



CONSULTING ROOM

Your Aesthetic Partner

Well, what are you waiting for? Consulting Room Membership is a no-brainer!

When you become a Member of ConsultingRoom.com – the largest and longest-running aesthetic information website in the UK – not only do you gain access to the largest collection of aesthetic business resources available in one place to help you develop and grow your clinic, but you also get access to over 2 million* potential referral leads a year. **Which is a lot of business in anyone's book!**

When you consider that just one referral converted into a paying customer who spends hundreds, if not thousands, of pounds during their lifetime with you, will not only give you a quick and best value ROI, but also boost your profit-earning ability and pay for your annual subscription – it's easy to see why we think you'd have to be mad not to sign-up for Membership today!

Established in 2003, the Consulting Room currently has over 575 Member clinics, including the majority of the industry's premium providers (SK:N, Courthouse Clinics, Medikas, The Private Clinic, Dr Rita Rakus, Dr Haus Dermatology to name a few!). The reason we have so many leading clinics as Members is that Consulting Room provides a unique range of best-value services that can help build a business, and at the same time keep you up-to-date with the ever-changing world of aesthetics.

You see, we are not just another referral website. Oh no, we are much more than that. Much, much more!

As the UK's only dedicated aesthetic information hub we pride ourselves on being able to, not only direct potential clients to our Member clinics, but also deliver in-depth business building strategies and give advice and practical tips - garnered over 20 years in the industry - to help them develop and grow their aesthetic business.

And the benefits don't stop there. In addition to the high quality, proven business support, our custom clinic search engine allows potential clients to research treatments, conditions and products and then puts them in touch directly with Member clinics.

**100%
MONEYBACK
GUARANTEE!**

Maximum claim of 12 month membership fees

GAIN ACCESS TO OVER 2,050,500* POTENTIAL BUSINESS LEADS WITH A CONSULTING ROOM MEMBERSHIP FOR JUST £32 A MONTH INC. VAT

*Stats based on overall searches performed on March 2019 - March 2020

To help you grow your aesthetic business we provide our Members with:

Reputation / Brand Management

- A dedicated, fully-responsive **clinic micro-site** within ConsultingRoom.com. You can include the products and services your clinic offers, highlight unique clinic features and staff details, as well as patient reviews and unlimited photos and videos. All this information can be linked to our FAQs section to give potential customers more routes to find your clinic.
- **Lead generation** with full access to your clinic stats to monitor performance and achieve the best ROI.
- **Increased web presence and search engine optimisation (SEO)**. Utilising deep links that send consumers to relevant content on your website.
- Visitor-generated reviews on Consulting Room appear on 'reviews from the web' results for **Google™ Maps search results**, increasing your web presence.
- **Engage with consumers directly via our Cosmetic Community** - A social network for the public to share their experiences. This can help start a dialogue with your potential clients and build up a relationship.
- **Increase your industry and consumer profile**. Members that actively contribute to our blog find that their overall online profile improves positively and allows potential customers to engage with them.
- **Q&A** - Engage with consumers who request information regarding treatments in our public Q&A section. Build your reputation by showcasing your knowledge to potential customers by answering questions and uploading relevant visual content.

Information and Education

- **Free weekly aesthetic industry e-news** and a **free quarterly-printed magazine**. Packed with the CPD-certified articles, latest news, training, offers, product launches, treatments, conferences, legislation and business tips this is a sure-fire way to keep in step with what is happening in the industry; giving you ample time to take advantage of any new avenues as soon as they happen.
- **Access our Members-only Facebook group** - Open discussions on all aspects of running an aesthetic clinic, from sharing business tips, experiences and pitfalls, as well as a place to ask business-related questions to other aesthetic business owners.
- Certified **reception training** in our **CR Academy** - Generate £1000s in extra income by converting calls to consultations with call-handling and CRM training
- **The art of the consultation, certified therapist and aesthetician training** in our **CR Academy** - Learn strategies to earn £1000s extra by maximising rapport building and sales conversions.
- Access to an archive of **CPD-certified articles** and to exclusive **educational content** in the **Business Hub** - A wealth of practical advice and strategies presented by experts who have real world experience in developing clinics in the aesthetic marketplace.
- Access to in-depth information. Including 10,000 **clinical abstracts, UK legislation resources** and **statistics showing consumer activity**.

Practical Services

- Gain access to **Business Assist** - a bespoke resource jointly provided by Xact Group Ltd and ConsultingRoom.com Ltd. Xact provides best practice guidance and template documentation to assist you with legal compliance for **Health & Safety, Human Resources** and **Employment Law**.
- **Advertise unlimited job vacancies** and request candidate CVs free with **cosmetic-recruitment.co.uk** - all vacancies also promoted via social media. *This benefit can save your business £95 per listing!*
- **Free classified advertising**; buy or sell equipment, furniture, clinical devices or rent/lease rooms, or sell your business on **cosmeticclassifieds.co.uk** - all classifieds also promoted via social media. *This benefit can save your business another £95 per listing!*
- **List your accredited training courses** at a preferential rate or search events for yourself or your staff for free on **cosmetictraining.co.uk** - all listings also promoted via social media. *Another saving of £200 per yearly subscription for your business!*
- **Discounted delegate rates to the CPD-accredited SMART Ideas Seminars (smartseminar.co.uk)**. Early access to our unique and detailed business seminar which provides marketing and strategy tips and techniques that are tried, tested and will work in your business and *save up to £40 per delegate ticket*.

Impartial Help and Support

- **Free business support, including a dedicated COVID-19 resource portal** - If there is something you are not sure about, whether it's which aesthetic device to buy or how to launch and market a new treatment, or anything else about running your clinic business, then **we are here to help!**
- **Free advice** via Ask Ron. Pick the brains of the man behind Consulting Room, who has been involved in growing FACE, ran his own clinic and is behind the distribution of HydraFacial and Perk™ and **utilise over 20+ years of experience in the industry**.

How to get in touch with us

If you have any questions concerning your membership to ConsultingRoom.com please contact our membership manager:

01788 577 254

admin@consultingroom.com

for an informal chat about how we can help you to develop and grow your aesthetic business.

Follow us on social media to get the latest news and aesthetic updates as it breaks.

 **/TheConsultingRoom**

 **@Consulting_Room**