numbers can make a huge difference.

Think online events, conferences, seminars and award ceremonies for places to build new relationships.

#6 Positivity Shines Through

It seems simple, but staying positive has a bigger impact than you'd think.

When you remain in a negative mindset this begins to affect every element of your business including the staff and patients. Stay in your happy place and remember nothing is permanent. Stand out from the crowd and rain positivity on everyone around you, and others will start to feel it too.

As Clinic Owners, we have to accept that adversities like a cost-of-living crisis will change how we do business. What we don't need to accept is that business will suffer. With the belief and determination to alter your strategy to suit today's climate, you can undoubtedly find #clinicsuccess.

For tailored business advice for your aesthetic clinic, email sara@clinicsuccess.com and start your coaching journey today.