

# RETRIEVAL GUIDE / STUDY GUIDE FOR

## Marketing Your Plastic Surgery Recovery Massage Practice

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## Learning Objectives:

- ✧ Students will describe the difference between commodity and differentiation
- ✧ Students will describe the purpose and parts of the Marketing Mix
- ✧ Students will identify and describe how to use anchoring bias to increase the perceived value of their services
- ✧ Students will create an elevator speech
- ✧ Students will describe methods to seek referrals from several different audiences.
- ✧ Students will describe elements of a successful brand building marketing video.

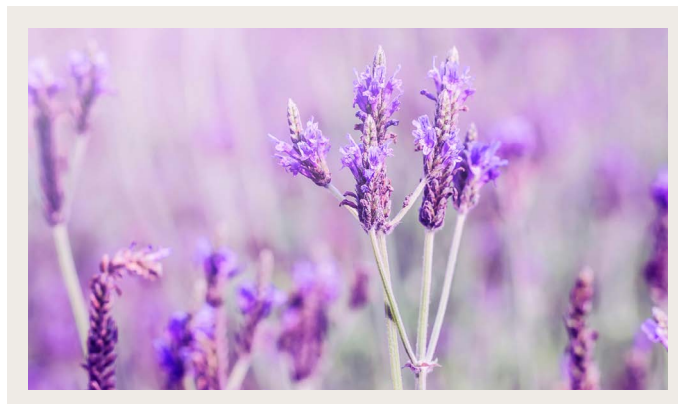
## Learning Outcome:

- ✧ Students will demonstrate how to design a customized blend of marketing activities to support the growth of their post plastic surgery massage business.

Have clients recommended any improvements to the massage experience?

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Are there any local opportunities for me to ‘put myself out there?’

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What items would I include in my ‘show and tell’ box?

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How is the service I provide a differentiated product?

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“Anchoring bias is a cognitive bias where a person depends on the first piece of information they hear (the “anchor”) when making decisions.”

## **The Marketing Mix**

**Product (or service)**

**Pricing**

**Placement**

**Promotion**

How can I use each part of the Marketing Mix to improve my business?



**Product (or service)**

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**Pricing**

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**Placement**

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**Promotion**

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**How can I make my services into Programs?**

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How can I offer my clients solutions to their problems with a client resource?

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What will be in my Informational Packet for Plastic Surgeons?

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How will I describe myself and my qualifications in the first paragraph of my Massage Therapy Care Plan?

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What words will I use to ask for a client rebook?

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How can I establish a therapeutic alliance with my clients?

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What actions will I take to show that I care about my client's recovery?

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How do I feel about people who get plastic surgery? Are people who get tummy tucks after pregnancy different from those that get Brazilian Butt Lifts?

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How do I feel about cancer and people who are using western medicine to treat their cancer? How do I feel about people who take chemotherapy drugs and suffer during their cancer treatment?

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My top tier education:

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My resources for ongoing education:

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Who can be my 'Idea Buddy?'

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List Contraindications, Cautions and Best Practices

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How can I make the right first impression on my clients?

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## My Elevator Speech

Fill in the blanks:

I am \_\_\_\_\_ and I work with \_\_\_\_\_ so they can \_\_\_\_\_.

- ✧ In the first space insert your name.
- ✧ In the second space describe your ideal client
- ✧ In the third space, describe the transformation you help your clients achieve. The KEY is using EMOTION and crafting a message that will get potential clients to respond with emotion (watch their eyes when you are saying your elevator speech, are they responding?) or a 'That's Right.'



The next step is to have an answer to the question ‘how did you get interested in this career’ that also focuses on emotion and helps build trust with potential clients.

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Improvements I can make to my office

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What are my potential clients searching for on social media?

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Tips for finding social media topics I would like to try:

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**Possible Referral Sources:**

- ✧ Physician referral
- ✧ Massage Therapist referral
- ✧ Friend/Family referral
- ✧ Networking referral
- ✧ Social Media followers

**My resources for new social media content:**

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**Fill in the blank - aspects of a successful YouTube video:**

State \_\_\_\_\_

Share \_\_\_\_\_

Show \_\_\_\_\_

Similar \_\_\_\_\_

Specialty \_\_\_\_\_

**How I will get testimonials:**

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How I will use testimonials:

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## Abbreviated Quick Start Guide:

Answer these questions and gather these resources to ensure you have the tools you need to expand your business effectively.

Who is your competition locally?

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What are their prices / services?

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Materials and documents you may need:

- ✧ Lymphatic massage info sheet / after care
- ✧ Business card
- ✧ Letter to plastic surgeons
- ✧ Release form
- ✧ Massage Therapy Care Plan Template
- ✧ Operation specific info sheets or other client resource (I no longer use these, I give out copies of the 'Plastic Surgery Recovery Handbook' instead)
- ✧ Health history form
- ✧ Testimonial form
- ✧ Client Progress Tracking Sheet



Where to find local plastic surgeons

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Where to find local massage therapists that can provide referrals

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Local massage therapy Facebook groups I will join

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After looking at all my notes from class, the top marketing activities I will use to support the growth of my post plastic surgery massage business:

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