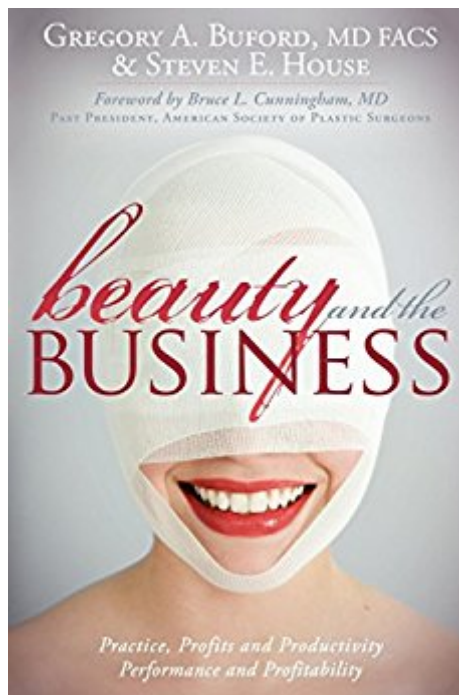




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Beauty And The Business: Practice, Profits And Productivity, Performance And Profitability



Synopsis

New technologies and social networks have dramatically changed the way we communicate. But with this sweeping change, some things remain the same. First and foremost, treat your customers right. In *BEAUTY and the BUSINESS*, authors Gregory Buford, MD and Steven House present a framework for the highly successful profitable business. They incorporate long standing essentials to customer satisfaction and connect them through the technologies and culture of today's buyers who use the internet and social networking to make their purchasing decisions. Their solid recommendations provide insights on how to guide a potential customer through this process while developing trust along the way. And they do so at a pace that makes sense for the critical decisions being made by this aesthetic client. You may only have a nanosecond to prevent someone from clicking through your website or hanging up the phone and so you must have something that interests them. Finding and keeping customers has become a critical element to survival but authors Buford and House present the good news that the beauty industry is actually positioned for strong growth based on predictable generational spending habits of the baby boomers. They make a strong case for the need to be competitive and aware of technology's ability to shift markets away if you are not executing on client retention strategies, high quality referrals, and state of the art marketing. *BEAUTY and The BUSINESS* teaches you to analyze the market, engage it, draw feedback from it, and adapt at a rate of change at least as fast as the market itself is evolving. As a clinician, practitioner, or owner this book should become part of your strategic plan. The business of beauty is by its very nature a business of choice. The choice to make changes and evolve your look for a variety of reasons drives customers toward those whom they can trust. *BEAUTY and the BUSINESS* will show you how to keep business growing in a continuously sustainable profitable manner, how to beat your competition, and how to actually have fun along the way.

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Customer Reviews

I am an Oculoplastic and Cosmetic Facial Surgeon, only 2 years out of subspecialty training, but I feel that I have had a very clear picture in my mind of the practice that I desired to create for some time now. I spent the first 2 years of my career in private group practices where I have consistently felt that the wrong aspects of business have been the primary focus in medical practices. I first heard about this book from another physician whom I befriended at a national skin care product seminar as a "Must Read." Immediately upon my return from the seminar, I ordered the book and read it in its entirety the very next weekend. Now I can say myself that I would second the notion of this book being a "Must Read" for any physician even considering the idea of beginning something new, fresh, and exciting. I found this book to be extremely informative and truly inspirational. The details included within focus on common marketing concepts such as branding and recognition, that are somewhat lost on the average current physician in practice. Nowadays, to effectively compete in the aesthetic marketplace, a solid foundation of core values and a plan for implementation are more important than ever! Not only did this book help stimulate my desire to create my unique vision, but it also encouraged me to allow the passion I have for my work shine through in many other aspects of my life. Thank you Dr. Buford for an extremely well-written and motivational piece of literature that I have already recommended to my closest colleagues. Gregory D. Lewen, M.D. Miami, FL

Wow! After reading a lot of books for marketing and medicine I didn't expect so much. I must say that because of the cover I didn't buy this book before, I thought I was a bit superficial. I was so wrong. This book was GREAT!!! I am a Dermatologist living in Brasil. It helped me so much. The best part for me was about how doing a website and tricks for media marketing. Thank you so much Dr. Gregory!!!

Dr. Buford's book generously shares invaluable and practical pearls he learned on his path toward the establishment of a highly successful plastic surgery practice. I found the information to be well written, ethical and transferrable not only to the beauty business, but to living life with credibility. In the dog-eat-dog world of the beauty industry, Dr. Buford guides the reader's focus away from competition toward quality services and solving client problems to drive success. However, he does not ignore marketing issues necessary in growing a solid business. Kudos to Dr. Buford for combining his adeptness in the areas of plastic surgery and journalism. Suzan Page, B.S.N., C.L.S.

I have truly enjoyed Beauty and The Business - This is what every aesthetic/cosmetic practice needs to have. A understanding of how the Cosmetic/Aesthetic business works and the best ways to integrate your medical practice and put all the vendors and suppliers work for you. There's no need to reinvent the wheel. It's all there for you. Patients want a practice that has a established and well rounded physician - Don't be fooled by poor marketing strategies, use those skills and tools that are available to you - You will enjoy this book immensely has some great hints and feedback from very powerful physicians who have used those techniques in their practices today. Sincerely, Claudio R Pinto, MMACHair of Project BeautyBoard of Directors - Society of Plastic Surgical skin care specialists

As an aesthetic laser rep new to the business, I used this book as a resource and guide for how to be successful in this aesthetic space. I highly recommend that you purchase this book and use it as a reference for starting a medical spa. Follow Dr. Buford's advice and you will be better than 90% of the people in this business.

Dr. Buford is one of the few doctors that knows how to combine medicine and business. This book is requirement for any physician practicing in plastic surgery or other elective fields. A must read!

These days, everyone wants to look younger, particularly baby boomers. In exploring cosmetic surgery options, how do people decide which surgeon to go with? Often, it comes down to good marketing. Aesthetic surgeons who communicate well and gain people's trust will get more business, pure and simple. That's why every aesthetic practitioner needs Dr. Gregory A. Buford's book, Beauty and the Business to be successful. It covers every aspect of marketing, from defining your market and branding, to the four P's of marketing (product, place, promotion, price), and beyond to conversion and even staff training. Any business needs sustained growth, but physicians

are not trained as marketing experts. This book is especially written to help practitioners fill that gap, so instead of merely surviving, they are thriving - reaching that ultimate goal defined by Dr. Buford as Thrival.

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