

NOW STREAMING

THE 41 EDIT

# THE PROMO LAUNCH PLAYBOOK

SKIN REPS

Turn a monthly promo into a launch that drives patients into skin plans – without discounting.

5 INGREDIENTS · ONE LAUNCH · ZERO DISCOUNTS



## 01 The one rule: add value, don't discount

Most clinics run a promo by knocking a percentage off a treatment. It feels productive and it quietly hurts you. A discount trains patients to wait for the next sale, signals your prices are soft, and gives you nothing back. The better move — the one this whole playbook is built on — is to keep your pricing intact and add value instead: a free injectable credit, a bonus treatment, a free add-on. Same perceived generosity, opposite effect on your business.

Why adding value wins on every axis:

- **Value goes up, not down.** It reads as a gift, not a markdown — so perceived value goes up while your plan pricing stays protected.
- **It drives a return visit.** Give the bonus a shorter redemption window than the plan (e.g., a 6-month credit on a 12-month plan). The free thing pulls the patient back through your door for another service.
- **You get something back.** A percentage off just hands the patient a smaller bill. A credit gives them a win AND gives you a second visit, more results, and a stickier client.
- **It stays pointed at the outcome.** They're not saving money — they're getting more treatment. That's your entire skin-plan philosophy in a single offer.

### THE BIG IDEA

If you take one thing from this playbook: stop discounting your treatments. Add a value-add bonus that brings the patient back instead.

## 02 The 5 ingredients of a launch that works

A discount knocks dollars off. A launch does five things at once — and the value-add hook is the engine. Everything else is packaging.

1

**A value-add hook, not a discount.** Give free treatment with a return-driving redemption window — never dollars off.

2

**A theme that feels like a drop.** Don't run a monthly special. Give the month a concept — a birthday, a season, an anniversary — so there's a reason to act now.

3

**Named plans, not line items.** Name each plan and give it personality, so patients talk about it and ask for it by name.

4

**A tiered ladder with an anchor.** An easy-yes entry, a Most Popular anchor, an aspirational top that makes the anchor look reasonable, and a low-ticket bonus for everyone.

5

**Urgency and return mechanics.** Time-limit the launch, show strikethrough value vs. price, keep the bonus window short, and make the best offers new-patient only.

## 03 Worked example: The 41 Edit

Here is the framework in real life — GLOW Aesthetic Clinic's June launch, built around co-owner Brianne's 41st birthday and themed as an 8-track album ("8 tracks. 1 month."). Notice that not one offer is a percentage off. Every plan is anchored by a free injectable credit or bonus, and the whole thing is wrapped as a music drop. The treatments named are the specific branded devices this clinic uses — swap in whatever you offer.

### How the 5 ingredients show up

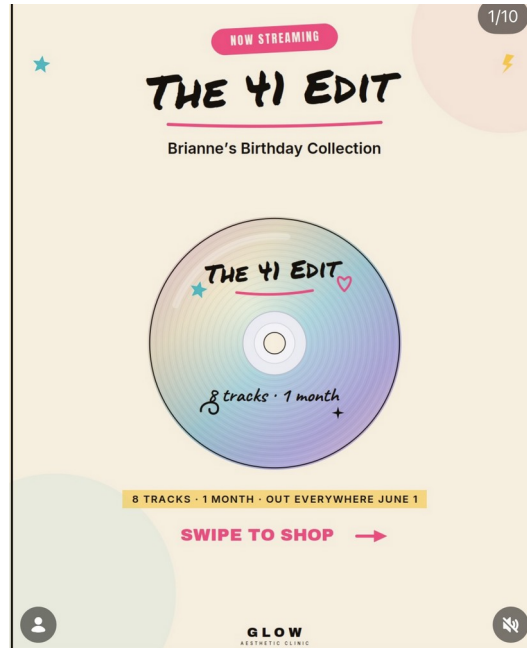
- **Value-add hook:** Free injectable credit (\$200–\$1,000) or a bonus treatment on every track — never a discount. The credit redeems in 6 months while the plan runs 12, so it pulls patients back.
- **Theme:** "The 41 Edit" — a birthday album, presented as a music player (Now Streaming, track numbers, a progress bar) across the website and social.
- **Named plans:** Each plan is a track with a name and a personality — Soft Launch, Face Card, The Magic Number, Lucy In The Sky.
- **Ladder:** An easy-yes entry, an anchor with a Most Popular badge, an aspirational diamond, and a low-ticket bonus track for everyone (see the ladder below).
- **Mechanics:** Strikethrough value vs. price, new-plan-patient eligibility, 12-month plan / 6-month credit windows, and a June-only bonus track.

### The ladder

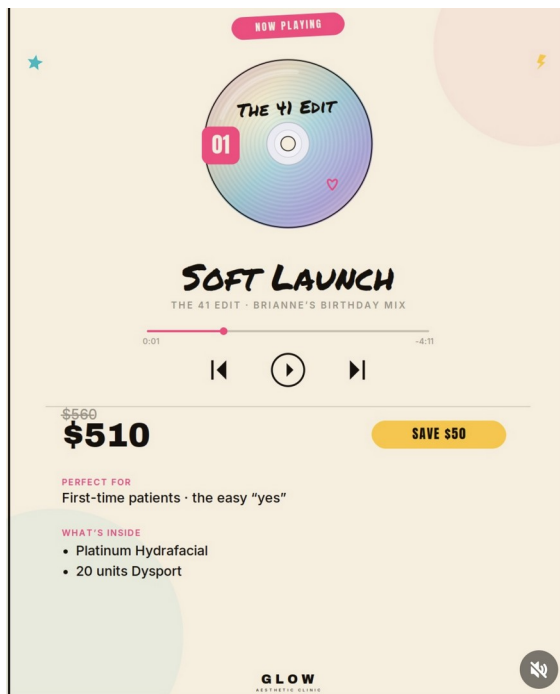
Plan (track)	Price	Value	The hook (free bonus)	Role in the ladder
01 Soft Launch	\$510	\$560	Platinum Hydrafacial + 20u Dysport bundle	Entry — new-patient easy yes
02 Face Card	\$3,950	\$4,650	\$700 injectable credit	Mid-tier skin plan
03 Hers Truly	\$2,895	\$3,295	\$400 injectable credit	Specialty / wellness plan
04 The Magic Number	<del>\$6,450</del>	<del>\$7,450</del>	<del>\$1,000 injectable credit</del>	<b>ANCHOR — Most Popular</b>
05 Lucy In The Sky	\$8,400	\$10,350	Free face Tox for a year (150u)	Aspirational diamond
06 Body Talk	\$9,200	\$9,600	\$400 injectable credit	Body plan — top ticket
07 Smooth Operator	\$2,850	\$3,050	\$200 injectable credit (covers the Tox)	Accessible resurfacing plan
08 Pearly	\$300	\$450	First whitening + touch-up (June only)	Bonus track — all patients, urgency

Read the album as a ladder: an easy entry for new faces (Soft Launch), a band of mid-priced plans, the Magic Number in the middle wearing the badge most patients land on, an aspirational top in Lucy In The Sky, and a \$300 bonus track anyone can grab. That architecture — not a coupon — is what does the work.

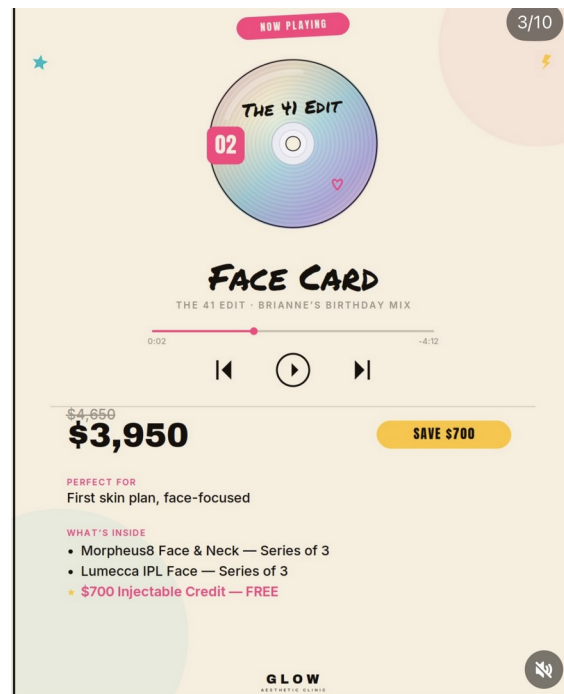
This is the same framework, made fun. The launch ran as an Instagram carousel styled like a streaming app — an album cover, eight track cards, and a closing call to action. Notice how the structure you just read maps onto what patients actually saw:



The concept: an 8-track “album,” one month, with a launch date.




01 Soft Launch — entry, the new-patient “easy yes.”



02 Face Card — mid-tier, face-focused skin plan.

★ **NOW PLAYING** 4/10



**HERS TRULY**  
THE 41 EDIT · BRIANNE'S BIRTHDAY MIX

0:03 — 4:13

~~\$9,295~~  
**\$2,895** **SAVE \$400**

**PERFECT FOR**  
Postpartum, perimenopause · intimate wellness + glow


**WHAT'S INSIDE**

- VTone — Series of 6
- Glow Custom Facial — Series of 3
- Lumecca IPL Face — Series of 3
- **\$400 Injectable Credit — FREE**

**GLOW**  
AESTHETIC CLINIC

03 Hers Truly — specialty / wellness plan.

★ **NOW PLAYING** 5/10



**THE MAGIC NUMBER**  
THE 41 EDIT · BRIANNE'S BIRTHDAY MIX

0:04 — 4:14

**MOST POPULAR**

~~\$7,450~~  
**\$6,450** **SAVE \$1,000**

**PERFECT FOR**  
Face / neck / chest to match · the default pick


**WHAT'S INSIDE**

- Morpheus8 Face & Neck — Series of 3
- Lumecca IPL Face — Series of 3
- Lumecca IPL Neck & Chest — Series of 3
- Hydrafacial Deluxe — Series of 3
- **\$1,000 Injectable Credit — FREE**

**GLOW**  
AESTHETIC CLINIC

04 The Magic Number — the anchor, “Most Popular.”

★ **NOW PLAYING** 6/10



**LUCY IN THE SKY**  
THE 41 EDIT · BRIANNE'S BIRTHDAY MIX

0:05 — 4:15

~~\$10,350~~  
**\$8,400** **SAVE \$1,950**

**PERFECT FOR**  
The works, head to toe · top-tier all-in


**WHAT'S INSIDE**

- Morpheus8 Face & Neck — Series of 3
- Lumecca IPL Face — Series of 3
- Lumecca IPL Neck & Chest — Series of 3
- Hydrafacial Deluxe — Series of 3
- Laser Hair Removal, Full Legs — Series of 6
- Teeth Whitening (First-time + Touch-up)
- **FREE Face Tox for 1 Year — 3 x 50u**

**GLOW**  
AESTHETIC CLINIC

05 Lucy In The Sky — aspirational, head-to-toe.

★ **NOW PLAYING** 7/10



**BODY TALK**  
THE 41 EDIT · BRIANNE'S BIRTHDAY MIX

0:06 — 4:16

~~\$9,600~~  
**\$9,200** **SAVE \$400**

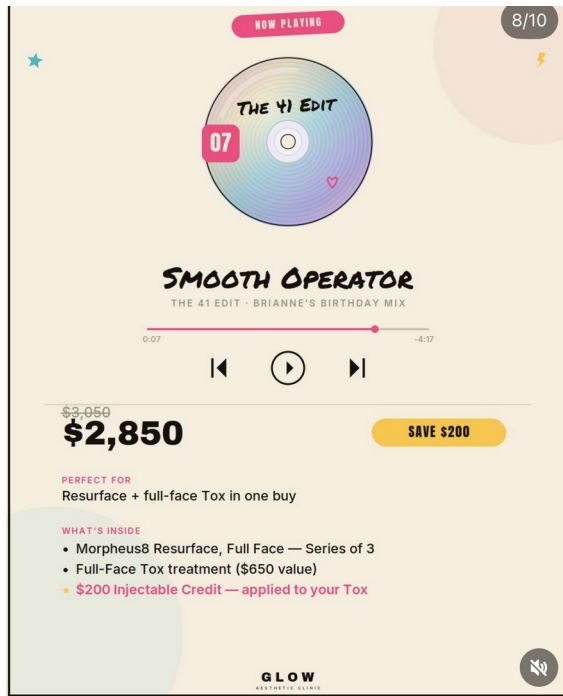
**PERFECT FOR**  
Body sculpting + tightening · abdomen + small area

**WHAT'S INSIDE**

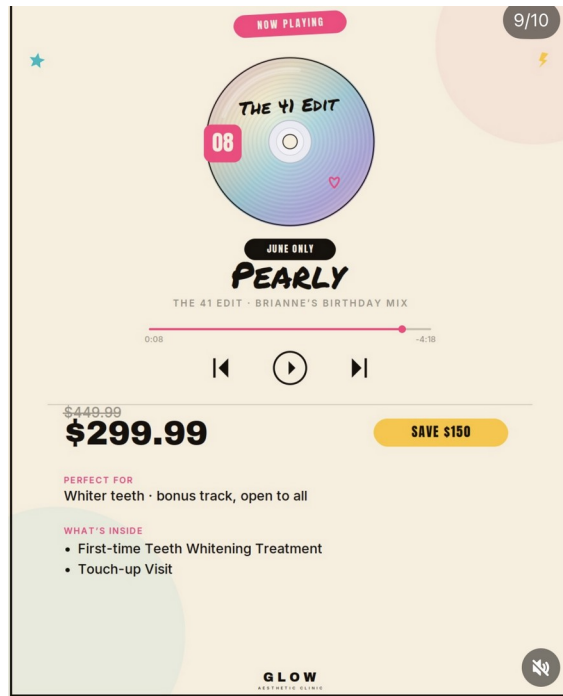
- Morpheus8 Body Abdomen — Series of 4 (medium)
- Morpheus8 Body, small area — Series of 4
- Tone — Series of 6
- **\$400 Injectable Credit — FREE**

**GLOW**  
AESTHETIC CLINIC

06 Body Talk — body plan, top ticket.



07 Smooth Operator — accessible resurfacing plan.



08 Pearly — bonus track, all patients, “June only.”



The close — “Ready to press play?” One clear call to action.

Every card leads with what the patient gets free, shows the full value struck through next to the price, and points back to a plan. That is the whole playbook on one screen.

## 05 The copy: help patients see themselves in the plan

Don't just list what's inside a plan — describe it. Each plan deserves a punchy one-line hook plus a few sentences that tell the patient who it's for and why it will work for them. That's what turns a price list into something a patient pictures themselves saying yes to. Here is the copy GLOW wrote for each track — use it as your model.

*The gold line is the hook; the paragraph beneath is the “why it's for you.”*

### 01 Soft Launch

*First-time patient? This is your soft launch. A top-tier Platinum Hydrafacial plus 20 units Dysport for the easy “hello.”*

The first hit of GLOW. Built for patients new to the clinic — and to themselves. Soft Launch pairs our top-tier Platinum Hydrafacial — our most complete facial — with 20 units of Dysport to soften where it shows. One visit. Real results. Welcome to the album.

### 02 Face Card

*Make sure your face card never declines. Morpheus8 Face & Neck, IPL Photofacial, and \$700 in free injectables.* Her face card doesn't decline. Yours shouldn't either. Face Card combines a Morpheus8 Face & Neck series with a Lumecca IPL Photofacial series — our two most-loved skin treatments — plus \$700 in free injectable credit to keep you in maintenance mode. The plan that locks it in for good.

### 03 Hers Truly

*Come back to yourself. VTone for intimate wellness, custom facials, and IPL — plus \$400 in free injectables.*

The plan our patients tell us they wish they'd booked sooner. Six VTone sessions restore strength and confidence from the inside out, paired with three Glow Custom Facials and a Lumecca IPL Photofacial series for skin that glows. Plus \$400 in free injectable credit. Discreet. Restorative. Entirely yours.

### 04 The Magic Number

*Three is the magic number. Face, neck, chest — the most complete plan in the album, and the one most patients land on.*

Three is the magic number. The Magic Number treats the trio that gives age away: face, neck, and chest. Morpheus8 tightens. Lumecca IPL evens tone across all three zones. Hydrafacial Deluxe smooths and brightens. Plus \$1,000 in free injectable credit. The hit single of the album — and the plan patients call us about by name.

### 05 Lucy In The Sky

*The crown jewel of the collection. Skin, smile, and smooth legs — plus free face Tox for a full year.*

Named for Brianne's daughter — the brightest light in her sky. The top of the album. Morpheus8 for the face and neck, full Face/Neck/Chest Lumecca IPL, a Hydrafacial Deluxe series, a full leg laser hair removal series, AND a complete teeth whitening package. Plus our most coveted perk: free face Tox for a full year (150 units). Every dimension addressed, head to toe. The diamonds at the top of the tracklist.

### 06 Body Talk

*Let your body do the talking. Morpheus8 Body for the abdomen plus a small area, Tone sessions, and \$400 in free injectables.*

For the patient ready to address what's below the neck. Body Talk pairs a Morpheus8 Body Abdomen series with a Morpheus8 Body series on a smaller area of your choice — then adds six Tone sessions to build and define. Plus \$400 in free injectable credit. Sculpt, tighten, and tone in one commitment.

### 07 Smooth Operator

*Smooth, resurfaced skin plus a complete full-face Tox treatment — with \$200 in injectable credit covering part of the cost.*

Smooth Operator is resurfacing made simple. A Morpheus8 Resurface series of 3 refines texture and tone, paired with a complete full-face Tox treatment to soften lines. You cover \$450 of the Tox and a \$200 injectable credit covers the rest — so the full \$650 treatment is taken care of. Walk in textured, walk out smooth.

## 08 Pearly

*A brighter smile — the bonus track on the album. First-time whitening plus a touch-up for \$299.99.*

Pearly is the bonus track on The 41 Edit. Get a complete teeth whitening package from our in-house provider — including your first whitening treatment and a touch-up visit — for one flat rate. Available this June only.

## 06 Build your own launch

Use this as a planner. Fill the blanks for your next launch — most clinics can run one every month or every quarter.

1

**Pick the theme.** A birthday, an anniversary, a season, a holiday, or a named drop. Give it a concept people remember.

2

**Choose the value-add hook.** Injectable credit is the gold standard. Set its redemption window shorter than the plan so it drives a return.

3

**Build the ladder.** 4–8 named plans: entry, accessible, the Most Popular anchor, an aspirational top, and a low-ticket bonus.

4

**Anchor the pricing.** Show the full value struck through next to the price. Lead with what they get free, never the percentage saved.

5

**Set the rules.** Eligibility (new-plan-patient only for the best offers), validity windows, and a hard end date.

6

**Write the copy.** Give each plan a one-line hook plus a few sentences on who it's for and why it works — use the track copy as your model.

7

**Roll it out as a launch.** Tease it, drop it on a launch day, post the album, text and email your list, then run a countdown to close.

## Your launch planner

Field	Your launch
Theme / occasion	
Value-add hook + redemption window	
Tier 1 — Entry (new patients)	
Tier 2 — Accessible plan	
Tier 3 — ANCHOR (Most Popular)	
Tier 4 — Aspirational top	
Bonus track (low-ticket, all patients)	
Eligibility & validity rules	
Launch dates (tease / drop / close)	

### 07

## Common mistakes

- Discounting the treatment instead of adding value — it shrinks your bill and your brand.
- One offer with no ladder, so there's no anchor and nothing to trade up to.
- No time limit, so there's no reason to act now.
- Making the bonus redemption window the same length as the plan — you lose the return visit the credit is supposed to create.
- Calling it a monthly special instead of giving it a theme worth talking about.

### USE THE WHOLE KIT

Pair this with the 12-Month Promo Chart for a year of launch ideas, the Plan Library so every offer is a real plan, and the Revenue Calculator to set each launch's target.

**DISCLAIMER & TRADEMARKS** *This playbook is educational and uses one clinic's own promotional campaign as a real-world example. It is not medical, legal, financial, or business advice, and no specific results, revenue, or outcomes are promised — your offers, pricing, treatments, and results will differ. Always follow the scope-of-practice and licensing rules of your state and your medical director's guidance. Product and device names that appear in the sample campaign are trademarks of their respective owners and are used for descriptive purposes only; their use does not imply any affiliation with, sponsorship of, or endorsement of this course or its author.*