

As featured in  **Aesthetic AUTHORITY™**

## Top Business Tips of 2020

December 2, 2020

[Cheryl Whitman](#)

*Cosmetic marketing professional Cheryl Whitman details her top 12 business tips of 2020 for a successful aesthetic medical practice.*

### [1. Know Your Target Market](#)

Whether you're just starting out or have an established practice, consultant Cheryl Whitman offers sage advice for matching service offerings with your target market.

### [2. Tips For A More Successful Practice](#)

In our tip this week, Cheryl Whitman offers 3 simple measures that can help to grow your practice.

### [3. Know Your Numbers](#)

This week, Cheryl Whitman explains how to keep your business healthy while understanding key financial metrics.

### [4. Word Of Mouth Marketing Is The Best](#)

This week, Cheryl Whitman details the importance of understanding and implementing a professionally executed patient referral program.

### [5. What's New?](#)

This week, Cheryl Whitman highlights the need for practice service offerings that balance tried-and-true treatments with newer, must-have-now offerings.

### [6. Something Old, Something New](#)

This week, Cheryl Whitman recommends researching trends in aesthetic medicine and local treatment demand to enhance profit margins.

## [7. Create A Winning Team, Improving Staff Performance](#)

This week, Cheryl Whitman highlights the importance of creating a well-trained staff through continued training opportunities.

## [8. Your Brand – The Key To Practice Growth](#)

This week, Cheryl Whitman explains the importance of consciously creating a cohesive personal and professional brand to stand out.

## [9. Public Relations Strategies](#)

This week, Cheryl Whitman explains the need for a strong relationship between aesthetic practices and media representatives in the industry.

## [10. Integrate New Technologies For Increased Profitability](#)

This week, Cheryl Whitman shares how to integrate new technologies, treatments, and procedures for increased profitability in the practice.

## [11. Patient Loyalty Is Golden](#)

This week, Cheryl Whitman highlights the benefits of patient loyalty programs as a less expensive option to retain existing patients and create advocates for the practice.

## [12. Virtual Retail Has A Strong Future](#)

This week, Cheryl Whitman highlights the need for practices to embrace and expand their online presence through social media sites and retail opportunities during the pandemic.