



beautiful forever
Medical Spa Business Consulting

877-772-6334

Your Complete Medical Spa Business Solution

FREE LIVE WEBINARS- SAVE THE DATE!

September 16, 1:00pm EST- Locate a Doc and beautiful forever

Present: "Connect with More Prospects Using Social Media and 10 Expert Tips to a Successful Consultation"

Presented by Cheryl Whitman of beautiful forever and Glen Lubbert of Locate a Doc



[here to register.](#)

September 22, 8:00pm EST- Eclipse Medical in partnership with ProMark Internet Marketing

Topic: "Your Practice - Email, Mobile, Postal, Data and Design Solutions"

Speakers: Cheryl Whitman and ProMark Data and Media Group

Eclipsemed and ProMark have teamed up to drive your aesthetic profits up! Extend your marketing reach, get more bang from your advertising dollars and build more loyal relationships with patients.

Registration link coming soon.

September 30, 8:00pm EST - "Learn the secrets of generating extra income with DNA home testing kits"

Cygene Laboratories will discuss this unique way to generate income while improving your patient's future through personalized genetics!

- Accurate All test results are guaranteed
- Anonymous All specimens remain anonymous and cannot be linked to your patient through CyGene's own patent pending process
- Affordable Doctors pay only \$10 per testing kit, patients pay as little as \$69.95!

This is the latest in diagnostic testing and genetic profiling from CyGene Laboratories that your patients can do from home.

Registration link coming soon.

October 7, 8:30pm EST -MedEsthetics Presents "Getting Ready for the Holidays"

The holiday season can provide a big boost to your bottom line through increased gift certificate and products sales plus new appointment bookings as patients prepare to look their best for holiday gatherings. In this educational webinar Cheryl Whitman will show you how to:

- Get your share of lucrative gift certificate sales
- Set yourself apart from the competition to attract seasonal patients
- Seamlessly schedule increased bookings
- Keep stress levels in your practice under control

Registration link coming soon.

October 22, 7:00pm EST- "Find More Profit in Your Practice"
Learn the Benefits of Adding Private Label Skin Care to Your Practice

Presented by Cheryl Whitman founder and CEO of beautiful forever and Douglas Preston of Preston Private Label Products

Registration link coming soon.

Advanstar Communications presents a webinar series:
"Expanding your aesthetic practice in a challenging economy"
sponsored by Allergan.

Speakers: Cheryl Whitman and Dr. Victor
November 5, 6:00pm EST and 9:00pm EST
November 10, 7:00pm EST
November 11, 6:00pm EST
November 12, 9:00pm EST and 9:00pm EST

Focusing on 3 key Allergan products:

- Latisse (bimatoprost ophthalmic solution, 0.03%)- for the treatment of hypotrichosis of the eyelashes.
- Botox Cosmetic (Botulinum Toxin Type A) - for the temporary treatment of moderate to severe frown lines.
- Juvederm- an injectable gel for the correction of moderate to severe

facial folds and wrinkles.

Registration link coming soon.

Aesthetic Medical & Business Trends

Read Cheryl's monthly column on practice trends in Aesthetic Medicine

featured in the e-Journal of Age Management Medicine

Taking Your Practice to the Next Level...Navigation 101

Whether you are enjoying busy client traffic in a well established practice or launching a fledgling enterprise, you need a carefully drawn business and marketing "map" to help you find your way to the next level of success. Expanding a practice, adding new products or services, or simply increasing revenues in today's economy requires thoughtful planning and navigation.

[more...](#)

How To Take Your Practice to the Next Level...with Effective Marketing

Should you cut back on marketing and advertising while you weather the recession? Not on your life! Research has clearly demonstrated that organizations that stick with their marketing plans through tough economic times have surprising success—which lasts long after recovery.

[more...](#)

How To Take Your Practice to the Next Level...with a Great PR Campaign

Public relations (PR) might be the last thing on your mind as you deal with the day-to-day challenges of running a busy practice. But if you want to take your practice to the next level, PR and media relations really should be near the top of your "to do" list.

[more..](#)

If medical school didn't prepare you for all the nuances and challenges of entrepreneurship, help is available.

The Aesthetic Medical Success System contains over 100 years of combined experience!

The Aesthetic Medical Success System is the only "How-To" Guide offered by the America Society of Plastic Surgeons. This one-of-a-kind resource includes the latest and most comprehensive industry information to guide you through each step of growing and launching a medical aesthetics practice or medical spa.

AVOID COSTLY MISTAKES AND CREATE PROFITABLE RETAIL

Our complete product and laser services comparison charts make it easy to create your service menu. These 500 +page system complete with a CD of customizable templates features:

- Business Plan Outline/Pro Formas,
- Strategic Marketing Tactics,
- Legal and Insurance Issues
- Complete Operations Manual
- Competitive Analysis
- Branding Your Market Niche
- Retail & Private Label Products
- And Much More!!

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CD Rom of customizable forms, sold separately is only- \$249.00

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- CD Rom of customizable forms
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