One Big Media Company

GOHIGHLEVEL SNAPSHOT · MED SPAS & AESTHETICS

Med Spa Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to med spa

Your buyer: A med spa or aesthetics practice offering injectables, dermal fillers, laser hair removal, skin treatments, body contouring and medical-grade skincare, often supervised by a medical director. Revenue depends on consults turning into treatment plans and patients returning at the right interval, but the front desk is too busy to follow up consistently.

Why they buy:

- Inquiries come in after hours and patients book with whoever responds first
- Consultations end with 'I'll think about it' and no one follows up
- Patients drift past their ideal rebooking window and go elsewhere
- The front desk is too busy to call through lapsed patients or sell memberships
- Generic marketing tools make it easy to accidentally text sensitive patient details

Suggested resale pricing

Setup fee	Monthly
$1,000-$2,500	$497-$1,497

Med spas have high patient value and expect a more careful, compliance-aware setup, which supports premium pricing. Charge more when you manage the membership campaign and monthly reporting.

Sell the consult follow-up and rebooking reminders first, since they recover revenue from patients the practice already has. Retain the account by running the membership campaign quarterly and reporting on member growth and rebook rates every month.

CLOSE

Pitch script

Hi [Name], quick question: of the consultations your team did last month, how many patients said 'let me think about it' and never heard from you again? Most med spas I talk to don't have the time to follow up consistently, and patients also drift past their rebooking window. We set up a system that replies to every inquiry in minutes, follows up on each consultation with a respectful sequence, reminds patients to rebook at the interval their provider recommended and invites your regulars into a membership. It's written to be privacy-conscious, so it never asks for medical details by text and never names treatments in reminders. You don't need to learn the software. We set it up, write it in your voice and review the wording with you before anything goes live. Would it be worth 15 minutes this week to walk through it?

Cold email

Subject: Consults that never booked

Hi [Name],

Most med spas lose revenue in two places: consultations that never convert and patients who drift past their rebooking window. We help aesthetics practices follow up on every consult, remind patients to rebook on schedule and grow memberships automatically.

It runs on GoHighLevel, the copy is privacy-conscious and we set it up for you.

Open to a 15-minute call to see if it fits your practice?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help med spas follow up on consults, rebook patients on schedule and grow memberships automatically. Open to a quick call?

Social DM

Hi [Name], love the education you share. Quick one: we help med spas turn consults into booked treatments and grow memberships with privacy-conscious automation. Worth a quick chat?

DELIVER

Offers & onboarding

Offer ideas for the client

- Complimentary consultation with a licensed provider for new patients
- Membership with a monthly treatment credit, member pricing and priority booking
- Laser hair removal package savings when booked in fall or winter
- Skincare bundle credit with any treatment series
- Bring-a-friend consultation event (check state rules on referral incentives first)

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Aim to respond to every consultation inquiry within 5 minutes during business hours
- **Consult show rate**: Aim to improve show rates month over month with reminders
- **Consult-to-treatment conversion**: Track monthly and aim to improve it each quarter
- **On-time rebooking**: Aim to rebook most patients within their recommended interval
- **Active members**: Grow active memberships every month
- **Google reviews**: Aim for steady new reviews each week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.