



COSMETIC SUCCESS

Dr. Leah Totton; A Doctor with a Plan!

Regardless of looks, youth or position, Dr. Leah Totton has caught the attention of the producers of the Apprentice, and Lord Sugar himself! How did she do it? One of the most important aspects of her success was that she took the time to make a cosmetic business plan. Say what you want about reality television, but business plans and strategy are necessary in any type of business venture; including those of Medical Aesthetics.

The business element of medical aesthetics is hard for medical practitioners to get their head around because for the most part, they have never had to attract customers. If someone needs an operation, or a root canal, they are not going to wait for a practitioner to be nice to them before they get the procedure. We take for granted the fact that customers come to us without us thinking about it. Furthermore, after we print out some business cards, leaflets, and get our friend to make us a website, we think our work is done! Hello pound signs, thanks for coming. Relax and stay a while. Unfortunately, for us, the medical aesthetics industry doesn't work that way.

Have you ever wondered why the Dragons on Dragon's Den never seem that interested in Hair or Beauty Salons? It is the same reason why you

see generic Hair and Beauty Salons appear and disappear, then reappear on your local high street year in and year out. The salons are selling a service that is similar to others, and they have not done any strategic planning to ensure that customers stick with them and make sure they don't move to a competitor.

Now think of the medical aesthetics industry. It has been around since the days of cellular and yet it doesn't have any global long lasting brand names. You have to respect Dr. Leah Totton. She may be young, and new to the industry, but she has realized the importance of a sound business plan and even if it may not be perfect yet, she is aligning herself with people that can help her.

In closing, individuals within and on the fringes of this industry are rightfully concerned with the ethics of it. Dr. Totton was trained by KT Training and they have been preaching that one of the best ways to raise the standard within the industry is to give the customer a level of service and quality that they expect from all practitioners. The only way to do that is to grow your business in a planned and structured way. Dr. Leah Totton is prepared to do it, are you ready to compete with her?

IN THIS ISSUE



Cheap & Effective Ways to Market

Want customers? Want to keep your money? Read this article and find out how to do both!



What Do Women Want?!

Get the answers to this question by following the directions in this article! Men, guard this with your life! Women, take notes. Use this information to please your customer!

COSMETIC SUCCESS TIP#1 – Even the best business plan is worth nothing if you don't follow it. KT Solutions makes weekly plans to ensure that you and your team reach your goals!
Call: 01793 323786 or Email: info@k-tsolutions.com Website: www.k-tsolutions.com

Cheap & Effective Ways to Market!

"I have an ad for my clinic in the latest issue of Tatler!" your colleague boasts in a crowd of other colleagues who all begin to top each other with their prestigious ad space. What they don't reveal is that the ad is pea sized and in the back of the magazine between the chat lines and the lingerie!

Marketing your business can seem like keeping up with the Jones's but it does not have to be. Clever marketing speaks directly to the client and doesn't break the bank. As a new clinic owner, you don't have the money to throw your marketing pounds around just hoping that they bring in customers. Use the tips below before investing in expensive marketing campaigns.



“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” - Peter Drucker

Newsletters – Make a list of all the places that you think your customers like to go. Hair salons, gyms, spas, yoga class, whatever. Get your hands on a customized newsletter. KT Solutions makes these and they look like they have been ripped out of the most up to date magazines!

Go to each of these establishments and have a conversation with the owner or management team. Introduce yourself and tell them that you think that their customer base would appreciate your reading material and that you are providing it for FREE!

Social Media – Create an account for your company in Facebook, Twitter, YouTube, A Blog, an Instagram or any other social media site that you think will be of benefit to you. These sites won't be of benefit to you if you don't submit regular content. Create a submission schedule. If you realize



that you will not have the time to contribute to it, work the task into a staff member's role, or get a family member, friend or student to help you. If you have access to a customer base, ask them to add your firm as a friend for a chance to win a prize or to receive free beauty advice. They will gain exposure to you and your firm and in return be gaining beauty tips from you!

Local Business Packages

- Dinner and a Movie, Makeover and an Outfit, Mobile phones and Insurance. There are many business packages that align two businesses with each other. Make a list of all the businesses that could compliment your business and be creative. Meet some of the local business owners or managers and tell them about your idea. **COSMETIC SUCCESS TIP#2** – This is where image and marketing materials matter! If you don't look

like a professional, you will not get treated like one.

Promo Team – The United Kingdom is full of events and even if they are not in your city, they are close by. Make a list of your most charming and talkative friends and ask them if they want to come out, do a little work, and enjoy the event. Most people just like the idea of being a part of the team so if you provide transportation, and snacks, and maybe a congratulatory drink, they will be putty in your hands! Armed with appropriate flyers, get to the event and put your promo team to work! **COSMETIC SUCCESS TIP#3** – Make sure your team fits the brand you are projecting and that they know enough about what you are doing to answer FAQ's.

Network – When you speak to people, try and find someone that is the social butterfly. Treat them for free and so they can tell their friends and acquaintances just how great you are!

All the tips in the world can still be overwhelming to the busy medical professional! Contact the professionals at KT Solutions to achieve the results you need! **Website: www.k-tsolutions.com Office: 01793 323786 Email: info@k-tsolutions.com**

What Do Women Want?!

Whether the young lady is going to the latest boy band concert or the mature lady is considering which sedan to purchase, finding out what women like is the holy grail of business! Women influence 90% of purchases and with this much market power it needs to be questioned why medical aesthetic practitioners don't pay more attention to their needs and wants.

Leaders in other areas of the cosmetic industry spend a fortune in ad campaigns. They have also done the research to see what women respond to. Any large department store has boat loads of marketing material that lure in women every day. The question you need to ask yourself is how does your customer journey match up with the contenders in the industry? The other question you need to ask yourself is how much time have you spent learning about what women want? If the answer is between never and what are you talking about, you should employ the following plan.

To begin, think of four females from the ages of 14-17, 18-30, 31-39, 40-55 that you know that would accept an offer to go shopping and out for coffee. I challenge you to find a woman that would reject this offer! You can take out these four women one at the same time, or you can choose to take them out separately, the choice is yours.

While enjoying your respective outings, take note of the products, people, and advertisements that catch your lady-friend's eye. Take note of the brands that she only merely appreciates and those that she cannot live without. Pay special attention to the level of service at the places that she spends a great deal of time in. If she does not experience great customer service, ask her why she found the experience unpleasant. You will find that once you begin to pay attention, there will be many observations to reflect on so bring a note pad, and take as many leaflets, coupons, and brochures that are passed your way.

Now for the hard work! In order to truly understand this lady's needs, you must take her out for coffee and listen to her speak! Ask her about her vision of the ultimate experience in beauty. What would she receive and how would she be treated? If she had infinite resources, what would she treat herself to? Tell her about your business venture and how you are trying to use her feedback to give clients the best in beauty and service. If she enjoyed her time with you, you will see that she will be more than pleased to offer her opinion and she will appreciate being asked to help.

If you have employed the tactics mentioned above,

you have successfully completed the primary examination used in market research. If you have already begun your medical aesthetics practice, you must take some time to reflect on your practice to see how customer centric it actually is. Evaluate how close or far from the objective you have come. Most practitioners (men and women) functioning in the industry run their practice as though it is a medical or dental practice. It looks and feels clinical. Its soul is clinical. Unfortunately, "clinical" is not alluring, sexy or attractive, and frankly, it is not competitive.

Don't let your shopping trip go in vain. Brainstorm ways to incorporate the feedback into your clinic. If this is something that you have trouble with, you may need to bring in reinforcements. Ask your staff or business colleagues on their thoughts. Whatever you do, know that pleasing the customer is not an option for a sustainable business; it is a must.

The experts at KT Solutions love women and they want to tell you how to make them happy! Get in touch today! **Office: 01793 323786**
Email: info@k-tsolutions.com Website: www.k-tsolutions.com

COSMETIC SUCCESS TIP#4 – Align yourself with style mavens! The medical aesthetics industry is all about helping people to look amazing! The more you can refer your clients to other style experts, the better. The secret epitome of style in Chelsea is Shirley of Rolanda's Boutique. At any price point she can make your client feel like they are Hollywood ready and more importantly, make them come back to you. If you are in the greater London area call Rolanda's Boutique to align yourself with this style maven!

Rolanda's Boutique in Chelsea

