



WHY GREAT MED SPAS STILL HAVE EMPTY APPOINTMENT SLOTS

A Practical Workbook
for Med Spa Owners

Your Leak Map & Action Workbook

Empty slots aren't a leads problem. They're a systems problem — and the system has five stages. Miss or half-run any one of them, and the calendar shows it. Use this workbook to score your own practice as we go, live.

NAME

PRACTICE

DATE

FILL THIS IN AS WE GO

The Leak Map

After each of the five stages, give your practice a color. Be honest, not generous — a page full of greens next to an empty calendar means you're grading yourself too kindly.

● Red = clearly broken ● Yellow = inconsistent ● Green = running well

STAGE	WHAT IT DOES	MY SCORE	NOTES / FIRST MOVE
1. Attract	<i>Get found by the right people.</i>	☐ ☐ ☐	
2. Convert	<i>Turn interest into appointments.</i>	☐ ☐ ☐	
3. Create Raving Fans	<i>Retain, refer, repeat.</i>	☐ ☐ ☐	
4. Automate	<i>Run without constant effort.</i>	☐ ☐ ☐	
5. Measure to Scale	<i>Optimize what works.</i>	☐ ☐ ☐	

Your biggest opportunity is almost always your first RED — not more of your greens. You don't need more marketing. You need more of your marketing to work.

Attract

Get found by the right people.

WHAT IT MEANS

Search visibility (SEO/AEO), your Google Business Profile and local map results, content built to be found, reviews and referral sources. Not about being everywhere — about being findable by someone actively searching for what you do, tonight.

THE #1 LEAK OWNERS MISS

An incomplete or inconsistent Google Business Profile (wrong hours, thin photos, missing services, wrong primary category), content that's pretty but not built to be found, and leaning on word-of-mouth as the only channel.

SELF-CHECK

If someone Googled [your top treatment] + [your city] tonight, would you show up in the first three results?

☐

ONE THING TO FIX THIS WEEK

Open your Google Business Profile the way a stranger sees it. Fix ONE thing this week: hours, photos, services, or your primary category.

MY SCORE FOR ATTRACT

☐**RED**

clearly broken

☐**YELLOW**

inconsistent

☐**GREEN**

running well

Convert

Turn interest into appointments.

WHAT IT MEANS

Website conversion, clear calls to action, lead capture, a simple booking flow, speed of follow-up, and consultation-to-treatment conversion. This is where interest becomes an appointment — or evaporates.

THE #1 LEAK OWNERS MISS

Slow follow-up. Best practice is under 5 minutes; most practices take hours. Add a booking flow with too many steps and no single clear next step, and you lose people who were ready to say yes.

SELF-CHECK

How long does it actually take your front desk to respond to a new inquiry — and who owns that number?

☐

ONE THING TO FIX THIS WEEK

Send your own practice a web inquiry today, as a mystery shopper. Time the response. However long it took is your real number.

MY SCORE FOR CONVERT

☐**RED**

clearly broken

☐**YELLOW**

inconsistent

☐**GREEN**

running well

Create Raving Fans

Retain, refer, repeat.

WHAT IT MEANS

Rebooking, retention, memberships, reviews, a systematized referral ask, reactivation, and patient experience. Your existing database may be more valuable than your next ad campaign.

THE #1 LEAK OWNERS MISS

No reactivation system for lapsed patients, no systematized review or referral ask, and a one-and-done experience with nothing pulling clients back.

SELF-CHECK

Does anything automatically reach out to a client who hasn't booked in 90 days — or does that only happen if someone remembers?

☐

ONE THING TO FIX THIS WEEK

Pull a list of every client who hasn't booked in 90+ days. Just look at how long it is. That list is revenue you already earned.

MY SCORE FOR CREATE RAVING FANS

☐**RED**

clearly broken

☐**YELLOW**

inconsistent

☐**GREEN**

running well

Automate

Run without constant effort.

WHAT IT MEANS

CRM infrastructure, email and SMS, missed-call and new-inquiry follow-up, consult follow-up, abandoned-lead follow-up, and trigger-based reactivation. This is the stage that makes the first three actually happen — every time.

THE #1 LEAK OWNERS MISS

If follow-up, reminders, and reactivation depend on a human remembering every time, they will eventually not happen — especially on your busiest weeks. The busier you get, the more you leak. This is why the first three leaks stay invisible.

SELF-CHECK

If your front desk called in sick tomorrow, would a new lead still get followed up with?

☐

ONE THING TO FIX THIS WEEK

Pick your single most important follow-up — new inquiries — and automate just the first response, so no lead ever waits.

MY SCORE FOR AUTOMATE

☐**RED**

clearly broken

☐**YELLOW**

inconsistent

☐**GREEN**

running well

Measure to Scale

Optimize what works.

WHAT IT MEANS

Lead-source tracking, booking metrics, cost per acquisition, revenue attribution, provider utilization, and channel performance. You can't scale what you can't measure.

THE #1 LEAK OWNERS MISS

No attribution. Owners can't say which channel or campaign produced a booked appointment — so they keep funding what isn't working, or cut what is.

SELF-CHECK

Can you name, right now, which marketing dollar produced your last three booked appointments?

☐

ONE THING TO FIX THIS WEEK

Add one question to your intake and actually log it: “How did you hear about us?” It's the crudest attribution there is — and most practices don't even have that.

MY SCORE FOR MEASURE TO SCALE

☐**RED**

clearly broken

☐**YELLOW**

inconsistent

☐**GREEN**

running well

Watch for Your Practice

During the live teardown, don't just watch the volunteer's practice — watch for yours. As we walk their real assets through all five stages, jot down one strength you can borrow and one leak you recognize in your own practice.

STAGE	A STRENGTH I CAN STEAL	A LEAK I RECOGNIZE
1. Attract		
2. Convert		
3. Create Raving Fans		
4. Automate		
5. Measure to Scale		

IF THIS WERE YOUR PRACTICE

My Fix List — In Order

Don't try to fix all five at once — that's how owners burn out. Rank your moves by impact versus effort: your biggest leak with the easiest fix goes first. Look at your reds, then sequence them.

1

FIRST — I'LL FIX THIS NOW

2

SECOND

3

THIRD

YOUR NEXT STEP — FREE

Get your real score in 3 minutes

You just scored yourself informally across the five stages. The free Growth Plan Builder gives you the personalized version — exactly where your biggest opportunity is, built on the same Salted Edge framework.

[SALTMARKETING.CO/GROW](https://saltmarketing.co/grow)

Link is in the webinar chat and your follow-up email.

Want to go deeper? Your Growth Plan Builder result naturally leads into a Growth Plan session — where we build the fix, in order, for your specific practice. No pressure. Just the next rung.

Get Found. Get Booked. Love Your Practice Again.