

# **Aesthetic Marketing**

## **Secrets :**

**“ 7 Aesthetic marketing secrets from 7 injectors who built their businesses from scratch to millions “**

*By Dr. Norman*

## **Foreword :**

This book was written with 1 sole purpose : If someone else did it, you can as well. However, doing it sometimes is a little more complex than that.

Various factors such as age, experience, current life situation, budget and

available funds, stress tolerance, time management and many more come into play which causes us to all have different results.

While this is true, many of these factors can be controlled or improved. Trying to master them all however might be something absolutely

overwhelming and cause injectors to quit the whole thing.

It's important to understand that mastering it all isn't what's needed to be successful, improving one just a few of these metrics will be enough to move the needle.

No

aspiration needed ;)

The reason why i'm starting with this is because we are all different and some strategies might work better for one individual and some might fail.

Thats why, i've picked different kinds of injectors with different personalities and interviewed them

on what they think made  
their  
businesses succeed.

As you'll soon find out, they  
all have different approaches  
and used different methods.  
Combining all of these  
strategies is however  
extremely ambitious and  
quite frankly not necessary  
but combining a few of them

will without a doubt explode  
your business.

On that note, i want to thank  
you  
again for reading. Enjoy.

**P.S** : The full names of the  
injectors in this book have  
been removed to maintain  
the anonymity of each  
individual.

# **Aesthetic Marketing Secret**

**#1 :**

## **Dr. Dylan - Walking Marketing Canvas**

Dr. Dylan is a very interesting type of injector, particularly i think because of his upbringing and how he has been influenced by it.



He grew up in a house with parents who were both artists.

Daddy was a painter and mom was a violinist.

Both parents understood the struggles involved into making it in real life as artists but they pushed through for years and could sustain a family life with

the income they made.

Dr Dylan learnt one lesson  
early in life :  
Every piece of work counts.

As artists, his parents  
viewed every piece of art as  
a form of marketing.

Every piece is unique  
and will convey what they

are about to people who will see it.

So every freaking piece counts...  
or better count!

Let's see how Dr. Dylan describes this in his own words.  
..... calling Dr. Dylan....

Dr. Dylan : 'Hello!'

Dr. Norman : ' Hey Dylan ,  
what's

happening! Norman here. '

Dr Dylan : ' Hey! what's up!

It's

finally time for my part in

your

interview series huh?

.chuckles. '

Dr Norman : Exactly! haha.

Shoot

to thrill!

Dr Dylan : Sure thing, what should i begin with?

Dr. Norman : Well, i do want to keep it simple, so how about you tell me 1 thing that you think you did in a unique way that helped build your business to the level it is today.

Dr. Dylan : Ohh, umm, sure.

Hmmm... that just brought  
back tons of memories  
\*laughs\* .

So, alright, let's see. I'd say  
something i learnt from my  
parents, who were  
both artists, is your work will  
always be saying something  
about yourself, meaning the  
results that patients get after  
coming to your practice, will  
always attract or  
repel other patients.

Of Course we cannot always be a 100% on this but i think it's super important to atleast have this as a mindset, something that guides us through our journey as injectors.

Dr. Norman : Hmm! Very interesting. Could you explore that a little further?

Dr. Dylan : Yeah sure. I always in

the beginning looked at my patients as a walking marketing canvas. Whatever i painted on these canvas will be displayed to the whole world.

Family members, colleagues, friends, etc. If i did a good job or atleast the best i can do, i knew that people will slowly



start to react and get curious. And these curious people will eventually come for a consultation.

I realise its not some speed marketing strategies but rather a more long term one but i still think it's important to do keep trying to do quality work, you'll see the

marketing results in the long run and it'll fill you with a great sense of fulfillment.

Dr. Norman : Lovely and very well

put. Thanks a lot for sharing, that's

some goddamn gold right there.

Quality matters!

.end of conversation.

Comments : I hope you enjoyed

this piece of conversation  
and you  
can see one of the most  
under-rated marketing  
strategy out  
there, focussing on  
delivering  
results that you patients  
enjoy and  
they will promote you for  
free.

Word of mouth marketing at  
its finest.

**Aesthetic Marketing Secret  
number 2 :  
Registered Nurse Yulia -  
From  
Keyboard to bookings.**

Yulia is a great injectors  
friend of mine and one of  
those ladies that  
just really tries to make  
everyone feel great  
wherever she is.

Somehow that comes with a price. I think she is a very smart individual but she previously thought that it was harder for her to try new stuff when it comes to business.

However she did try 1 thing and the results that she received from it blew her mind.

Let's see what she has to say about that.

..... calling Nurse Yulia....

Nurse Yulia : 'Hello, hi there Dr.

Norman! How are you!?' '

Dr. Norman : ' Hey what's up! All

good, you sound cheerful as usual!

haha Did you win the lottery again? '

Nurse Yulia : \*laughs\* ' That was one time, and it was a 10 buck scratch card! But not this time, no! '

\*laughs\*

Dr. Norman : ' Don't stop believing they say! Alright, thanks for being part of this interviews series, i really appreciate it '

Nurse Yulia : 'Absolutely, no problems! Where should we begin? '

Dr. Norman : ' Well, how about you go back in time a little, and tell me 1 marketing thing that you did that really affected your aesthetic business in a positive way ? '

Nurse Yulia : ' Yes absolutely.



Hmmm. There are many stuffs i tried even if it was hard at the time, but there is 1 thing that sticks out i think. '

Dr. Norman : ' Awesome, what is it? '

Nurse Yulia : ' I'd say email marketing. I still don't understand why injectors aren't using it, just yesterday i was speaking

with a friend and i think i told her about this like a 100 times but she still isn't using it properly yet. I started to use it a couple of years ago when you introduced me to it and it just got better and better with the years to come. I get comments from my patients all the time about them enjoying my emails!

Dr. Norman : ' Hmm! Cool!

Why do

you think injectors dont use  
it? '

Nurse Yulia : ' well i think it's  
because they think you gotta  
be a tech ninja to pull it off i  
guess.

Which you really don't,  
i'm like living proof of it!

\*laughs\*

If you can write on a keyboard like you would write a normal email and just click a few buttons, then you can absolutely use this to really pump up your business. And now that i'm even using the app, Aesthetix Manager, everything is sooo much easier and done with a couple of clicks. I love it! '

Dr. Norman : ' Awesome,  
awesome! Glad you enjoy  
that.

Now, for the readers who  
don't  
know about it yet, i'll just  
touch on  
what's the Aesthetix  
Manager App.

Nurse Yulia : ' Ohh yeah!  
\*laughs\* I  
didn't realise, i just spoke  
without

thinking of that, please  
explain

what it is '

Dr. Norman : 'Haha, it's all  
good.

Well basically The Aesthetix  
Manager App is an app  
designed

specially for injectors and it  
allows you to for example,  
email all

your patients with 1 click and  
even

schedule and do this on automation. There are many other features that make life so much easier for us injectors in the app but i guess that's for a different time! '

Nurse Yulia : ' Yeah, it's a fair description of the app and really under-selling it \*laugh\* '

Dr. Norman : Haha, thanks, kind of

you to say that. So how did  
email

marketing help you?

Nurse Yulia : ' Well quite  
frankly i never really  
believed in it before  
but now i do see the full  
power of it.

It's like i have my own  
platform to communicate,  
update and educate



my patients. I think i owe my high patient retention mainly to email marketing.

Dr. Norman : ' Hmm! very cool,

thanks for this one! '

.end of conversation.

Comments : Email marketing as

Yulia described is one of the most powerful tool a injector can use in their business.

One of the

reasons why it's such a great tool is because how little of an investment it requires and how much results it can generate for any aesthetic business. The power to communicate directly to your patients and keep them updated about what's happening while educating them is huge!

Patient retention is a big part of revenue for any business, so if you aren't using email marketing yet, use, abuse it!

Ok,  
don't abuse it. Lol

But seriously, it's that important.

# **Aesthetic Marketing Secret**

**#3 :**

**Dr Klara - Slow cooking  
gets  
great results.**

If there is one thing that Dr Klara does absolutely different from any injectors, it's the idea of mixing her passion for cooking with aesthetics.

At first when you look at it  
like that, it's  
something absolutely  
strange.

Cooking and aesthetics? Wtf  
?

That was my reaction at first  
too.

Now before you start  
imagining her  
cutting potatoes in her  
treatment  
room, let me just

tell you that's not what i mean or she does.

She loves cooking and trying new recipes so she uses that to connect with her followers. A classic example of show who you really are and some people will appreciate it.

Noteveryone but some, and some dedicated people who genuinely appreciate you for you, that's more than enough of an Accomplishment.

But that's not the lesson here. Let's see what she has to offer us.  
..... calling Dr Klara....  
Dr Klara : 'hallo! How are you Dr.

Norman? Good to hear from  
you,  
been a while! '

Dr. Norman : ' Hallo hallo!  
I'm all  
good, busy as usual, how  
about  
you? '

Dr Klara : ' Just finished  
cooking  
some dinner for the kids,  
tried



something new today,  
hopefully  
they won't hate it!

.laughs.

Dr. Norman : ' Classic!

Ofcourse

you just did, always  
experimenting! '

Dr. Klara : ' Haha, very  
funny! '

Dr. Norman : ' Thanks for the  
call,

topic of today like i told you  
is

marketing. You obviously  
built an extremely  
thriving business but i'm sure  
it wasn't easy'

Dr. Klara : ' Hell not. It wasn't  
at all.

Especially with 3 kids. '

Dr. Norman : ' I can  
understand  
that. So tell me, what's 1  
thing you

did to build your business  
that  
really helped ? '

Dr. Klara : ' Well the one  
thing i can  
safely say really affected  
how  
many more patients i got is  
definitely converting  
followers into patients. I call  
it  
"slow-cooking" '

Dr. Norman : ' Alright? Now  
what  
the hell does that mean?  
.laughs.

Dr. Klara : .laughs. 'You can  
obviously see its a kitchen  
metaphor that i tried to use.  
But  
what i mean is, most  
followers  
won't necessarily book a  
treatment

directly with you. It's a  
slower  
process. It takes time and  
warming  
up. You know just like  
cooking a great meal  
sometimes  
takes a couple of hours for  
the  
meat to really be ready and  
the  
ingredients to really sink in,

i think of it in the same way  
with  
my followers on instagram. I  
keep  
posting and let these  
ingredients  
sink in. The same strategy  
that you use in your mastery  
course i think?

Dr. Norman : ' Hmmm,  
possibly,  
but i never looked at it in this  
way.

Interesting. Tell me more. '

Dr. Klara : ' Yeah exactly, it's

a

slow process that i enjoy and

i

know will generate me

patients

from social media on a

longer

time span, and i'm totally fine

with.

I try to have fun with it and

not

stress myself out, even  
though i  
used to get soo  
stressed in the beginning.

You

know i quit social media for  
like 5  
months? .laughs.

Dr. Norman : No i didn't  
know that!

Damn, such a shame. But  
it's good



you came back, your  
followers love  
your posts!

Dr. Klara : ' Haha thank you!

Yes, i

came back and i really said  
to

myself that there is no  
stress, just

keep posting

once a day and to be as  
authentic

as possible. That's the key i  
think  
to be able to sustain social  
media  
posting. You have  
to have faith that eventually  
these  
followers will really connect  
with  
you and come to see you.  
And i  
really think they

are my most loyal patients  
and will,  
well i hope, never go to  
another  
injector. Social media is  
beautiful,  
we just have  
to remove the stress and  
fear  
associated with it. I had very  
little  
followers in the beginning,  
but i

kept putting myself  
out there and eventually, it  
got  
better and better. That's my  
tip  
when it comes to marketing.

Dr. Norman : Well thanks a  
lot for  
this one, i think it's a solid  
one!

.end of conversation.

COMMENT : Social media

marketing, doing it the organic way ie without paying for ads, is a great way to convert new followers but also to maintain your existing patients. Done the right way, they should feel like you're more than just their injector,

someone who they really  
know  
and want to follow. In case  
you  
want to check out my course  
on it,  
feel free to look at the  
Aesthetic Marketing Mastery  
Course. This should teach  
you  
how to attract and convert  
followers into die-hard  
patients

using

under the radar psychology.

## **Aesthetic Marketing Secret**

**#4 :**

**Nurse injector Karen :**

**Knowledge breeds**

**success.**

Karen wouldn't describe

herself as

someone 'gifted' or 'super

talented'. But she will also  
add that  
she works hard.  
Really hard. And that really  
shows  
in how she took a small  
practice  
and grew it into something  
amazing and almost always  
fully booked for the month.  
Her secret? Well let's see!  
..... calling Nurse Injector  
Karen....



Nurse injector Karen : '

Morning

morning Dr. Norman! How's

Sweden?! '

Dr. Norman : ' Hey there!

Well a bit

cloudy today haha. How are

you? '

Nurse injector Karen : '

Cloudy as

well here actually! I'm great

thank

you. So how should we start? '

Dr. Norman : ' You dont waste no time, don't you? .laughs. '

Nurse injector Karen : ' Oh I'm

sorry, my work brain kicked in!

.laughs. '

Dr. Norman : ' It's all good.

So,

topic of the day, marketing  
for  
injectors. Karen, what would  
you  
say that really  
contributed to you building  
your  
clinic from a small room to  
what it  
is today? '

Nurse injector Karen : ' Oh  
well

thats a loaded question eh.  
Well let  
me see... I think, one of the  
main  
thing that really  
what differentiates me from  
the  
competitors is that I always  
try to  
invest in myself and my skills  
as  
much as i can. Just last  
week

i took a course on google  
search  
engine optimisation, an  
absolute  
nightmare! That's definitely  
not  
something i think i can  
handle,  
too technical to get to expert  
level,  
but i learnt quite a few new  
stuffs

that i implemented in my  
business.

And it's working!

I'm really happy about that,  
but

that's the max i can do when  
it

comes to this stuff. Really  
technical

and I'm not an IT nerd at all.

Maybe in another lifetime!

.laughs.

,

Dr Norman : 'Ouh yeah,  
that's  
heavy. So tell me more  
about  
investing in yourself.'

Nurse injector Karen : ' Well  
let's  
take marketing for example, i  
always invested in courses  
and  
books on the topic because  
when i started, i couldn't  
afford to

hire an assistant or pay one  
of  
those marketing agencies.

Money

was really tight at that time  
so sometimes those courses  
went

on the credit card you know.

But

the results and the return

that i got

from every material that i

purchased are always mind



blowing. I swear to god. And  
you  
know, sometimes it doesn't  
only  
come in form on tangible  
results,  
but it  
lights the fire... how i can say  
it.. it  
gives you hope, something  
you  
can try and it keeps you  
going.

Investing and learning has been a huge part of my journey to be honest. Both in the business side and also in the treatment training side. And i don't think i'll ever stop. I just find it so amazing to be able to buy a course

online and watch it  
whenever I  
want and implement it when  
I'm  
ready.

Isn't that crazy?

Dr. Norman : ' Indeed, it's  
fascinating how technology  
nowadays can add some  
much  
value in our lives and make  
stuffs  
like learning

so convenient and easy.

Nurse injector Karen : '

Exactly!

Imagine if we lived like 70

years

ago, if you didn't live close to

the

course instructor, good luck

having great training. That

wasn't

possible. And people

probably

would pay 5 times more the  
price  
to get the value.

Dr. Norman : ' True true.

Crazy

new world! Well thank you

for this

tip, i think it's one of those

hard

ones that people often miss

because it's so obvious. A

great

reminder!

.end of conversation.

**COMMENT** : One wise man  
once

said this to me ' First your

Learn,

then you remove the L ' . A

classic

example here of it in

action. I can say the same

for my

own life as well. Learning is

a

constant process and  
investing in  
yourself will always be  
the greatest investment of all  
time.

## **Aesthetic Marketing Secret**

**#5 :**

**Nurse injector Nina :**

**Tough times create  
stability.**

Nurse Nina grew up in a  
buddhist  
household. She studied  
buddhism  
from an early age but  
thought  
meditation is absolute  
bullshit. Her words, not  
mine.

But she eventually realised  
she  
was wrong by the age of 20  
and



started to really get into it.

‘‘It's a cup of tea for your soul,’ she

says all the time.

And she always has that zen-vibe

with her, even the way she dresses.

Her journey however from a beginner injector to building one of

the busiest clinics in her area was

an absolute rollercoaster. She faced an array of challenges along the way, including being kicked out of her own clinic because the landlord wanted to rent it to a family member.

Crazy stuffs.

It didn't stop her though. She persevered and is today the owner

of beautiful clinic with  
patients

loving being there.

Lets see what she got for us!

..... calling Nurse Injector  
Nina....

Dr. Norman : ' Hey Nina!

Whats

good!'

Nurse Injector Nina : ' Hey

Doctor,

just got home, been a long

day at

the clinic! Yourself?? '

Dr. Norman : ' Same here, i  
had a  
heavy day at the clinic as  
well.

Was thinking to call you  
today and  
speak about  
marketing like i told you  
before. '

Nurse Injector Nina : ' Yes  
sir,  
absolutely, i'm all in! '

Dr. Norman : ' Awesome as usual.

So, Nina, you run one amazing clinic in your area and patients clearly love coming to you. A quick google search clearly shows that! '

Nurse Injector Nina : ' Oh thank

you a lot. I really appreciate that'

Dr. Norman : ' I know

however,

things got a little crazy along the

way yeah? '

Nurse Injector Nina : ' Hmm

well

definitely, a little crazy

maybe is

downplaying it' .laughs.

Dr. Norman : .laughs. ' True,

definitely a downplay'

Nurse Injector Nina : ' So

what

made your aesthetic

business

successful Nina? '

Nurse Injector Nina : ' Well i

thought about it... and i think

one

thing that made all this

possible is

how we handle

ourselves when times get tough.

And they will. It's ofcourse different for everyone but we all go through hard times when we own a business. I think its what i do during these hard times that keeps me going and stops me



from giving up. Even  
though i came close to it  
many  
times. But there is a saying  
you  
know, ' When you feel like  
giving  
up, just know that it  
can only get better from  
here. ' I  
don't remember where I  
heard that

but it stays with me. I just  
hang in  
there a little more  
until i see some sun shining,  
you  
know? The bad times always  
eventually go away. '

Dr. Norman : ' So what do  
you do  
exactly in tough times ? '

Nurse Injector Nina : ' I don't  
know

if i have a specific list of things but i've tried many stuffs during my years in aesthetics. For example, when i feel too stressed, i make sure to stop everything, and take a long walk alone. I make it really long so i have time to

decompress, like 2 hours.  
Sometimes I might sit and  
just  
enjoy the view or the trees.  
I try to focus on the smallest  
details and just admire the  
beauty  
of it. This takes my mind off  
my  
worries and stress  
and just allows me to relax.  
Dr. Norman : ' Hmm!!  
Interesting,

why do you think that helps?

,

Nurse Injector Nina : ' Well i think

it's because when we go through

tough times, our mind goes into

survival mode.

It thinks we are actually dying.

When we are really not. So we

tend to focus so much of the  
negative side of things  
and create this whole drama  
in our  
head which eventually just  
blows  
up into a panic attack if you  
allow  
it. And trust  
me, i've had a few before!  
.laughs.  
Dr. Norman : ' Hmm I get  
that.

Anything else ? '

Nurse Injector Nina : ' Well  
yeah i

think when times get really  
tough,

what you really need is

perspective. Sometimes

i call a friend and just speak  
for

hours, sometimes a night out  
and

some alcohol can also help!

I think

the main thing is  
get yourself away from the  
problem and come back to  
tackle it

later. You'll feel much more  
energised and ready to  
resolve

whatever issue is  
happening.

Sometimes when you are  
too close  
to the problem, you can't  
really see



the biggest picture  
properly.

Dr. Norman : ' Very well said.

And i

agree completely with that. I  
didn't

know you drink alcohol btw! '

.laugh.

Nurse Injector Nina :

.laughs. '

Sometimes I do! '

.end of conversation.

**COMMENT** : Tough times really define us in a way. It's also impossible to avoid. But we gain strength and using our creativity and support system, we can always get over that period.

The beauty always follows right after. One great

tip if your marketing  
campaign for  
example isn't successful yet.

## **Aesthetic Marketing Secret**

**#6 :**

**Dr. Jenny : Partnership  
mastery.**

Dr. Jenny always had a thing  
for connecting with people. I  
thought

she always had that ability but she mentioned to me once that she actually grew up really shy. She had to learn how to connect with people and network. This skill later helped her a lot when it was time to build her aesthetic business. And she used to the maximum.

Yes, one can build a  
business  
alone, but sometimes it can  
be  
easier to have partnership  
and  
people helping you market  
your services.  
Let's see what she has for  
us in  
store!  
..... calling Dr Jenny....

Dr. Jenny : ' What's up doc,  
how  
are things! '

Dr. Norman : ' Hey Jenny! All  
good,  
all good, been a crazy day!  
Yourself? '

Dr. Jenny : ' I took the day  
off  
actually, time for some  
relaxing  
time, i really needed it! '

Dr. Norman : ' I'll probably  
need  
some of that soon as well  
haha'

Dr. Jenny : ' So what are we  
doing  
fun today? '

Dr. Norman : ' Well today is  
all  
about marketing! I wanted to  
speak  
to you about how you built  
your

aesthetic business  
from scratch to this massive  
thing  
it is today! '

Dr. Jenny : ' ohh sure sure,  
absolutely! What do you  
wanna  
know ? '

Dr. Norman : ' Well, i want to  
keep  
it simple, so how about you  
tell me



something that you did that  
really  
boosted up  
your business ? '

Dr. Jenny : ' Ohhh, let me  
think!

Well i think i have a good  
one. I'd  
say creating the right  
partnership  
with the right  
people really helped me  
grow at a

faster speed than most  
clinics

around here. '

Dr. Norman : ' Hmmm! nice!

Tell

me more '

Dr. Jenny : ' Well, actually

when i

started with aesthetics, I

literally

had 2 patients. My mom and

my

sister. My friends

however were not too much  
in

aesthetics. Some of them  
said

they'll come to me, but i think  
it

was more of a polite thing to  
say, because they still never  
came

yet! .laughs. So yeah, in the  
beginning, i was alone, and  
really

struggling with getting

new patients. So i decided to  
try  
something. I was pretty good  
with  
communicating with people,  
so i  
thought, what businesses  
could i partner with that  
could refer  
me some patients. Beauty  
salons,  
hairdressers and nail salons  
came

up. So i made a list  
of these businesses located  
quite  
close to me and wrote their  
phone  
numbers down. My plan was  
to call  
them and see first if  
they offer botox and fillers,  
and if  
not, to arrange a meeting in  
person  
and to speak to them about

creating a partnership  
where they would get  
compensated for each  
patient that  
come my way.

Dr. Norman : ' Hmm! Makes  
sense,  
how did that go? '

Dr Jenny : ' Well not so  
good.  
.laughs.

Dr. Norman : ' No??? Why ?  
'

Dr. Jenny : ' Well i had a  
plan. But i  
guess fear took over and i  
had all  
these bullshit excuses come  
up in  
my head so i  
ended up not calling anyone.  
That  
list was on my desk for  
months i'm  
telling you! And i swear to  
god,

everytime i looked  
at it, my belly pained!  
.laughs.

Dr. Norman : ' Oh shit  
.laughs.

And then what happened ? '

Dr. Jenny : ' Well one time i  
was  
dinner with my husband and  
he  
looked at me and said ' hey  
didn't  
you have a list of



businesses you wanted to call? '

Man i hated that question. I said

'yeah...' But he pushed me on it.

And i told him

i'm having issues digesting the

whole thing about calling everyone. We spoke a bit and he

told me, ' you gotta do, you know it'

And it was true... i had to do it. He

said it might be easier to start

small and just take 5 of them and

call each one.

Only 5 to start with. And also set a

time aside to do only that.

Dr. Norman : ' Good idea for sure.

Did you? '

Dr Jenny : ' Yeah i did, and 2 of

them agreed to meet me in person.

The other 3 weren't so interested. '

Dr. Norman : ' 2 out of 5 ay, not bad! '

Dr. Jenny : ' Yeah not bad i guess.

I met them both and I really liked

these people. They were completely onboard with the idea and we wrote a little contract about how much i would

pay them and so on and i'm so

glad to say that, even to this day, we still work together!

Dr. Norman : ' wow, thats amazing!

,

Dr. Jenny : ' It really is! We always had a great partnership like that.

And these 2 people really made

me believe that i could maybe use this strategy

more and more. So i started  
to call  
up everyone. '

Dr. Norman : 'Nice! What is  
important when it comes to  
partnership in your opinion ?  
,

Dr. Jenny : ' Well i think its  
important to understand that  
it has  
to be a win-win deal. You  
cannot  
be too selfish and

only think about yourself. It's  
better  
if everyone profits with the  
deal. So  
i think it's better to be a little  
more  
generous  
with the compensation rather  
than  
holding back and thinking  
short  
term. Our patients in  
aesthetics

always come back right?  
So we should adopt a more  
long  
term approach to doing  
deals like  
that. You may not get so  
much  
profits on the first time you  
get referred a patient, but  
the 2nd  
3rd etc, the profits will be  
worth it.  
So be a little patient i'd say.



Dr. Norman : 'That is really true.

Patience is a virtue. Well thank you for that! '

.end of conversation.

**COMMENT** : Partnering up with

other businesses like nails salons

and hairdressers is a very solid

strategy to use when

it comes to getting referred patients. The key as mentioned above is to focus on making it a win-win deal. Sometimes people have different things that they consider a 'win'. So try to have an open mind with it and explore what they'd

like from you. You might be surprised. It's not always money, sometimes they might want some botox instead!

**Aesthetic Marketing Secret  
number 7 :  
Nurse Injector Priya -  
Brand  
Yourself**

I think Priya is one of the  
smartest  
gals when it comes to  
branding.

I'm not really sure how or  
where  
she gets it but

she seems to do the  
branding  
thing almost in a natural  
way. Priya  
not only built her aesthetic  
brand  
but even a whole  
supplement brand using the  
leverage from her patients'  
list and  
the power of her brand.  
Absolutely  
stunning move!

Let's speak to her about that!  
..... calling Nurse Injector  
Priya....

Dr. Norman : ' Hey Priya,  
how are  
you??'

Dr. Priya : 'Hi Doctor  
Norman!! I'm  
fine thanks! And you?'

Dr. Norman : ' Very well  
thank you!

Are you ready to speak  
about

branding today??'

Dr.Priya : ' Ohh my favorite topic,

anytime! .laughs. '

Dr. Norman : 'Awesome, awesome! So what is

branding really? '

Dr. Priya : ' Hmmm, well i think

branding is not just about a logo,

or a face. I think it's deeper  
than  
that. I think  
branding is the feeling and  
images  
that you get when you look  
at a  
logo. I read something really  
good  
once on branding.  
Not sure who said it but it  
goes like



this, Branding gives you a clear idea of what a business represents, for example if let's say Chanel would open a restaurant, people can imagine what it would be like there, how it would smell, what colors they might use. That's branding! '

Dr. Norman : ' Wow that is  
an  
amazing way of putting it! '

Dr. Priya : ' Yes, exactly  
right! So i  
think first to build a solid  
brand,  
you have to be yourself. You  
cannot fake it,  
especially not as an injector.  
You  
have to be clear about what  
kind of

patients you really want to  
work

with, and who you  
don't want to. Try to think  
about it

this way, how would you like  
someone describe you as an  
injector? Caring,  
passionate?

Fun, joking ? You decide and  
get

clear on that and I promise  
you

with time, it will really  
happen. My  
whole clinic was in  
a way built like that, i really  
knew  
what i wanted it to look like  
and  
what it should represent. I  
know  
though in the beginning  
it might be hard to reject  
some  
patients if money is tight, but

please i beg you, do it. Most  
of the  
time you'll lose them  
anyway, but you will be one  
step  
further in really standing up  
for  
your brand. I think everyone  
can  
build a brand. And i think  
people should build a brand  
that  
they are proud of!

Dr. Norman : ' Awesome, i  
loved  
that. Well thanks a lot for  
that,  
speak soon!'

.end of conversation.

**COMMENT** : Branding will  
always  
be a big key to a successful  
aesthetic business, but you  
have  
to look at it in a more long  
term

view instead of quick results.  
There are definitely things  
you can  
implement right now that will  
slowly  
build your brand.

One easy test is this : If  
tomorrow  
you'd use somebody else's  
instagram account and say  
it's you  
then start posting for 14  
days.

Would people believe it ? Or  
would  
it be hard to recognise you  
through  
your posts.

Branding is about  
recognition.

Try this :

Think of a brand logo with  
the  
colours Red and Black. Most  
probably Coca Cola came  
up.



So, always have a plan set up for the branding aspect of your aesthetic business.

## **BONUS CHAPTERS**

After the wisdom gained from the interviews, i want to introduce you to some bonus

chapters on aesthetic marketing that should help you have a clear picture of the journey ahead.

We shall be speaking about how to attract patients on social media using under the radar psychology so we can really understand the patient's journey from start to finish and how we can use that to attract them better.

**Bonus chapter 1 :**  
**The Aesthetic Marketing**  
**Machine : The C.O.R.E**  
**Method**

The C.O.R.E method is something i designed through years of working with aesthetics, coaching students and getting feedback on their marketing results and my own as well.

I'm now going to share with you why you should use the C.O.R.E method in order to grow your aesthetic business.

If I had to start all over and I was building a brand new aesthetic business from scratch, I would always start with this method.

And I don't know anyone else out there who does this or who teaches this crucial information and it's going to save you so much time and struggle, so I really am excited to share this with you.

What's important to understand is that the 20% get the 80%.

Meaning the top 20% of aesthetic business owners get 80% of the business.

And I say aesthetic business owners for a reason, because in this world, it's not enough to just be really good at something or be good at what you do or to have a lot of value to offer.

That's important, of course.

But if you're not able to convey your message in a way that is attractive to others,

or if you're not able to grow a large enough audience, then it doesn't matter how good you are at what you do.

It doesn't even matter how great your service is.

If you're not able to attract the right people and enough of those people,

then you'll probably struggle a lot to make your business work.

And so I'm going to share with you the C.O.R.E



Method, that you can use and implement in your business that will basically put you in that top 20% almost instantly.

And that is not an exaggeration.

If you just follow this method, you will automatically be

perceived as more of an expert in your industry.

The C.O.R.E Method can do so many things for your business.

Here's a list of just a few of them.

1. It'll make you instantly stand out in the sea of noise online so your

message can start consistently attracting leads and customers.

2. It's going to greatly reduce feelings of imposter syndrome, and it's going to make you far more confident in sharing your message with the world.

3. It's going to position you in the eyes of others as a true expert and not a fake

injector who can't be trusted. Trust is so important and if you do follow this method, it's going to make a huge difference in how people perceive you.

4. It also pre-sells patients on working with you so that you don't have to hard sell..

5. It's also going to give you and your patients total

clarity on how you can provide real aesthetic results for them in a unique way that is worth paying for more money for what you do and still have people happy to buy from you instead of the competition.

6. It also provides you with an entire process of what you need do to make

generating money as  
smooth as possible.

And we can keep going.

7. It automatically increases  
the value and conversion  
rate of any offer you  
create while also making it  
far easier to sell.

8. And it makes your  
business more efficient

and adaptable to your  
unique personality and  
creative preferences.

Can one method really do  
all of that?

I would say yes.

And it's what I call the  
C.O.R.E Method.

**C.O.R.E** is an acronym and it stands for

**C** : Custom Signature Approach

**O** : Original Content that cannot be copied

**R** : Roadmap to results

**E** : Ever-evolving system

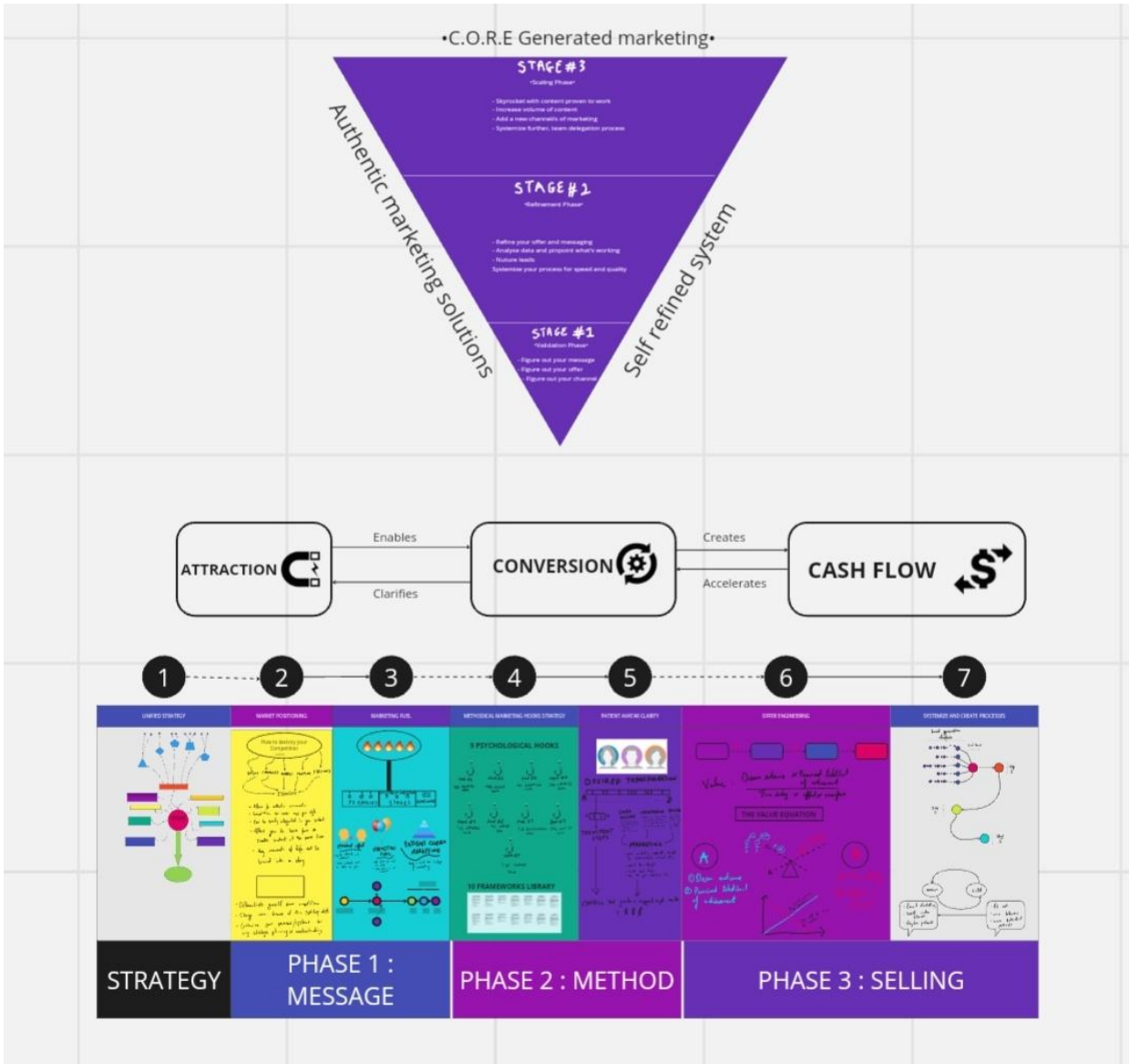
It's a central database of all your knowledge, wisdom, and experience organized



into a step-by-step system that informs all your business decisions and marketing strategy.

Let me show you an example of what I mean.

The C.O.R.E Method



As you can see, it has 7 unique components with 3 stages.

You may have seen me share this before, if you've been following me on social media.

This is basically all of my knowledge on aesthetic marketing and how to build an aesthetic business packed into one visual framework.

You can zoom in in each category to see that there are sections within sections in each categories.

Another reason I call it the C.O.R.E method is because it's sort of like the sun.

Just like the sun powers the earth, the C.O.R.E method

powers your entire aesthetic business.

So from the C.O.R.E method comes all of your social media content.

It's your customer journey.

It's your treatment line.

It's your unique message.

It's your unique marketing framework.

It's how you attract clients.

It's how you generate ideas.

It's your sales strategy,

it's your marketing strategy,  
and it also helps you  
generate leads. Leads are  
potential patients that don't

know you completely yet but are interested.

It does all of these things because it's basically all your knowledge and business strategies, all packed into one giant multi-level framework.

So I'm going to try to resist the temptation to get like super nerdy with you here,

but this is something I'm really passionate about because this is a way for you to truly differentiate yourself and become a real expert injector who's known in the industry.

There's so many reasons why one should follow the C.O.R.E method.



One is because systemizing your knowledge is how you scale your business and start to serve more people and stop trading your time for money and grow a business that is not stressful.

You can't really sell your knowledge of aesthetics unless you first put it into some sort of system so that you can productize it, so that

market it to someone and so they get the result without you having to like guide every person individually through it on a one-on-one basis.

So the only way you're going to be able to stop trading your time for money is if you start systemizing your knowledge and a lot of your business operations as well.

The other reason having one of these is important is because one of the biggest challenges people face and the reason people don't succeed is because of obscurity.

What I mean by obscurity is injectors are just not known

in the industry, they just sort of blend into the masses, and they don't have anything that sets them apart or makes them extraordinary.

And it's not that injectors don't have a ton to offer, it's just they might not have a way of presenting their knowledge and wisdom in a way that is attractive to other people, in a way that makes

other people curious and want to learn more.

And so by making your knowledge one of a kind by following the C.O.R.E method, you eliminate that problem because it makes you automatically one of a kind.

Another reason it's important is because it gives you

clarity. Your business isn't just for delivering value to others.

It's also for giving you clarity and structure on how to run it.

It shows you what you should sell and in what order you should sell it in.

It will also guide your decisions on what you should be sharing in your social media content, what you should be giving away to attract.

I mean, there's so many layers to the C.O.R.E method and I couldn't possibly explain it all in one book, but I am going to share more with you in this

book about 1 of the 7 categories called 'Marketing Fuel' that should help you a lot.

Keep reading the next chapters to find out.

**Bonus Chapter 2 :**  
**Why do injectors fail.**



I want to start by focusing on what's the core idea behind these chapters.

Well, the core idea has to do with this :

Why do injectors struggle on social media, no matter how good they are?

Well, the truth is nobody teaches you what you need

to learn when it comes to marketing.

Nobody teaches you a roadmap that you need to learn and follow.

You won't learn it from a book.

You can't learn it from YouTube or whatever other sources, unless it's designed specifically like the following

chapters, because I myself have gone through several programs and books in the past and I kind of looked at the good things and throw away the bad things.

I eventually created these chapters and the Aesthetic Marketing Mastery course, which I'm confident you'll soon see is something unique and special and will give you the clarity that you

need for your social media marketing.

The truth is, most of the time, this is what happens : You try something, you hit the wall, and then you stop.

And then you try some other tactic.

You hit the wall again.

And then you repeat.

The problem with that is every time you hit the wall, you have these three questions that come up.

1. Am I doing the right thing?
2. Am I doing it right?
3. Will this ever work?

What happens is when you hit a block, you get paralyzed by the above questions and then you get stuck.

The problem is you do something else.

You lose so much potential simply because you quit.

And i understand it fully, i quit so many times as well.

You do that simply because you don't have a strong, clear system to follow most of the time.

This system, as you will soon see, will give you clarity so you know exactly when it works, why it works, and then how to do it again and move forward.

In these bonus chapters i will introduce you to these following concepts:

1. The Hooked Effect.
2. Marketing fuel?
3. The 3 Stages Every Patient Must Go Through

Let's start with the Hooked effect.

## **Bonus Chapter 3 : The Hooked Effect**



So what is the hooked effect?

All right, let's pretend you come from Germany.

And you decide to move to Australia.

Everybody knows when you move in a new country, it's a little bit hard to make friends in the beginning.

So you decide one day to go out, grab a cup of coffee and see how Australia feels.

So here you are in the coffee shop, drinking your coffee, maybe reading a magazine.

And then.....

You overhear two people speaking and one of them

says that she comes from Germany.

So that distracts you and you start to kind of eavesdrop on the conversation.

So you pretend you're reading your magazine, but you're actually really listening to everything they are saying.

And next thing that person says, she just moved to Australia as well.

And she's struggling to make friends.

This will get your attention.

This will break everything you're doing and pull you to that conversation.

This is what I called the hooked effect.

So the hooked effect is something that stops you from whatever you're doing and pulls you into that thing.

Now I want to show you the the difference between attention and interest.

So there's a big difference between Attention and Interest.

There are many things will get your attention, but few things will get your interest.

For example, if let's say a clown walks in the coffee shop, you'll probably check out the guy and after a couple of seconds, you'll

continue to read your magazine.

This is the difference between getting the attention and getting the interest of potential patients.

When something gets your interest, you start investing energy in actively listening.

What you want is when patients come to your Instagram or Facebook you get their interest

So now you're probably thinking, well, how do I get the interest of potential patients?

Well, you are reading this today because you've seen



that it's not so easy to do that.

All tactics could work and all tactics could fail.

It's not about Instagram reel or stories or the best hashtags or whatever other gimmick that everybody's speaking about.

What's important is when they work, why do they work?

Technology has created thousands of tactics and for each one out there, there is an expert for it.

The Instagram reel expert, the story expert, the blah, blah, blah expert.

And the problem is each one of them is convinced that you need to do that one thing to be successful,

but they lack the understanding of why it works when it works.

So the main question is always why it works when it works and why it fails when it fails.

And that brings me to my next idea, marketing fuel.

## **Bonus Chapter 4 :** **Marketing Fuel**

Again, every tactic can work and every tactic can fail.

So you can understand what marketing fuel is, i want to tell you a story about the red

and the blue balloon  
analogy.

So here are three kids. One  
is named Sally, Tom and  
John.

Sally and Tom are  
competing on whose balloon  
is going to fly higher and  
John is just watching.

Sally has a blue balloon and Tom has a red balloon.

So when it comes time to compete they both release the balloons and Sally's balloon just flies up and up and up and higher and higher.

Tom's balloon just flies up a little bit.

And then crashes to the ground.

John watches this and is thinking to himself, well, I want a blue balloon, obviously like Sally.

So he goes to buy a blue balloon and tells his friends to come watch this epic blue

balloon, and it's going to fly higher and higher.

When it comes time for John to release his blue balloon, what happens is his blue balloon just falls flat.

The problem with John's blue balloon is because he didn't understand why Sally's balloon started to fly high.



So it turns out that Sally used a gas called helium in her balloon, which made her balloon fly higher and higher.

And Tom with the red balloon, just used hot air.

So the problem is every expert is saying their color balloon is better.

So you should do the  
Instagram reel.

You should do the story.

You should do this.

You should do that.

But the problem is not about  
the color of the balloon.

It's about what do you fill it with?

So if you fill it with helium, which is something that will propel it higher and higher, it's going to fly.

And if you fill it with hot air, it's just going to crash.

And this is what I call marketing fuel.

You remember we talked about why do injectors struggle?

Well, the next quote is absolute genius.

Here's a code by Oliver Wendell Jr.

He said “ I wouldn't give a fig for simplicity on this side of complexity, but i'd give my

right arm for simplicity on the other side of complexity. “

Pretty complex quote.  
I understand.

But here's my interpretation of it.

Most of the time we try to oversimplify stuff when we get into anything.

When we just start with something, we just think it will be really simple.

It's going to be fine.

It's going to be easy.

And then sooner or later we realize it's not that simple.

So we tend to then  
overcomplicate stuff.

We get lost in the details.

We focused on every little  
micro detail and then we just  
get lost.

And eventually if you have a  
solid system that you can  
follow, you reach the point of  
true simplicity.

For example, if you drive a car, before you started driving a car, you probably thought maybe it's not that hard.

Maybe it's pretty simple.

And then you start driving, you overcomplicate everything.



And then after you get your license and drive alone for some months you feel okay.

It starts to feel truly simple.

But that comes with a system and the right roadmap that you can follow when things get complicated.

And with that in mind, I want to ask you something really simple :

What's the purpose of a marketing system?

Before we build anything, we need to understand what's the purpose of a marketing system.

Maybe you answered the following :

To fill your calendar,

to get clients,

to make more sales,

to get more followers.

While all these are true, I think it's a very oversimplified answer.

Because you cannot do anything with these answers.

It doesn't show you a process you can follow.

How do you fill your calendar?

How do you get more patients?

Here's the real purpose of a marketing system :

To answer the number one question on your patient's mind at the right time.

Well, this needs probably some explanation or else everybody would know it. It's not that obvious.

In the next chapter, we'll go through the stages that every patient goes through mentally until they decide to buy from you.

**Bonus Chapter 5 : The 3 Questions patients need to answer YES to**

So there are in total three questions that every patient

will ask him/herself when checking out your content.

The first question is :

Is it interesting? Should I listen? Remember the hooked effect?

You just don't wanna get the attention of the patients.

You want patients to be hooked.

Question 2 is :

Can I trust you? Do you have my best interest at heart? Or you just want to sell me something.

Question 3 is:

Is this right for me? Is what you're selling right for me? Is the treatment right for me?



So these are the three phases that every patient will go through unconsciously.

So that's a very good psychology to understand when it comes to how patients, what kind of journey they go through before a real booking happens.

Of course this goes deeper,  
but this concludes the end  
on 1 of the 7 parts of the  
CORE Method.

## **Bonus Chapter 6 : Conclusion**

I hope you've enjoyed this  
book and you learnt quite a  
lot about aesthetic  
marketing.

The rest of the C.O.R.E method is focused on getting patients to say yes and all about how to run your aesthetic business.

I would love a review of the book if you have time, just email me at [aesthetics.marketing.master@y@gmail.com](mailto:aesthetics.marketing.master@y@gmail.com). Same goes for questions and queries.

If you'd like to check out the full Aesthetic Marketing Mastery Course, please visit :

<https://www.vellure-esthetics.se/aesthetics-marketing-mastery-course>

I wish you all the best in your aesthetic journey!

Keep winning!

Until next time,  
Dr. Norman