
A PLAN FOR YOUR
BUSINESS



★
YOUR
COMPLETE
BUSINESS
PLAN

How to Nurture your existing client base

**This is your custom business plan to help you
engage and grow your business**

GLOW UP
SOCIAL
MARKETING

*How to write emails your aesthetics
clients actually want to read
(and buy from)*

*The 5-Step
Glow-Up
Newsletter Formula*

***Intro: Why Most Aesthetics Clinic Newsletters Don't Work
(And What to Do Instead)***

GLOW UP
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Let's be honest — most clinic newsletters don't get read. They either sit unopened or go straight to "unsubscribe." And deep down, you probably know why.

Because the moment you call it a "newsletter," people assume one thing:

They want to sell me something!

Be honest with yourself for a second:

When was the last time *you* signed up for a newsletter and thought, "Ooh, I can't wait to read this"?

Exactly. But here's the thing — email *can* work.

In fact, when it's done right, it can be one of the easiest ways to fill your diary. No boosting posts.

No constant offers. Just a smart way to stay top of mind with people who already trust you.

But you have to stop thinking of it like a sales channel.

Start thinking of it like a magazine.

Magazines make their money from advertising — but no one picks one up for the adverts.

They read for the articles. The tips. The advice. The stories.

The ads are just there in the background — and they still work.

Your email marketing should be the same.

90% helpful, interesting content. 10% soft nudge toward booking.

The result? Clients open your emails, stay engaged, and come back *because* you're the one helping them — not selling at them.

In the next 5 steps, I'll show you a simple framework to build the kind of newsletter your clients actually *want* to read.

Something they'll open every time — and yes, something that quietly brings in bookings, too.

Let's get started.....

Step 1: Make Your Opt-In Sound Like a Benefit — Not a Broadcast

If you've already got a sign-up box on your website, social bio or booking form — that's a good start. But here's the real question:

Does it sound like something people actually *want* to receive?

Because that's what matters. It's not just the word "newsletter" that's the problem — it's that it doesn't sound useful. It doesn't feel like it's for *them*. It feels like it's for *you* — your sales, your promos, your diary.

To get more people signing up, you need to reframe the whole offer.

Not "join our list."

Not "get our updates."

But.....

"Want healthier, glowier skin? We'll show you how — once a week, straight from the clinic."

See the difference? It's about them. It promises value. It sounds like help — not hassle. This is especially important in aesthetics, because your clients already follow influencers,

beauty and brands.

They're used to content that's engaging, visual, and personal.

If your opt-in feels like admin, you've already lost them.

A few framing ideas that work well:

- **"Our Friday Glow Guide"** – short and friendly, implies consistency
- **"Your Weekly Skin Boost"** – ties into results people want
- **"Tips from the Treatment Room"** – sounds like inside access
- **"Real Skin Stories & Advice"** – makes it human and relatable

Action Step:

Open your website (or wherever you promote your sign-up) and ask:

Would *you* sign up based on the way it's worded?

If not, rewrite it using one of the examples above — or something that clearly answers this question for the client:

"What's in it for me?"

Step 2: Think Like a Magazine — Not a Marketer

So your client signs up. Great. Now what?

If the first email they get is “10% off facials this week!”

They’ll roll their eyes, delete it, and probably never open another one again.

Because here’s the thing — people aren’t signing up just to be sold to.

They’re signing up because they think you can *help* them.

This is where the magazine mindset comes in.

Magazines make their money from adverts — but the content is what people buy them for.

If the whole thing was just a collection of ads, no one would read it.

It’s the articles, the tips, the expert advice that makes it valuable.

Your emails are no different.

To get people reading (and rebooking), your newsletter needs to feel like a helpful, interesting read — not a sales campaign.

That means:

- **Share real tips — things clients can actually use**
- **Bust common skincare myths**
- **Tell short stories from the clinic (“We had a client last week who...”)** •

Highlight treatments in context (“Why we love microneedling after winter”) •

Answer popular questions (“Should I stop retinol before a peel?”)

This isn’t about writing essays.

It’s about giving them something small but useful — and doing it consistently.

When you do that, people start to trust you.

They open your emails. They remember your name.

And when they’re ready to book again, you’re already top of mind.

Pro tip:

If you’re already posting tips or stories on Instagram — **reuse them** in your emails. Most people won’t see both. Repurpose, don’t reinvent.

Action Step:

Write down 5 questions your clients ask all the time.
Turn each one into a short tip, story, or piece of advice — and you’ve just outlined your next 5 emails.



Step 3: Make the Tip Lead to the Treatment

Let's be clear — your emails *should* lead to bookings. But the sales message can't be the *main event*. It needs to feel like the natural next step after the tip you've shared.

The golden rule?

The content builds the context. The treatment is the solution.

Here's how that looks in practice: Let's say you've written a quick tip about how cold weather dries out the skin — and why hydration is key this time of year.

You don't need to suddenly scream:

“25% OFF PROFHILO THIS WEEK ONLY!!!”

You simply say:

“This is why we recommend skin boosters during the winter — it's one of the best ways to restore hydration at a deeper level. If it's something you've been thinking about, now's a great time to book in.”

No pressure. Just relevant.

The tip earns trust. The treatment becomes helpful.

And the reader doesn't feel like they're being sold to — they feel looked after.

Think of it like this:

You're not pushing offers. You're giving advice — and then quietly offering a way to take the next step with you.

A few sales lines that don't feel like sales lines:

“If you're not sure which treatment's right for you, just reply — we'll happily advise.” •

“This is the one we use most when clients want [result].”

“You can check available times here if you're ready to book.”



Action Step:

Next time you write an email, ask:

Does my offer match the tip I gave?

If not, tweak one or the other.

When they align, the whole thing feels smoother — and clients are far more likely to book.

Step 4: Write Like You Talk — Not Like a Brand

Know how your best clients say things like:

“I just love how down-to-earth you are.”

“You always explain things so clearly.”

“It feels like chatting to a mate.”

That’s what your emails should sound like.

Not like corporate spam. Not like a chain clinic. Not like you copied and pasted from ChatGPT.

If your email starts with:

“Dear valued client, we are delighted to announce... 🤖”).

You’ve already lost them.

In aesthetics, people don’t just book treatments — they book *people*.

So your emails should sound like *you*. Like a quick check-in, not a company update.



Open like a human:

“Hope you’re having a good week — we’ve had loads of questions about [topic] lately, so I thought I would share this:

“Bit of a behind-the-scenes update for you...”

“Quick skin tip we’ve been sharing with our clients this month...”

Keep it short and friendly:

- 3 Ideas per email is enough • Break up long paragraphs (big blocks of text feel like homework)
- Use emojis if that’s your clinic’s vibe — or keep it clean if that suits your brand better

Sign off personally:

- “Speak soon,

Sarah x The Glow Clinic Team

“Feel free to reply if you’ve got questions, we always check!”

Tone check tip:



Before you send, read it out loud.

If it sounds like something you’d say to a client in person — you’ve nailed it.

If it sounds like something your accountant would email — rewrite it.

Action Step:

Look at your last email campaign. Would your clients recognise *you* in the writing? If not, tweak your next one so it sounds like something you’d actually say — casually, clearly, and confidently.

Step 5: Be Consistent (Even When You're Busy)

Let's be real — you're running a clinic. Clients, treatments, staff, stock, social media... Writing emails doesn't always make the cut.

But here's the truth:

Even the best-written email in the world won't help your business if you send it once, then disappear.

Consistency is what builds trust.

When your clients see you pop up in their inbox regularly — sharing useful tips, real stories, and honest advice — they start to see you as *the go-to*.

And when they're ready to book again, they don't even think twice.

But if they haven't heard from you in 3 months?

You're not top of mind anymore.

Someone else might be.

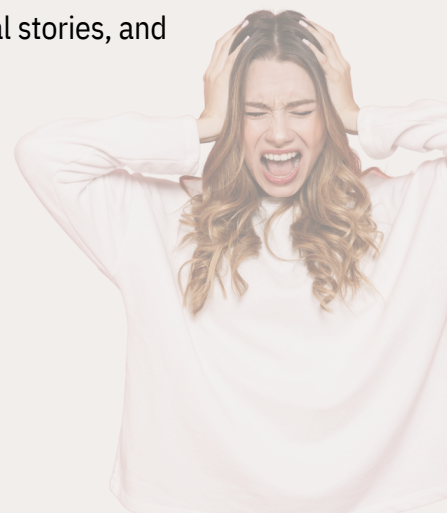
Now, we're not talking daily emails here.

Even **once a fortnight** can work beautifully — as long as you stick to it.

Here are a few ways to make it easier:

Batch it

Set aside one afternoon a month, write 2–4 short emails, and schedule them.



Repurpose from Instagram

That story you shared last week? Turn it into an email tip. That client result post? Add a paragraph of insight and send it.

Start small

Don't pressure yourself to send big, flashy campaigns. A short, useful email is 10x better than no email at all.

Reminder:



You don't have to be perfect — you just have to be present. The consistency builds the relationship. The relationship leads to bookings.

Action Step:

Open your calendar.
Block out your next email writing slot — even just an hour.
Protect it like an appointment. Future-you will thank you.

You've Got the Framework — Now It's About Follow Through

If you've made it this far — you're already ahead of most clinic owners. You now have a clear, simple structure to build a newsletter that:

- People actually sign up for
- Clients actually read
- And that quietly, consistently brings bookings back in

Let's recap:

1. **Make your opt-in sound useful**, not salesy
2. **Think like a magazine**, not a marketer
3. **Link the tip to the treatment** so the offer feels helpful
4. **Write like a human**, not a brand voice
5. **Show up consistently**, even when you're busy

Here's the thing — none of this is rocket science.

But it *does* take a bit of thought, structure, and consistency to get right.

And if you're already juggling a hundred things in your clinic — writing brilliant emails every week might not be top of your list.

That's where we come in.

We help aesthetics clinics like yours turn newsletters into revenue — without sounding salesy, spammy, or stuck for what to say.

If you'd like help setting yours up (or improving what you've already got), book a quick chat.

No hard pitch — just practical help from someone who knows your industry.

Ali Claire

Glow Up Social
Marketing

