

NEW REP FOLLOW-UP

Lead Sources

BTL Aesthetics (Device Company)

Terri Ross (2 consultants)

Influx

Anya

Client Referrals

ADS

Cynosure 600k in 2023 (Rekindle)

Ideal Role

- 1. Practice Success Manager**
- 2. Sales – 1. Put us on deal device co. sends money to directly to us**
2. Device co. cuts a a check to provider

Jonnamae – adding the lists, uploading to hubspot

Source Medical Device reps

- LinkedIn: How to auto-update lists and feed into the system?
- LinkedIn lists / Saved Searches / Leads lists = push them into the system
- Data lists
- Data Upkeep: [Hubspot](#): Keep all information updated: [More info here](#)

LINKEDIN OUTREACH

- Chris Zelig – rewrite bio

- MedStar – Optimize account
- Follow everyone on a certain list and engage – do we send out a connection request, automate the request, or series of messages
- Publish content CZ vs Medstar (come up plan)
- Engage with our target posts? How to auto do this?
- Outreach Messages (set up sequence) – 3-5 messages – AI Tool customize some of the messaging?
- Automation Tool: <https://dripify.io/>

INSTAGRAM

- Which accounts we are using, what can we do with Medstar Main account – CZ main account.
- Set up dummy accounts for CZ and Medstar for Bulk Outreach (buy them, add posts, etc.)
- Auto-engage – the people we are following – Follow the Medspas, Engage with them, DM them. **IG DM** - <https://www.autoigdm.com/>
- Manual plan using Medstar and CZ account (all the messaging, how to do out reach, how to engage on their posts)

EMAIL MEDPAS

- First 5 dad jokes sequence (Chris Text List)
- Create a VSL to push traffic to the page
- AI tool to that will add a screenshot of their website and insert it as an image into the email

EMAIL REPS

- Come up sequence (messaging, PDF's etc)
- How to send (personal email, company email)

- Do we send text messages

TEXT REPS - GHL

- **Female hit up the males - funny graphics**
- **Female assistant - funny graphics**

Responses

- IG: GHL How to deal with responses?
- Email -
- Hubspot - where we keep hot leads - how do we move hot stuff into there or should I place GHL, I like Hubspots screen. Hubspot my CZ manual work when I am using cell phone.

Instagram DM: Send out series of Direct Message from <CZ personal account> **IG DM** - <https://www.autoigdm.com/>

Company Email: send series of emails to client at company email

Text Message: If client has visible text number send message using Medstar Media Chris GHL

Replies: For clients who reply update and hand off to Chris and Jenna

Convert: Continue to follow up with rep until they introduce us to clients

Re-Convert: Reps who send us introductions we need to follow up with if they do not resend after 90 days

Notes:

IG - how can we DM people, send funny images, can buy an account?

To do's

- Where are all the lists – Cynosure, BTL, Allergan, etc. Let's get those organized
- Can we send out text messages? Which account
- Need funny graphic and collateral – (rep before and after photos)
- New IG accounts (how many can I message from my personal vs medstar)

Messages

Instagram DM 1

Hello <name>, if you're looking for a marketing v

BTL REP FLOW

Linkedin Search to identify targets

BTL Prospecting List – this is who we actively try to connect with
(outbound linkedin, IG, cold email to personal email, cell phone)

BTL Active Ref list – people who we are connected with so stop cold
sequences and maintain relationships / Hubspot / (messaging 1
quarter)

Text message 1X a quarter

Like all Linkedin posts

Like all IG posts

#1 priority

- Clean up all lists on LinkedIn, make sure that hubspot is updated accordingly as well
 - Make sure they are still associated with the business (ex: Are they still a BTL Rep?) If they are no longer associated with that company, they need to be removed from that list.
 - Make sure if they are active, that they are moved to the active list and no longer treated as a prospect.
- Use the notes feature on LinkedIn

Important Connection Requests Rule: Limit to 15-20 per day to avoid being flagged as spam.

Message #1

Hi ((First Name))

How are you?

I wanted to share a \$500 Gift Cert that you can pass along to your providers to use towards our marketing services. We power more top 1% BTL accounts than any other agency and would love to help your people. We will take great care of those you send our way and will also share the love with you.

Cheers.

Chris

646-702-3480

chris@medstarmed.com

Attach this pdf in the message:

<https://storage.googleapis.com/msgsndr/t7UGYLnflDdv8eOwkCKT/media/663cdccb660aba447788f3ff.pdf>

Message #2 (2 weeks after if no reply)

((First Name))

I just wanted to say hello again and see if you would like to connect so we can mutually help your providers.

Here is a \$500 Gift Cert you can pass along to your providers for our marketing services. We power more top 1% BTL accounts than any other agency and would love to help your people. We will take great care of those you send our way and will also share the love with you.

So what do you say? Are you ready to work together and help your providers grow their business?

Cheers.

Chris

646-702-3480

chris@medstarmedia.com

Attach this pdf in the message:

<https://storage.googleapis.com/msgsndr/t7UGYLnflDdv8eOwkCKT/media/663cdccb660aba447788f3ff.pdf>

We may have different messaging for different rolls

Lists:

[2024 CoolSculpting /Botox Prospecting Reps](#)

[2024 BTL ACCOUNT REPS PROSPECTING](#)

[2024 BTL ACTIVE REPS](#)

Important: Watch carefully for people in NY because they may be associated with Skinny.

Sales managers

Digital consultants

Practice development managers

Regional Manager

Senior Practice Development Manager

Director of National Accounts

2025 Rep Messages

Linkedin

General First Message

Hi <Name>, Chris from Medstar Media here—hope you're doing well. We work with some of the nation's top <insert device> providers and would love to share what's working for them.

We're offering your accounts a free strategy session customized to their market, breaking down exactly how the most successful practices are acquiring patients. We'll cover the ads, booking systems, and follow-up processes that separate the top providers from the rest.

No fluff, just proven strategies they can use now. If it's a fit, we'll take great care of them, and you'll receive a commission for any referral that signs up.

I look forward to connecting,

Chris Zelig
chris@medstarmedia.com
646-702-3480

BTL First Message

Hi <Name>, Chris from Medstar Media here—hope you're doing well. We work with some of the nation's top <insert device> providers and would love to share what's working for them.

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Chris Zelig
chris@medstarmedia.com
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CYNOSURE

Hi <Name>, Chris from Medstar Media here—hope you're doing well. We work with some of the nation's top <insert device> providers and would love to share what's working for them.

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I look forward to connecting,

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chris@medstarmedia.com
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CUTERA FOLLOW UP

Hi <Name>, Chris from Medstar Media here—hope you're doing well. We work with some of the nation's top <insert device> providers and would love to share what's working for them.

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