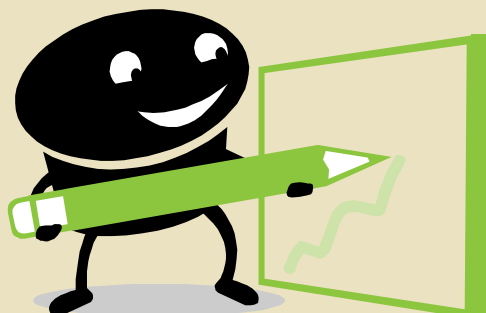




# AESTHETICS 360°

MAKING BUSINESS BETTER



## MARKETING PLAN

A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. Marketing plans cover between one and five years. A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use. *-www.wikipedia.com*

In these challenging economic times, it is important to create an approach to marketing your services and products which is consistent and will help you outsell your competition. Contact us at [www.aesthetics360.com](http://www.aesthetics360.com) and we will help you with your plan and find resources suited to your specific needs.

## INTERNAL STRUCTURE

Now is the time to evaluate what worked in 2009 and where you fell short. Now is the time to set up

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### What's inside?

Marketing Plan  
Internal Systems  
MD Prospects  
Finding the right team

internal systems which will allow you to:

1. Track your leads
2. Retain patients
3. Monitor revenue goals
4. Ensure your team is working to their potential

Talk to us about your 2009 challenges and we can assist you in setting up systems which will ensure revenue growth. Don't forget to ask about **MD prospects** when you contact us.

## FIND THE RIGHT TEAM

The right marketing plan and the right systems will only get you so far. You need the right people. How do you find them? What do you ask in an interview? How to you keep the right people challenged. This is something for us to discuss in Q1 2010. Ask us about our partners who deal specifically with these areas.

## ENJOY THE HOLIDAY

Aesthetics360 and their partners wish everyone a prosperous holiday and new year!