

Dear clinic owner.

**Want to learn the secrets behind how some clinics are thriving, and others... barely surviving?**

If you're trying to use OUTDATED methods to grow your clinic - you're in big trouble! Social media is constantly changing and doing what all the online "gurus" say isn't going to cut it. You need to learn the NEW model for growing your clinic in a consistent and predictable way... and you need to learn it quickly.

I want you to picture yourself ***one year*** from now. Which kind of clinic owner do you really want to be?

**Steady, safe, secure? Or swinging between feast & famine weekly...**

**Diverse, systematised, and methodical? Or stuck doing everything yourself...**

**Strategic, future-paced, and "in control?" Or dependent on the economy & the markets...**

The reality is **YOU** get to determine which version you are going to become.

If you'd like to learn more about how we can help you, feel free to book a consultation with. On this call we'll dive deep into finding more about your clinic, your goals and put together a roadmap to ensure you hit them.

[CLICK HERE TO BOOK A CONSULTATION](#)

[www.boostmycustomers.com](http://www.boostmycustomers.com)

[contact@boostmycustomers.com](mailto:contact@boostmycustomers.com)

*p.s. I put below some more tips on how to best utilise social media. Enjoy!*

**Post regularly on Social Media!** I know that life is busy in the salon/clinic but the best way to increase the chances of your followers seeing your posts is to be consistent. Try posting every weekday with new tips and updates from your salon/ Clinic.

**Go LIVE!** This is the best way to get the highest reach and exposure to your followers organically. It may be a bit nerve-wracking at first but you'll soon get into the swing of it. While you are live, encourage the viewers to interact by asking questions and more. P.s. If not many people are watching, it's OK! People will see it on your page when you're finished

**Position yourself as an expert!** When using social media, always think about how you can add value to your followers. Give beauty & self-care tips to show your followers routines they can follow at home. This will enable you to build a loyal following of clients who LOVE and trust you when the visit!

**Competitions/Giveaways!** If you've never done a giveaway on your social media, you're missing out a massive part of growing your business online. It's such a great way to suddenly increase your followers and engagement. Plus, you can even start growing your email list for the future! From there you can utilize this to advertise your latest treatments and get more people through your doors.

**Have Fun!** People are on social media to have a break from their day to day life. If you can show a fun side to yourself and your business, you'll see much better engagement. Always posting about clinic updates can get a bit boring, but doing a post every now and then about something fun will really make more people want to visit you.

**Automate!** If you're too busy during the day to post on social media, it may be the right time to start automating your posts. There are plenty of softwares like HootSuite, Meet Edgar and much more. Have a look and see if it helps you out.

**Invite People To 'Like' Your Page!** When you post on Facebook, you will sometimes see people liking your post who don't yet like your Facebook Page. Invite these people to 'Like' your page and soon you'll build up your following.

**Facebook & Instagram Stories.** These are posts that appear for only 24 hours on your page. Typically they show pictures/videos of things that happen during the day. You can even do quick quizzes and ask your followers questions to get engagement.