



MED SPA LEAD MAGNET

The Booked-Out Med Spa Checklist

21 fixes for more bookings, reviews and repeat clients

More calls. More bookings. Less guesswork.

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How to Use This Checklist

Go through all 21 items below. For each one, score yourself honestly:

- 0 — Not doing this at all.
- 1 — Doing it, but inconsistently or half-built.
- 2 — Doing it well, consistently, every week.

Add up your score (max 42) and check the scoring page near the end to see what it means. Most practices find at least 5 to 6 gaps on their first pass — that's normal, and nearly every one of these is fixable without adding staff.

Booking & First Response

- ☐ Calls from new patients ring through to voicemail during treatments. Why it matters: a prospective patient calling about Botox or a consult who hits voicemail will usually just call the next med spa on their list. Quick fix: forward missed calls to an auto-text ("Sorry we missed you — we're with a patient. What can we help you book?") so the lead isn't lost.
- ☐ There's no online booking — patients have to call during business hours. Why it matters: a lot of your ideal patients are researching and deciding to book at night, on lunch break, or between meetings, not during your front-desk hours. Quick fix: add online booking for at least your most-requested services (consults, Botox, facials).
- ☐ Consultation requests from the website or Instagram DMs sit unanswered for hours. Why it matters: a Harvard Business Review study of 1.25 million sales leads found that businesses contacting a new inquiry within an hour were nearly 7 times as likely to convert it as businesses that waited even one more hour, and more than 60 times as likely as those that waited a day or more (Source: "The Short Life of Online Sales Leads," Harvard Business Review, March 2011, <https://hbr.org/2011/03/the-short-life-of-online-sales-leads>). Quick fix: assign someone to check and answer DMs and web inquiries within the hour, every business day.
- ☐ No automated appointment reminders go out before visits. Why it matters: an unconfirmed slot is an easy no-show or late cancel, and that's revenue the room sat empty for. Quick fix: send a text and email reminder 48 hours and again 24 hours before every appointment.
- ☐ Front desk doesn't have a simple script for "how much is Botox" callers. Why it matters: price-shopping callers are usually calling two or three other clinics the same day; a flat price with no follow-up question loses the booking. Quick fix: write a short script that gives a price range and moves straight into "let's get you on the schedule for a consult."

Website & Online Presence

- ☐ The website doesn't show pricing ranges or financing options. Why it matters: patients who can't find at least a ballpark price will often leave and look for a clinic that's upfront about cost, rather than call to ask. Quick fix: add a simple pricing-range page and mention financing (CareCredit, Cherry, etc.) if you offer it.
- ☐ Treatment pages don't show real before-and-after examples. Why it matters: patients are picturing a result, not reading a service description — without visuals, they can't tell if your work matches what they want. Quick fix: add a consented before/after gallery for your most-booked treatments.
- ☐ The site isn't built for mobile. Why it matters: most patients research treatments and clinics on their phone, often while scrolling social media. A clunky mobile page loses them before they read your credentials. Quick fix: check your own site on your phone today — if buttons are hard to tap or text runs off-screen, fix that first.
- ☐ There's no clear path from "I'm curious" to "I booked a consult." Why it matters: a vague call to action ("Learn More") doesn't move someone toward booking the way a specific one ("Book Your Free Consult") does. Quick fix: put one clear, specific booking button at the top of every page.

Reviews & Reputation

- ☐ Happy patients are never asked for a Google review after treatment. Why it matters: in BrightLocal's 2024 Local Consumer Review Survey, 75% of consumers said they "always" or "regularly" read online reviews before choosing a local business, and 71% said they wouldn't consider a business with an average rating under 3 stars (Source: BrightLocal, Local Consumer Review Survey 2024, <https://www.brightlocal.com/research/local-consumer-review-survey-2024/>). Patients comparing med spas lean heavily on reviews and results photos. Quick fix: ask for a review by text right after a visit where the patient is visibly happy with the experience.
- ☐ Review requests, when sent, go out too long after the visit. Why it matters: the best moment to ask is right after the appointment, while the experience is fresh — not in a bulk email days later. Quick fix: automate the review text to send within a few hours of the appointment.
- ☐ Negative reviews go unanswered, or the response accidentally confirms the person was a patient. Why it matters: under HIPAA, you can't confirm that someone is a patient in a public reply, even to defend yourself — and an unanswered bad review reads as indifference. Quick fix: use a neutral, non-confirming response template ("We take all feedback seriously — please contact us directly so we can address this") and train whoever responds to never confirm patient status publicly.
- ☐ Google Business Profile photos and services are outdated. Why it matters: this is often the first thing a prospective patient sees, before your website. An out-of-date menu or old photos reads as "not currently active." Quick fix: update your service list, pricing notes, and add recent photos (with consent) monthly.
- ☐ You don't track your review count and rating against the clinic patients are comparing you to. Why it matters: when two clinics look similar on price and services, the one with more reviews and a higher rating usually wins the booking. Quick fix: look up your top local competitor's Google rating and review count and write down the gap.

Retention & Rebooking

- ☐ Patients aren't automatically reminded when it's time to rebook. Why it matters: Botox and filler have a known window before results fade — a patient who isn't reminded often just forgets, or books with someone else out of convenience. Quick fix: set an automatic rebooking reminder timed to each treatment (for example, around the 3-month mark for neurotoxin, longer for filler, per your provider's guidance).
- ☐ There's no "while you're here" prompt for complementary services. Why it matters: a patient already in the chair for one treatment is in the easiest possible moment to mention a facial, a skincare add-on, or a package — and that moment is usually skipped. Quick fix: give your team a simple, low-pressure line to offer one relevant add-on at checkout.
- ☐ Package and membership clients aren't tracked, so renewals get missed. Why it matters: a membership that lapses quietly is lost recurring revenue that often goes unnoticed until the patient is gone. Quick fix: keep a simple renewal-date list (spreadsheet is fine to start) and reach out before each one expires.

- ☐ Referral asks don't happen systematically. Why it matters: a happy patient who isn't asked to refer a friend usually won't think to on their own, even when they'd gladly do it. Quick fix: ask every satisfied patient directly, at checkout or in a follow-up text, and make it easy (a referral link or a simple "tell them to mention your name").

Visibility & Promotion

- ☐ Ads use generic stock photography instead of real results or reviews. Why it matters: prospective patients are specifically looking for proof it works on someone like them — generic stock imagery doesn't build the trust a real (consented) result does. Quick fix: feature a consented before/after or a short, specific review quote in your next ad creative.
- ☐ There's no follow-up for people who visited the site or started booking and didn't finish. Why it matters: most people who start a booking form and drop off were genuinely interested — they just got interrupted or weren't ready yet. Quick fix: set up a simple retargeting ad or a follow-up email/text for anyone who starts but doesn't complete a booking.
- ☐ You don't track which channel actually produces booked, paying patients. Why it matters: without that, ad and content budget keeps going to whatever "feels" like it's working instead of what's proven to bring in patients. Quick fix: ask every new patient how they heard about you and tag it, even informally, so you can see the pattern after a few months.

Scoring: What Your Number Means

Add up your score across all 21 items (2 points max each, 42 points total).

-  0–14 — Booking gaps at nearly every stage. From first contact through rebooking, there's room to tighten things up. The good news: most of the fixes above are quick and don't require new staff. Start with the Quick Wins on the next page.
-  15–28 — Good bones, real gaps. You've got real systems in place, but enough gaps that a more consistent competitor is out-booking you on patients you should be keeping. Pick your 3 lowest scores and fix those first.
-  29–42 — Running tight. You're ahead of most practices in your market. At this level, the gains come from fine-tuning — faster response times, sharper retargeting, and a tighter rebooking cadence.

Quick Wins You Can Do This Week

-  1 Turn on missed-call text-back today — most phone carriers and Google Voice support a basic version for free.
-  2 Text every patient a review request within a few hours of a visit that went well.
-  3 Update your Google Business Profile services, pricing notes, and photos — 15 minutes, no cost.
-  4 Write a neutral, non-confirming response template for negative reviews and use it on anything currently unanswered.
-  5 Pull your last month of consult requests and follow up with anyone who never booked.

What We'd Do in Your First 30 Days

Days 1–10

Install missed-call text-back and a website chat or booking widget. Audit and fix your Google Business Profile (hours, photos, services, pricing notes). Turn on automatic review requests timed to fire a few hours after each visit.

Days 11–20

Tighten booking friction on your website — pricing ranges, financing mention, before/after, and a clear, specific booking button on every page. Set up instant lead alerts so consult requests and DMs get a response inside the hour.

Days 21–30

Launch a HIPAA-safe review-response routine and an automatic rebooking reminder for your core treatments. Put together your first monthly report so you can see exactly where new patients are coming from.

This is a starting framework, not a guarantee of bookings, rankings, or revenue — every practice and market is different, and results depend on your services, location, and starting point. Nothing here is medical advice.



Your Next Step

Want a second set of eyes on your specific practice? The Free Growth Snapshot is a personalized, no-obligation look at your website, your reviews versus your top local competitor, your speed-to-lead, and your booking friction — 2 minutes, no pitch, no pressure.

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