

Transitioning to Aesthetics

For Non-Core Practitioners

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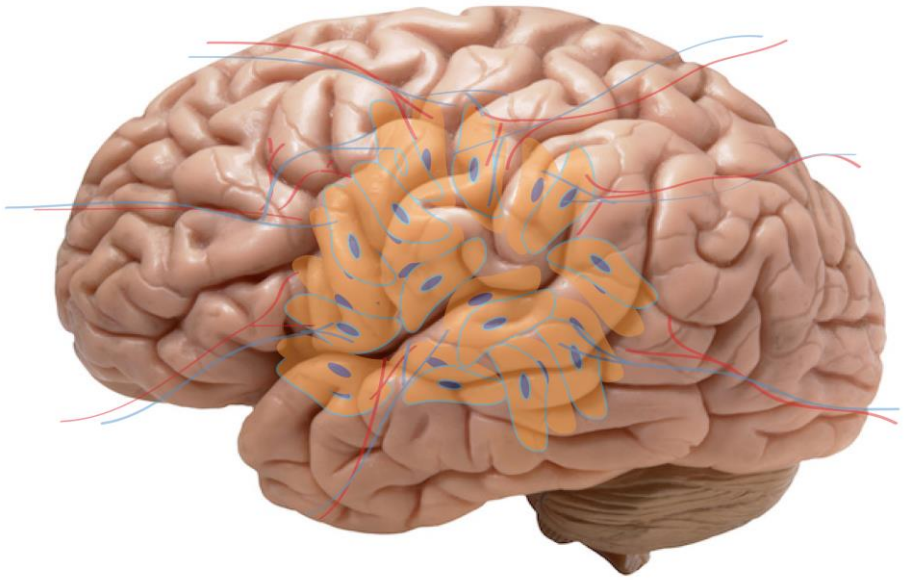
Taking the Leap



Insurance
On Call
Cranky Patients
Utilization Review

Botox/Fillers
Lasers
Marketing
New Skills

Changing Your Mindset



Medical vs Aesthetic Clients



Insurance Based	Cash Based
Servicing a “Need”	Delivering a “Want”
Outcome	Feeling
Expectations	Expectations
Insurance	Cash
Efficiency	Pampering

Patients vs Clients



First Impressions



Procedures



- Neurotoxins
- Fillers
- PRP
- Fat
- Stem Cells
- Lasers
- HRT
- Hair Restoration

Adding Technology

$$$



Choose Wisely



- Body Contouring
- Laser Hair Removal
- Tattoo Removal
- IPL
- Resurfacing Laser
- Focused Ultrasound
- RF Skin tightening

Products



- Brand Names
- Private Labeling
- MLM’s
- Online Store

Marketing



- Print Ads
- Billboards
- Radio
- Cable TV
- Google ad Words
- SEO optimization
- Web Site
- Social Media
- Events
- Groupon

Social Media







Instagram





Reviews



Google

yelp. Real People. Real Reviews.™

realself TOP DOCTOR

realself.

Daily Deals







Be the King of a Niche



Something New
Something Different
Name Your own Thing

Celebrity Endorsements

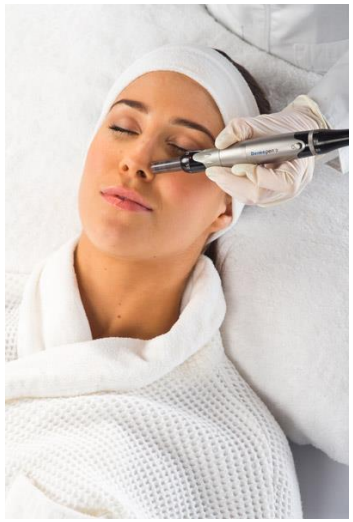


Staffing

- Receptionist
- Esthetician
- Nurse
- PA
- MA
- NP
- MD

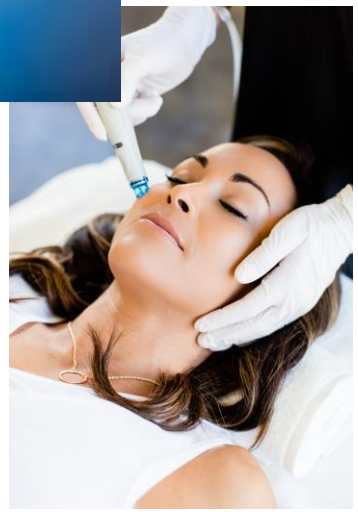


What to Delegate









Know Your State Regulations

Branding



Managing Poor Results



Before



After

Managing “Poor Results”



Before



After

“I don’t see a difference!”

Managing Bad Outcomes and Complications

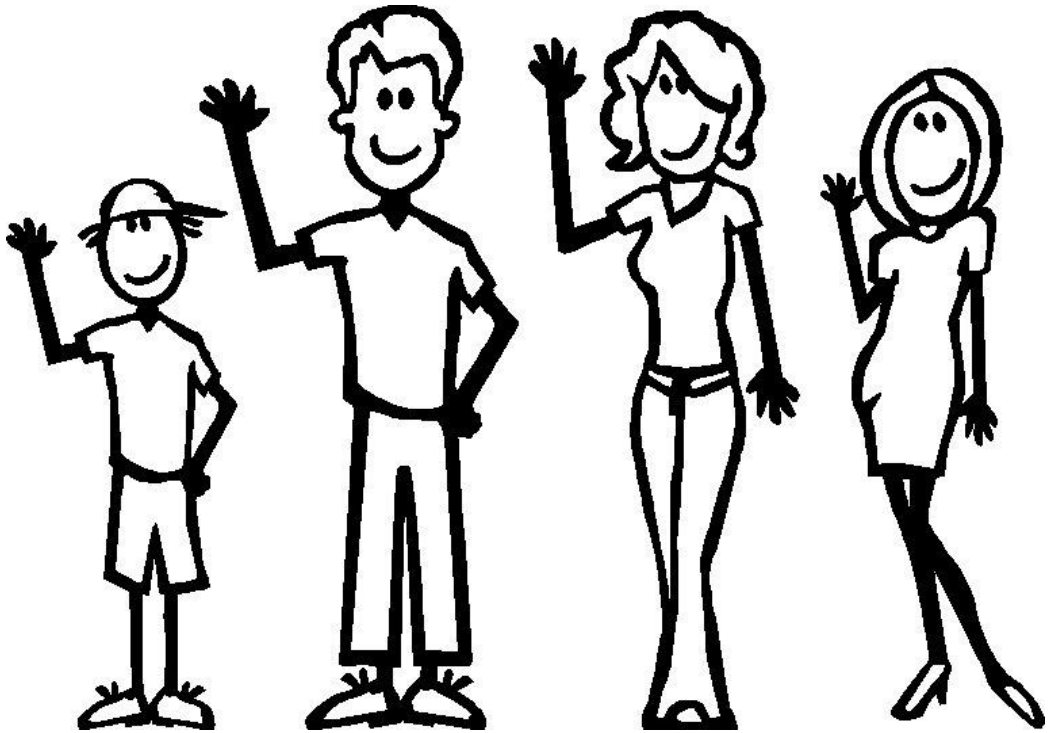








Treating Friends, Family and Staff



Honing Your Skills





Hands On Training



Resources



- AAEG.education
- Aesthetics Bootcamp
- Online Webinars
- Hands On Training and Certification