



The 7 Pillars of a Million-Dollar Medspa

Pillar 1: Patient Acquisition

Top-performing medspas generate patients from multiple channels:

Target Mix

- Google Search: 40%
- Referrals: 25%
- Social Media: 20%
- Email/SMS: 10%
- Community Partnerships: 5%

KPI

Cost Per Consultation

Goal:

- Botox: <\$75
 - Weight Loss: <\$125
 - CoolSculpting: <\$150
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Pillar 2: Conversion Excellence

Every consultation should follow a structured process:

1. Identify concerns
2. Educate

3. Build treatment plan
4. Present financing
5. Discuss membership
6. Book next appointment

Goal

Consult-to-Treatment Conversion:

- Minimum: 60%
 - Elite: 75%+
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Pillar 3: Membership Revenue

Memberships create predictable cash flow.

Ideal Membership Structure

\$99/month

Includes:

- Monthly service credit
- 10% discount on services
- Birthday treatment
- Exclusive member events

Goal

20-30% of active patients enrolled

Pillar 4: Treatment Mix Optimization

Highest-margin services should drive growth.

Core Revenue Drivers

1. Injectables
2. Morpheus8
3. Laser Hair Removal
4. Weight Loss Programs

5. Skin Rejuvenation

Avoid relying heavily on low-margin facial services.

Pillar 5: Patient Retention

The most profitable patient is the one who returns.

Automated Follow-Up System

- 2-week check-in
- 90-day reminder
- Birthday campaign
- Membership promotion
- Annual treatment review

Goal

Patient Retention Rate:
70%+

Pillar 6: Team Development

Every employee should know:

- Consultation process
- Membership presentation
- Product recommendations
- Rebooking techniques

Monthly Training Topics

- Sales skills
 - New treatments
 - Compliance
 - Patient experience
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Pillar 7: Financial Management

Track these KPIs monthly:

Revenue KPIs

- Revenue per provider
- Revenue per visit
- Average transaction value
- Membership revenue
- Treatment utilization

Marketing KPIs

- Cost per lead
- Cost per consultation
- Cost per acquisition
- Conversion rate

Patient KPIs

- Retention rate
- Rebooking rate
- Review generation
- Referral rate