BTC

All Things Aesthetics
For Aesthetic Clinics

FREE GUIDE
Packed with strategies that create results.

THE ROADMAP TO A CONSISTENT AESTHETICS INCOME™

£5K /MONTH
CONSISTENT INCOME

How to Build a Predictable, Profitable and Sustainable Facial Aesthetics Practice

1. **PATIENT NUMBERS** — Attract a steady flow of ideal patients every month.
2. **PRICING** — Price with confidence and maximise your average value.
3. **CONSULTATIONS** — Convert more consultations into committed treatment plans.
4. **GROWTH** — Scale your clinic without burning out or losing quality.
5. **RETENTION** — Keep your patients coming back and spending more.
6. **SYSTEMS** — Build systems that create consistency, efficiency and profit.

A CLEAR PLAN.
CONSISTENT ACTION.
REAL RESULTS.
AND BEYOND.

FOCUS. IMPLEMENT.
MEASURE. GROW.
The 6 key areas that drive a profitable, predictable practice.

BTC

By Dr Harry Singh

The Roadmap to a Consistent Aesthetics Income

How to Build a Predictable, Profitable and Sustainable Facial Aesthetics Practice

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Introduction

One of the biggest misconceptions in facial aesthetics is that success comes from mastering injection techniques.

It doesn't.

Clinical excellence gets you started. Business excellence keeps you successful.

Every practitioner knows someone who produces beautiful results yet struggles financially, while another practitioner with average technical ability is fully booked months in advance.

The difference isn't talent.

It's systems.

Consistent income isn't created by luck, social media followers or occasional busy months. It's built through understanding the numbers behind your business, creating exceptional consultations, retaining patients, implementing repeatable systems and continuously growing your practice.

The practitioners who consistently earn six figures don't rely on unpredictable patient enquiries.

They have engineered a business that continually generates demand.

This guide outlines the exact roadmap every aesthetics practitioner should follow to create predictable monthly income rather than experiencing the financial rollercoaster that many clinics endure.

Start With The Numbers

You Don't Need More Patients...

You Need The Right Number Of Patients.

Most practitioners have no idea how many patients they actually need.

They simply hope the diary fills.

Successful businesses work backwards.

Start with your desired annual income.

For example:

Desired Personal Income: £120,000

Assume:

- Average patient spend = £450
- Patient visits per year = 2.5
- Annual value of one patient = £1,125

Now calculate:

£120,000 ÷ £1,125

= approximately **107 active patients**

That surprises most practitioners.

You don't need thousands of patients.

You need just over one hundred loyal patients who return consistently.

Know Your Monthly Targets

Break everything down.

Instead of thinking annually...

Think monthly.

For example:

Annual Revenue Goal:
£180,000

Monthly Goal:
£15,000

Weekly Goal:
£3,750

Daily Goal (5 day week):
£750

Now your targets become achievable.

Track These Five KPIs Every Month

Never run your clinic based on emotion.

Run it using data.

Measure:

✔ Number of consultations

✔ Consultation conversion rate

✔ Average treatment value

✔ Patient retention rate

✔ Monthly recurring revenue

If you don't measure it...

You can't improve it.

Financial planning and profitability tracking should form part of every clinic's operational strategy.

Pricing Is More Than A Number

Many practitioners undercharge because they lack confidence.

The cheapest clinic is rarely the busiest.

Patients are looking for:

• Safety

• Expertise

• Experience

• Trust

• Results

Not discounts.

Stop Competing On Price

Every discount attracts the wrong patient.

Instead...

Increase perceived value.

Offer:

- Detailed consultations
- Comprehensive assessments
- Professional photography
- Individual treatment planning
- Excellent follow-up
- Exceptional patient care

Patients happily pay premium fees when they feel understood.

Charge For Outcomes

Patients don't buy toxin.

They buy confidence.

They don't buy filler.

They buy a fresher appearance.

They don't buy treatments.

They buy how they feel afterwards.

Always communicate transformation rather than product.

Increase Average Patient Value

Rather than chasing more patients...

Increase what each patient spends.

Examples include:

• Full-face assessment rather than single-area treatments

• Planned treatment journeys

• Combination therapies

• Annual maintenance programmes

Even increasing average spend from £350 to £500 dramatically changes annual revenue.

Small improvements create enormous long-term gains.

The Consultation Is Your Most Valuable Asset

The consultation is where businesses succeed or fail.

Patients rarely purchase treatments.

They purchase confidence in the practitioner.

Great consultations build trust before discussing injections.

Patients Buy People First

Every consultation should answer four questions.

Can I trust you?

Do you understand me?

Are you experienced?

Will you look after me?

If these are answered...

Price becomes far less important.

The Consultation Framework

Successful consultations follow a structure.

1. Build Rapport

People buy from people they like.

Spend time listening.

2. Discover Motivation

Ask:

"What would you like to improve?"

Then ask...

"Why is that important to you?"

The second question reveals emotion.

Emotion drives decisions.

3. Educate

Explain:

- Ageing process
- Facial assessment
- Available options
- Expected outcomes
- Limitations

Education builds trust.

4. Recommend

Patients don't want twenty options.

They want professional guidance.

Confident recommendations create confident patients.

5. Book Before They Leave

Never end with:

"Let me know."

Instead say:

"Shall we get your first appointment organised?"

Simple.

Professional.

Effective.

Retention Creates Wealth

Most clinics focus entirely on attracting new patients.

The most profitable clinics focus on keeping existing ones.

Acquiring a new patient is expensive.

Keeping one costs very little.

Retention is where predictable income is created.

Build Lifetime Value

Think beyond today's treatment.

Think:

"What does this patient's next five years look like?"

Patients should have an annual treatment journey.

Not isolated appointments.

Every Patient Should Leave With

✔ Their next review booked

✔ Aftercare information

✔ A follow-up message

✔ Confidence that you genuinely care

Operational checklists, follow-up systems and review processes help create a consistent patient experience.

Follow-Up Is Marketing

Imagine receiving:

"Hi Sarah, just checking how you're getting on after your treatment."

Simple.

Powerful.

Unexpected.

Patients remember how you made them feel.

Ask For Reviews

Happy patients often need prompting.

Create an automated review request after every successful appointment.

One positive review creates trust with hundreds of future patients.

Reward Loyalty

Don't reward first-time visitors.

Reward returning patients.

Loyal patients become ambassadors.

Ambassadors become your marketing department.

Systems Build Freedom And Growth

Successful clinics are predictable because everything follows a system.

If your business depends entirely on you remembering everything...

You don't own a business.

You own a job.

Systemise Every Stage

Your patient journey should be documented.

Enquiry

↓

Consultation

↓

Treatment

↓

Follow-up

↓

Review

↓

Recall

↓

Maintenance

↓

Referral

Nothing should rely on memory.

Everything should follow a process.

Clinic workflow, operational checklists and financial planning frameworks are essential for delivering a consistent patient experience and sustainable profitability.

Build Multiple Growth Engines

Don't rely solely on Instagram.

Growth comes from multiple sources.

Examples include:

• Patient referrals

• Google reviews

• Email marketing

• Existing patient database

• Website enquiries

• Educational events

• Local networking

• Professional partnerships

The more predictable your lead generation...

The more predictable your income.

Review Your Business Monthly

Every month ask:

How many consultations?

What was my conversion rate?

How many patients returned?

Average spend?

Revenue?

Profit?

What can improve next month?

Businesses that review consistently improve consistently.

Final Thoughts

The journey to a consistent aesthetics income isn't about finding the latest social media trend or chasing the next marketing tactic.

It is about mastering the fundamentals repeatedly.

Know your numbers.

Price with confidence.

Deliver exceptional consultations.

Retain patients for life.

Implement systems.

Review your business relentlessly.

When these five areas work together, your clinic becomes predictable, profitable and enjoyable to run.

Success in aesthetics isn't built one syringe at a time.

It's built one system at a time.

Action Checklist

Before next month, commit to the following:

✓ Calculate your ideal patient numbers.

✓ Set monthly revenue targets.

✓ Increase consultation quality.

✓ Implement a structured follow-up system.

✓ Measure five key business KPIs every month.

✓ Review pricing based on value, not competitors.

✓ Build systems that create consistency.

Remember...

A busy clinic is good.

A predictable clinic is better.

A systemised clinic gives you freedom.