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For Ambitious Med Spas With Multiple Treatments

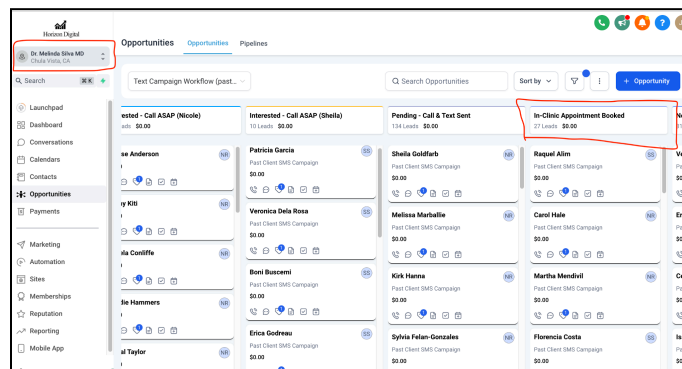
How To Use 'Problem-Based Offers' + VSLs To Solve Patient Acquisition In Your Clinic & Add +40k To You Monthly Revenue

15-45 New, Prepaid Patients within 30 days OR we work for **free**.

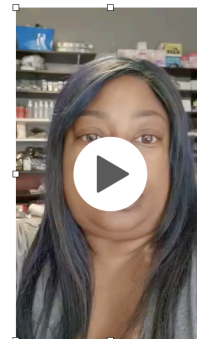
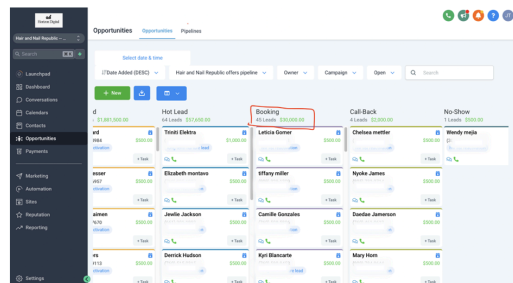
Book a Call - [Click Here](#)

Managed **+\$1 million** in internet marketing dollars and **years** of testing & failure to develop a system that actually does what it says it does.:

A Few Horizon Digital Success Stories...



👉 Dr. Melinda Silva - 27 Appointments in 32 Days 👉

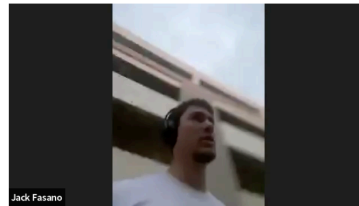
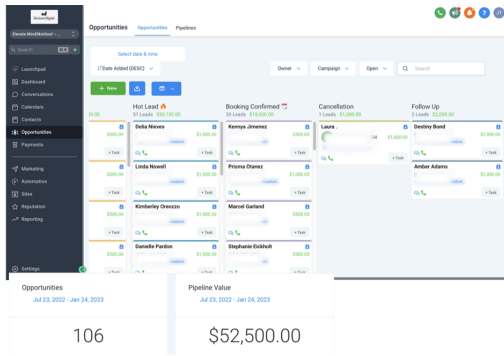


Leila Duran - One of our first clients, 45 Bookings in first 30 Days. 6 months later, exited and started "Beauty Couture" - an educational/consulting businesses.

👉 To See Video Leila's Testimonial - [Click Here](#) 👉



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Elizabeth - \$5 Leads & Fun Times.



👉 To See Video Elizabeth's Testimonial - [Click Here](#) 👉

Peach Skin and Laser



Oscar & Carolina - Transformed their marketing in 4 Months, opened up another location in Tempe. 7-Fig Med Spa Owner

The “Agency-Less” Roadmap To A Packed Calendar While Your Sleeping (Literally 110% Done-For-You 😊)

In the following steps, I'll outline our exact process for filling your books in 4 weeks.

And yes, social media ads are still working like crazy, even in 2023. You just need to make sure you're playing by the new rules of the game.

Step 1: Craft our Problem-Based 'Idiosyncratic Offers'.

Step 2: Buildout our HD 5x Followup System & Handle Discovery Calls.

Step 3: Implement our Magnetic Video Attraction Method (VSLs).



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Step 4: In-clinic sales system to make your menu 2-3x more valuable. ([click here](#) to see separate in-clinic sales training)

The “Stress-Free” System to Get New Patients (That Stay)

(No-Pressure Strategy Call: [Click here](#))

New Providers and Solo Injectors appearing out of thin air - New franchises forming, existing chains expanding.

All leading to 1 thing → commoditization of your menu. AKA - *Trying to market machines & treatments (bad approach) indistinguishable from your competitors.*

If you suspect that most agencies can't actually deliver on this promise, **you're right.**

In fact, your marketing performs best when you hustle and do it yourself: *Hosting events, posting a new transformation/canva edit on facebook every 30 minutes, sending out emails...*

This report is for ambitious aesthetic providers looking to transcend their current patient acquisition into something much, much better & more sustainable.

This is for med spa owners and aesthetic practices who want to see their machines booked to the limit, producing nonstop profits.

It's for those who want the highest-caliber patients chasing THEM, instead of the other way around.

The ‘Never-Ending’ Agency Cycle

You may have tried hiring or are using a lead-generation agency to help you generate appointments.

Here's the usual observed situation:

1. Using some type of outdated promo, “deal-based” marketing, or discount:
 - Free Consultation (common & boring), \$500 OFF Coolsculpting (or any high-ticket procedure), \$9/Unit, etc.
2. Leads handed to you on a spreadsheet or software
 - The agency or yourself calls leads and they don't pick up or are annoyed and confused.



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3. Maybe you DO get some leads booked but they either:
 - No-show to the appointment or showup to get that LEGENDARY discount and you never see their face again.

Results fiddle away after 3 months, but a new one with an *irresistible offer* and *slightly different methodology* says hello.

And if this has happened to you, it's NOT YOUR FAULT.

The underlying issue of Med Spa Marketing NOBODY talks about

Strategy Call: [Click here](#)

The overarching flaw with most medical spa marketing is this:

Every ad and promotion is set up to position you as a provider of *common services* that can be found elsewhere.

Unfortunately - most providers in your area have access to the **same treatments** as you.

There is no single clinic with exclusive access to an insanely profitable machine that gets 100X better results... *even if the laser rep going clinic-to-clinic says otherwise*

Machines Aren't Differentiators

If you rely on your *machines & treatments* to make you stand out, you're stuck in a costly rat race.

Interestingly, this is what 99% of med spas do when trying to increase sales the reality is: **Your NOT selling a machine or a treatment**

Running these offers is like shouting "*I do this too, but for some reason, you should come to me instead of someone else.*"

> \$500 OFF xxxx, \$9/unit, FREE lip flip w/ lip filler, etc.

The constant need to revolutionize your offers, itch to change them, and desire to keep things 'fresh'. Partly because they *don't last*

Structuring your Marketing & Promos this way leads to Extreme Confusion & Poor Longevity

Lost sales and confused/overwhelmed staff... and (subconsciously) energy transfers to clients. And **a confused mind doesn't buy**. We need Simplicity and Longevity in our marketing.



The New Way of Med Spa Marketing: Transcended

This is our exact social funnel system to 15-45 prepaid patients (guaranteed):

1. Create Problem-Based “Idiosyncratic Offers”
2. Drive Traffic To Offers & Book Discovery Calls
3. Use Video Sales Letters To Pre-Frame & Educate

Step 1: Create Problem-Based “Idiosyncratic Offers”

Instead of discounting a treatment like everyone else, it's better to advertise a unique solution to specific problems people have.

We call these Problem-Based Offers, and they are better in almost every way. See table below:

Treatment-Based Offers	Problem-Based Offers
Commonplace. ‘White Sheep’ Marketing. Almost impossible to stand out	Non-Existent. ‘Black Sheep’ Marketing. Super easy to stand out.
Devalue brand and weaken price integrity	Ads value to brand and allows you to keep prices high.
Attracts price shoppers who just want a discount	Attracts people who genuinely want to solve their problem
Poor longevity. Last a few weeks or a month or two at best.	Can last months or even years

Keep scrolling :) ([or book a call](#))

Problem-Based Ads Last Longer

Imagine every human that is a potential patient is grouped in 3 categories based on their level of awareness: unaware, problem-aware, and solution-aware.

Unaware: people who do not have this problem (or know they have it)

Problem-Aware: people know they have the problem, but not the solution

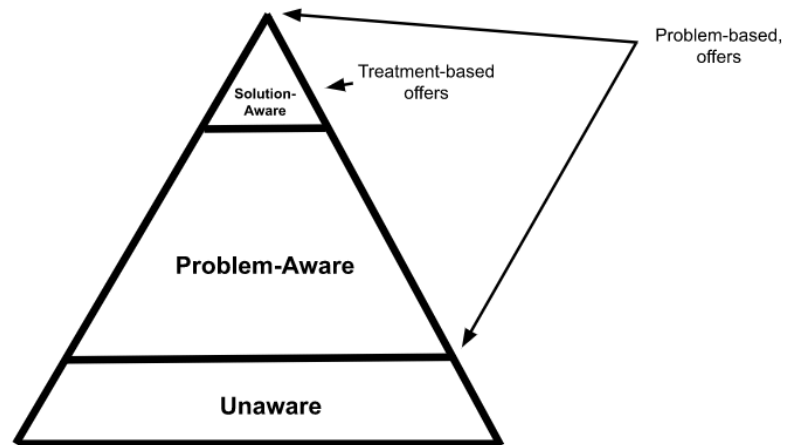
Solution-Aware: People are aware of a *solution* to the problem (ie: under-eye filler.)



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99% of ads you see on the internet focus on the *solution* to the problem (treatments). Ads for Botox, Coolsculpting, Morpheus 8, LHR, etc.

However, a very small fraction of your potential clients are actually aware of the solution:



This is why most ads **don't last**. You only speak to people who are aware of the solution and you simply run out of people.

When you use *problem-based* offers, you reach a much larger audience. This is how you get your ads to last for months and even years.

3 problem-based offer examples you can use to attract new patients include:

1. **Under-Eye Circles Offer** - "**Under-Eye Rescue Package**": This offer targets patients with under-eye circles and bags.
2. **Lips & Mouth Offer** - "**Lips & Mouth Rescue Package**": This offer is for patients with thin lips and an aging mouth area.
3. **Neck & Jaw Offer** - "**Neck & Jaw Line Rescue Package**": This offer is designed for patients with "turkey neck," jowls, and under-chin fat.

OR

The ONLY Discount Offer You Should Run. UBO Formula (Ultimate Botox Offer)

More details: [Click here](#) to see how we get tox patients in the door.

Proven Tox Package:

10 Units Of Botox + 1-2 Treatment/Product Bonuses (\$300-\$500 Package)



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How To Add Treatment Bonuses:

Low Consumables, Low Downtime, Should Achieve "Mini-Transformation" & Results Get Better With More Treatment. (E.G., Hydrafacial, Photofacial, Ipl/Bbl, Etc.)

Create A Unique Name:

'Winter Glow' Tox Package, 'Forever Young' Injection Package, Etc.

Total \$\$ Value + Pricing:

\$300-\$500 Total Value @ discounted price .

- Discounting does NOT Scare top clinics. One New Patient = \$3,000+ (Lifetime Value, Referral Value, Package Sales, Etc.)

UBO Examples:

- 10 Units Botox + Dermaplaning (\$XXX Value, \$XX)
- 10 Units Botox + Facial + Under Eye Mask (\$XXX Value, \$XX)
- 10 Units Botox + Low Downtime Peel + Red Light Therapy (\$XXX Value, \$XX)

Step 2: Drive Traffic To Offers & Conduct DFY Kick-Off Calls

Once you have an offer in place, the next step is to get "eyeballs" on your offer so you can book appointments.

The Old Way:

The **traditional way** of doing this is to run some sort of ad on the internet and get people to either:

- a. Call your clinic directly to book an appointment
- b. Message you on social media so you can start a conversation and get them booked.
- c. Fill out some sort of form to claim the offer so you can follow up with them.

Maybe you have a spreadsheet with leads to help track & follow-up. If you've worked with an agency they may have also set up some sort of software to help followup with leads.

Here's what usually happens:

- You get little-to-no response to your offer
- You get a lot of clicks and leads but it's impossible to get a hold of them. The follow up is exhausting and not worth the time. When it is 'worth the time' they end up being a one-time visitor.

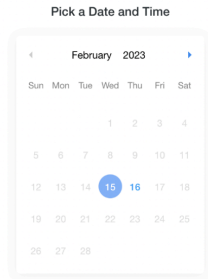


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The New Way:

We've tested every possible way to book appointments, and by far the best way is to have leads book a **15-minute Discovery Calls** to learn more about the offer and get them booked in.

Step 2: Schedule Your Kick-Off Phone Call!



Implementing this strategy allows us to **quadruple** our show rates to these calls from 20% to 80%+

- We restrict the booking window to 24 hours. No-show rates skyrocket for calls booked 24+ hours out
- We make it clear that the offer is voided if the prospect no-shows to their call.

Here is a Visual Summary to show why your follow up & your offer are SO important:



The What Matters Pie Chart

Step 3: Use Video Sales Letters To Pre-Frame & Educate



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One of the most difficult parts of selling to new patients is getting them to truly understand the value of the services you provide.

The Old Way

With most traditional marketing strategies, there is no system to pre-frame & pre-educate clients before stepping foot in your door.

For the most part: The prospect is *going in blind* and it's up to you/your consultant to educate & sell them a multi-thousand dollar package, usually in the time-frame of an hour.

This is why **traditional marketing** you get a lot of:

"Let me think about it and get back to you"

"I need to talk to my husband"

"This is more expensive than I thought"

"This is a lot more expensive than the med spa down the street"

It is painful to hear these objections, and demoralizing for staff to hear this over and over again.

The question is, *how do you pre-frame and pre-educate clients BEFORE coming in, so the selling is easy and seamless?*

The New Way:

The best way to pre-frame and pre-educate clients is with a **3-5 minute video sales letter, or (VSL)**.

A video sales letter is simply a sales letter transposed into a video format.

In fact, you're reading a sales letter right now. If it's adding value to you and positioning me as someone who knows what they're doing, the sales letter is doing its job :)

Now imagine if you had a similar sales letter working for you 24 hours a day, 7 days a week, saying the exact right thing. Completely customized for your clinic.

This is why you want to deploy video sales letters in your marketing.

How We Use Video Sales Letters

This VSL is sent to prospects after a kick-off phone call is booked to get them pre-sold on coming in for an appointment



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It can also be used to follow-up with leads that haven't booked a phone call to get them to book their call.

Here is an example of a video sales letters we use for a specific problem-based campaign for Dr. Melinda Silva: [Click Here](#)

- You are also welcome to record the VSL yourself, we provide [framework & scripting](#)

Our 4 Step Plan To Transcend The Old Way of Medspa Marketing

1. Craft our Problem-Based and/or Injectable 'Unicorn Offers' to position YOU as the ONLY provider of a unique, desirable solution to your ideal patients' problems. **Without 'deal-based' marketing.**
2. Buildout our **HD 5x Followup system** (closes 5x as many leads into new, repeat patients). \$25-\$50 Deposit collected. Scripts, Training, & Software provided.
3. Implement our **3-5 Minute Magnetic Video Attraction Method**. 24/7 'salesperson' saying the exact right thing to pre-educate & pre-sell potential patients before talking to you.
 - o **We create this video for you:** Introduce You/Your Team, Expected Pricing, Your Techniques & B&As, etc
 - Customizable VSL Scripts & Example: [Click Here](#)
 - a. To see the psychology & framework of VSLs: [Click Here](#)
4. In-Clinic Sales Tools & Training to make your facial rejuvenation treatments **2-3x more valuable**. (Most clinics are missing out on \$1000s per client AND 1000x better results per client)
 - Our 7-Fig Medspa Tools: [Click Here](#)
 - See Package Examples: [Click Here](#)

Bonus: We provide you/your team ALL the resources and training to sell \$5,000+ High-Ticket Packages, while digging deep into sales psychology & mindset. (SELLING = GOOD)

Grab a time for a free strategy session: [CLICK HERE](#)

What To Do Next

If you want to use this strategy to add multiple 5-figures monthly to your income, you have a few options:

Option 1: Hire A Marketer



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There are currently no agencies I am aware of who know how to implement this process. As mentioned earlier in this report, most agencies will be implementing a “discounting” or “free consultation” strategy.

Therefore, you’d have to hire a marketer and pay them by the hour to figure out this process themselves.

This will most likely set you back \$20K-\$30K in both professional fees and ad spend needed to test and validate the offers and sales process in your specific market.

Even after this fee, there will be no guarantee you will have a working campaign.

Option 2: Implement This Process Yourself

If you truly commit to doing this yourself, you will eventually succeed.

However, it is going to take a lot of time and effort to get there. With our entire team, it took about 4 months and ~500 hrs of deep, focused work and testing.

You’ll have a head start since you have the information in this report, but you’ll still have to figure out the small details and validate for your specific market.

Skills needed will be advanced copywriting, video scripting and editing, advanced media buying, remote sales team hiring and training, CRM and follow-up system setup, web design + hosting to name a few.

If you value your time at say \$100/hr at minimum, and this takes you a conservative 200 hours, this will set you back at least \$20K with no guarantee of a working system.

Option 3: Have Us Do Everything For You

I may be biased 😊 but *for those who are a good fit*, working with us directly is the fastest, most economical, and all-around most savvy way to get guaranteed results.

Our 100% Done-For-You Program - Outcome & Pricing Expectations



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Expected Pay-On-Results Program pricing varies from provider-to-provider, we truly have to figure out if we can help you first (by learning your goals, drives, and problems).

Just like how you wouldn't treat a patient struggling with under-eye bags, a fat reduction treatment. Our systems are only for a select few.

We are not overpriced by any means, our operational costs and the money out of your pocket are a **fraction** of the cost from typical marketing agencies.

One thing I can promise you is that...

You'll have better quality leads who respect and appreciate you, your show rate will increase, selling packages will become easy & fun, and you'll get WAY more referrals.

It's a beautiful thing to have clients come to YOU, eager to meet and work with you. It changes the game and will breathe new life into you and your business.

A few additional benefits:

- You will have a 100% unique offer that will position you as the authority in your area.
- You'll have highly-qualified consults drop straight onto your calendar. (Even on the weekends and while you sleep.)
- Every new patient will be pre-educated on your unique process. They will already "get it" by the time they come in.
- No more texting or calling leads back. No more messing with software that you have to update all the time.
- Pressure to generate new business will be lifted. Take a deep breath as someone else takes care of the "butts in seats" for you.
- Forget about price shoppers, clinic hoppers, and clients who only want a deal and don't respect your time.
- You'll simplify your entire client acquisition process. Simplicity -> increased scale with better margins -> more take-home pay for you.

15-45 New, Prepaid Patients within 30 days OR we work for **free**.

And (if needed), we'll implement a proven system to make your menu **2-3x more valuable & easy to sell**. *Most Clinics Lose: \$1000s per client AND 1000x better results.*

✗ No More Results That Fall Short Of Promises & \$2,000 Retainers.

✗ No More Wasting Time With "Leads", No-Shows, & One-Time Visitors.

✗ No More Wasteful Facebook Ads & Outdated Promos.



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