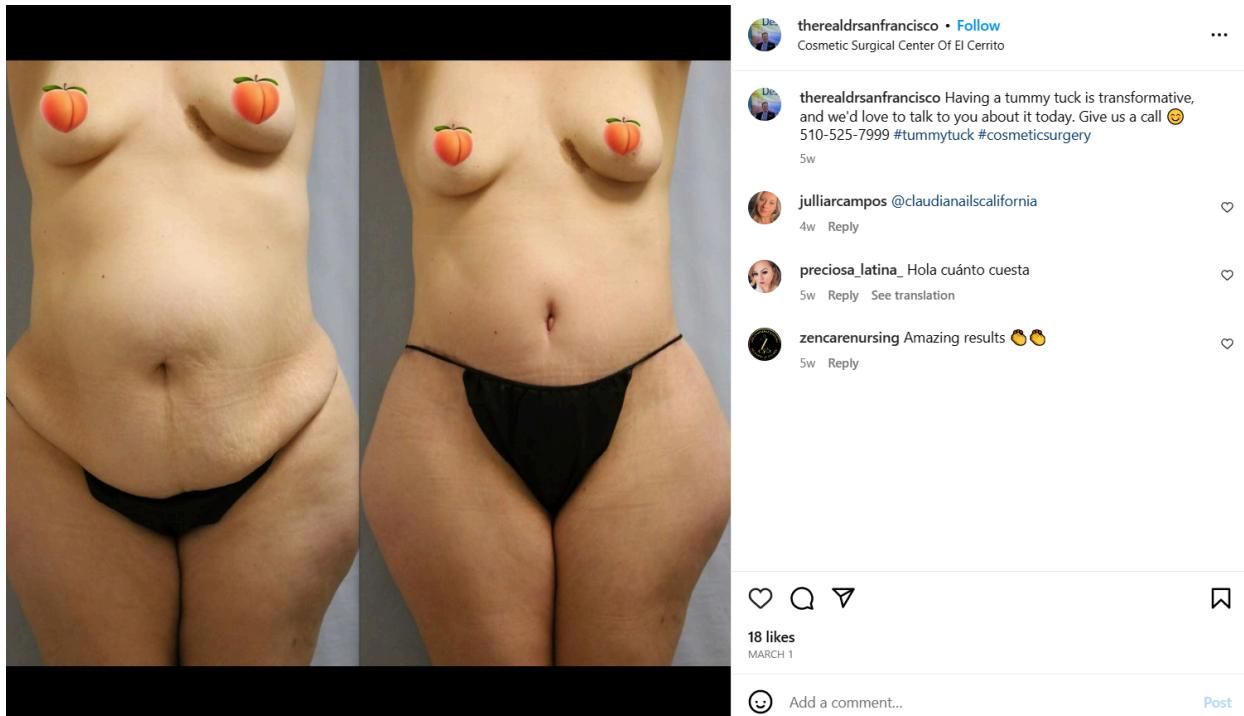


Hey Dr. Patino,

I came across your business on Google and looked over your website and social media, and I see that you have many positive reviews across your channels and I took interest on a specific post that isn't maximized for the best potential reach.

I have included a screenshot of the post and how I would reframe the caption as well.



The framing for each caption is very important because your clients/future clients need to know if the surgery is for them, as well as information regarding the procedure.

I would rewrite the caption along the lines of this:

🌟 **MOMMY MAKEOVER** 🌟

**Only 6 weeks post op**

Are you a busy mom who feels self-conscious about the changes in your body after having children? We understand how pregnancy and childbirth can take a toll on your body, leaving you with loose skin, stubborn fat, and sagging breasts.

Our Mommy Makeover can help you regain your pre-baby body and confidence. With a combination of tummy tuck, liposuction, breast reduction, and fat transfer, we can remove excess skin and fat, reshape your body, and lift and enhance your breasts.

Our recent patient, a 42-year-old mother of two, underwent a tummy tuck with liposuction of the abdomen and flanks, bilateral breast reduction with a lift, and fat transfer to the upper poles. After just six weeks, she was already seeing amazing results. We removed 2400cc of fat and transferred 300cc to each breast, giving her a more balanced and youthful figure.

If you're ready to feel confident and comfortable in your own skin again, contact us to schedule a consultation. Our Mommy Makeover is designed for women who want to reclaim their bodies and feel great about themselves. Let us help you achieve the look you desire. #mommymakeover  
#bodyconfidence #booknow

**Of course this is just an example and the message would be tailored to that person as well as the explanation of the procedure.**

Messaging like this can be extremely powerful because your audience sees: somebody who is similar to them, explains the procedure, points out her features after the surgery, and talks about the pain of mothers who are self-conscious about their body after pregnancy.

This creates more engagement with your audience on social media, and may answer some questions that they have before going into surgery.

I would like to review some of your landing pages, social media posts, and write a few sample emails that offer more products/services to your current clients, as well as lead newer people into your services. Let me know if you would value these free samples, as well as connect on a Zoom call to see if I am able to help your business implement these strategies!

**Best regards,**

**-Alex Coats**

Hey Dr. Chhatre,

I was looking over your social media posts specifically for Facebook and took note of how you're creating posts for your different services as well as promotions, and they seem to be getting little to no engagement. I provided an example of one of your posts as well as an effective way to frame it for potential clients to take action for booking a consultation for your practice.



Summit Plastic Surgery and Med Spa- Dr. Matt Chhatre

March 21 at 2:50 PM ·

...

As facial tissues thin out, lines become etched around the nose and mouth and the cheeks look a little hollow. Dermal fillers can replace lost volume to help smooth wrinkles, plump the lips, and restore a more youthful appearance. Book your appointment today! [#dermalfillers](#) [#plump](#)



Are you a woman in their 40s-50s who is starting to notice wrinkles around your nose and mouth? Do you feel like your cheeks are looking a little hollow? These changes can be frustrating and make you feel less confident in your appearance.

But, there is a solution! Dermal fillers can help to replace the lost volume in your face, smoothing out wrinkles and plumping your lips. You can restore a more youthful appearance and feel more confident in your own skin.

Don't wait any longer to start feeling good about the way you look. Book a consultation with us today to learn more about how dermal fillers can benefit you. Take the first step towards a more youthful and confident you. [#dermalfillers](#) [#plump](#) [#booknow](#)

Framing your message in this way shows that you are speaking directly to your target audience, understanding their pains and frustrations, and letting them know about the solution as well as getting them to take action.

I would like to go over some of your landing pages as well as create a few sample emails that will get your current clients/people who don't know about you to come into your practice feeling confident that you're able to help them achieve their goals with your many years of experience!

Let me know if this is something that would be of value to your practice.

Best regards,

-Alex Coats