



# THE EVENT PLAYBOOK

Run a room that enrolls plans — not a flash sale that dumps one-off treatments into wallets and disappears by Monday.

## \$140,000

IN A SINGLE EVENT. THAT'S WHAT THIS PLAYBOOK HAS DONE.

### THE WHOLE POINT, IN ONE LINE

Every guest who buys leaves on a plan — first visit booked, use-by date set.

### INSIDE THIS PLAYBOOK

- 01 The Warm-Up** Theme, reps, swag & RSVP — locked before the doors open
- 02 The Circuit** The color-coded room flow that walks each guest through a plan
- 03 The Lift** The plan sheet and the fast, clean close at the front desk
- 04 The Cool-Down** Extend the win & book everyone out so nothing sits unused
- + Your Kit** Print-ready plan sheet, color map & master checklist

Read This Before Anything Else

# The One Rule

An event is the single best plan-enrollment day on your calendar. It is not a discount table for random units of tox. Treat it like a flash sale and you teach your market to wait for the next one. Treat it like an enrollment event and you fill the next three months of your schedule in a single night.

## WE GUIDE OUTCOMES, NOT TREATMENTS

The event is just the day a hundred people start their plan at once.

## Three Non-Negotiables

### 01

#### Sell the Plan

A provider walks every guest through a structured, sequenced plan tied to their concern — an anchor like The Magic Number or a track. No à la carte single treatments off the menu.

### 02

#### Book It Out

Visit one gets scheduled at checkout. The rest gets booked within 7 days by a callback sprint. A purchased plan that isn't on the calendar is a refund waiting to happen.

### 03

#### Deadline It

Every package gets a printed use-by date. Deadlines move bodies through your door and kill the slow buildup of unused plans sitting in wallets.

## The Wallet Problem — Why This Matters

When packages pile up unused, clients stop seeing results, second-guess the spend, and develop buyer's fatigue — they won't repurchase, and some ask for money back. Booked appointments + deadlines = visible results, repeat purchases, and zero stale liability on your books. The event isn't done when they pay. It's done when they've used it.

## The Rhythm — How the Playbook Runs, In Order

T-4 → T-1 WK	THURSDAY	FRI – SUN	NEXT 7 DAYS
<b>WARM-UP</b>	<b>CIRCUIT + LIFT</b>	<b>COOL-DOWN</b>	<b>BOOK-OUT SPRINT</b>
Reps · swag · RSVP · supplies	Run rooms · sell plans · close fast	Extend promo · take call-ins	Book every plan fully

# 01 The Warm-Up

**Before the doors open**

**A · Offload the giveaways onto reps & local businesses**

Before you spend a dollar of clinic revenue on prizes, call your device and product reps and your local businesses. Reps want chair time and loyalty; local shops want exposure to your client base. Both will fund prizes, product, or gift cards in exchange for tagging and tabletop presence.

**GOAL: PRIZES COST YOU NEAR \$0**

Your cash goes to plans & supplies. Got the room? Bring in vendors — clothing boutiques, food vendors, jewelry sellers. GLOW has hosted all three. Make adding to the grand giveaway their cost of entry.

**B · Swag bags = a spend threshold**

Build swag bags for the first 25 buyers who spend over a set line — pick \$500–\$1,000. It creates a scarcity rush early and pulls average ticket up toward your threshold.

**C · RSVP with a “party-starter”**

People who RSVP show up. Dangle a small party-starter giveaway for anyone who RSVPs, and you turn a maybe-crowd into a committed headcount you can staff and stock for.

**D · Build custom plan sheets with the promos baked in**

Pre-build your treatment plan sheets before the event (full template in Your Kit). Organize by client concern, list each plan as a checkbox line, and print three numbers next to each: Value · Event Promo · “as low as” monthly. Build out as many plans as you can — up to 20 — so there’s a fit for everyone. Then load every plan into your checkout/POS ahead of time, so the front desk pulls up exactly what’s checked and rings it in seconds.

**E · Give it a theme — make it unique & fun**






A themed event is the one people screenshot, RSVP to, and drag their friends to. Reskin the same plan-selling event with a fresh hook every time, and anchor it to a season, holiday, or a named “drop.” Same system underneath — just dressed up so it’s memorable. GLOW has run:

Haunted Edition	Fall Hard	Leaves & Luxe	Glamour Without the Guilt
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# 02 The Circuit

## Event day · the room flow

Set the room up as a circuit of color-coded stations — each one a room, a provider, a concern, a prize drawing, and a color. A guest gets their full plan built by one provider, then walks the rest of the rooms just to drop a giveaway entry in each — no second consult — and leaves with a checked sheet ready for checkout.

ENTER	01 SKIN	02 TONE	03 INJECT	04 BODY	05 MEMBER	CHECKOUT
	<b>01 · Skin &amp; Resurfacing</b>	<b>PLUM</b>	RF microneedling, peels & your top-selling facials — the foundation track. Provider maps a sequenced resurfacing plan.			
	<b>02 · Tone &amp; Texture</b>	<b>ROSE</b>	IPL / photofacials, laser, pigment & redness. Pairs with Station 01 as a multi-month tone plan.			
	<b>03 · Injectables &amp; Threads</b>	<b>GOLD</b>	Tox, filler, smooth threads. Framed as a maintenance cadence, not a one-time poke.			
	<b>04 · Body &amp; Wellness</b>	<b>TEAL</b>	RF body contouring, intimate wellness, weight / GLP-1 program intake. Longer-horizon plans.			
	<b>05 · Membership Desk</b>	<b>INK</b>	The Magic Number & tracks. The anchor enrollment station — ties every other room into one monthly plan.			

### One provider builds the whole plan

Whatever room a guest lands in, that provider builds their entire plan — one consult, full plan, no need to see everyone. Train everyone to build a plan pre-event and staff every room, so plans build in parallel and the line keeps moving.

### A full room does the selling

You won't convert everyone — and that's fine. A packed, buzzing room builds momentum and social proof that pulls fence-sitters off the fence. Welcome browsers as warmly as buyers; they add energy and often book later. Serve food & drink that holds up sitting out — and offer wine & champagne.

# 03 The Lift

## The plan sheet & the close

This is where the night is won or lost. The plan sheet is the engine: the provider checks boxes in the room, the guest carries the sheet to the front, and the front desk closes fast — payment plus a first booking, in one motion.

1 Provider checks	2 To front desk	3 Pay the plan	4 Book + date
Walks the plan, checks the lines that are done in the room, checks the checked sheet straight to the front desk — pay in full or book visit 1 now, stamp the use-by date.			

## Two Ways to Pay — Both Are Final

### A

#### Pay in Full Today

Lump sum — biggest discount, done in one. Plenty will happily pay in full, and that’s ideal.

### B

#### Finance — Low Monthly

Patients set it up themselves and pick the term — most go up to 60 months, so even big plans land low. Financing is the pressure valve — a nervous guest gets a monthly plan, not a refund.

**ALL PROMO PURCHASES ARE NON-REFUNDABLE**

### Move people through fast

Because every plan is pre-loaded in your POS, the front desk just pulls up the checked plan and rings it — no building orders on the fly. Take payment, book visit one on the spot, and flag the rest for the week-after sprint.

### The deadline is non-optional

Every plan leaves with a printed use-by date. Say it out loud at checkout, write it on the sheet, and load it into your booking notes. This is the single mechanic that keeps purchases from going stale in wallets.

# 04 The Cool-Down

## After the doors close

### Run it Thursday — then loudly extend through the weekend

Thursday is the best event night. Hold the main event Thursday, then extend the promos through the weekend and shout it from the rooftops. Frame it as gratitude: “The event was such a hit and we’re so thankful for the support — so we’re extending every promo all weekend.” Post every promo, make it dead simple to call in and buy, and if you’re closed weekends, open your online store.

### Make buying easy from anywhere

Anyone who couldn’t attend can call in or buy online for the same event pricing — build the plan over the phone and book them. One line stays firm: swag bags are in-person only.

### Order supplies after — from event money

Wait until you’ve tallied everything that sold, then order the consumables for those exact plans — paid for out of the money you just collected. Restocking never becomes a burden.

### THE WEEK-AFTER BOOKING SPRINT — THE MOST IMPORTANT THING YOU DO

Over the 7 days after the event, your front desk works every flagged sheet and books out the full plan — not just visit one. A plan that’s fully scheduled gets used, delivers results, and earns the next purchase. A plan that isn’t booked is the exact thing that rots in a wallet and breeds refund requests.

### Stack same-day visits to clear wallets faster

When booking the plan out, combine services that can be done in one visit instead of spreading every treatment across separate appointments. If a client bought a facial and tox, do both the same day. Fewer visits means the plan gets used up faster, results show up quicker, and you’re back to the next purchase.

### REMEMBER

The sale was Thursday. The win is the calendar you fill the following week.

Every move, at a glance · tape this inside the staff binder

# The Cheat Sheet

## Two House Rules — Say Both Out Loud at the Close

**1**

### Purchases are final

Non-refundable. State it before payment and have them initial the sheet. This is what kills next-morning remorse.

**2**

### Financing is an option, never a push

Full payment is always welcome; if they'd rather, patients set up their own financing and pick the term — up to 60 months.

## Event Economics — Where the Money Should Move

Prizes are funded by partners. Your revenue does two jobs only: it buys the supplies to fulfill plans, and it builds the booked calendar that turns one night into three months of repeat visits. Nothing sits in a wallet.

**\$140K**

our biggest single-event total  
on this system

**100%**

of buyers leave on a plan  
with visit 1 booked

**7 days**

to fully book out every plan  
after the event

**\$0**

ideal clinic spend on prizes  
— partners fund them

## Quick Reference

- Theme every event (e.g. Haunted Edition) — unique & fun pulls RSVPs and shares.
- Reps + local biz fund the giveaways. Protect clinic revenue.
- Swag bags for the first 25 over a \$500–\$1,000 spend line. Lifts ticket.
- A drawing in every room; a provider in every room running a guided plan.
- Custom plan sheets with promos + checkboxes, built by concern.
- Color-code everything: door = sheet section = drawing box = prize.
- Call-ins get the promo; swag bags are in-person only.
- Snacks that hold up: pretzels, cookies, cupcakes. Wine & champagne on offer.
- Thursday event; loudly extend promos all weekend — post, take call-ins, open the online store.
- RSVP party-starter giveaway — RSVPs show up.
- Order supplies after the event from the money collected — matched to what sold.

Your Kit · Template 1 · print one per guest

# Provider Plan Sheet

Provider checks the plan that fits the client, totals it, and hands the sheet to the front desk. These eight are GLOW’s June “41 Edit” shown as an example — build out as many as you can. All run 12 months; the free credit/bonus redeems within 6.

✓	Plan — who it’s for	Free bonus (the hook)	Value	Promo	As low as*
<b>DIP A TOE — EASY ENTRY, OPEN TO ANYONE</b>					
<input type="checkbox"/>	01 Soft Launch — the easy yes, gets anyone in the door	Your top-selling facial + 20u tox bundle	\$560	\$510	—
<input type="checkbox"/>	08 Pearly — June-only bonus track, any patient	First whitening + touch-up	\$450	\$300	—
<b>CORE SKIN PLANS</b>					
<input type="checkbox"/>	07 Smooth Operator — accessible resurfacing	\$200 injectable credit (covers the tox)	\$3,050	\$2,850	\$48/mo
<input type="checkbox"/>	03 Hers Truly — specialty / wellness	\$400 injectable credit	\$3,295	\$2,895	\$48/mo
<input type="checkbox"/>	02 Face Card — mid-tier skin plan	\$700 injectable credit	\$4,650	\$3,950	\$66/mo
<b>THE ANCHOR — MOST CLIENTS LAND HERE</b>					
<input type="checkbox"/>	04 The Magic Number — MOST POPULAR, the full-results anchor	\$1,000 injectable credit	\$7,450	\$6,450	\$108/mo
<b>PREMIUM &amp; ASPIRATIONAL</b>					
<input type="checkbox"/>	05 Lucy In The Sky — the diamond	Free face tox for a year (150u)	\$10,350	\$8,400	\$140/mo
<input type="checkbox"/>	06 Body Talk — body plan, top ticket	\$400 injectable credit	\$9,600	\$9,200	\$153/mo
<b>CUSTOM</b>					
<input type="checkbox"/>	Build-your-own from the menu			\$	—

\*“As low as” = promo ÷ 60 months at 0%, illustrative only. Patients arrange their own financing and pick the term. Every promo is open to any patient — no new-patient requirement.






**CLIENT ACKNOWLEDGMENT — REQUIRED BEFORE CHECKOUT**

I understand my event/promo plan is purchased at a one-time promotional rate and is final and non-refundable. I’ve reviewed my payment option below and agree to my plan’s use-by date.

Plan(s) total: \$ \_\_\_\_\_ Payment:  Paid in full  Financed Use-by date: \_\_\_\_\_ Client initials: \_\_\_\_\_

Your Kit · Templates 2 & 3 · map your rooms, assign colors, match the prizes

# Color & Drawing Map

Color	Station / Room	Room Prize (partner-funded)	Provider on Duty
	Skin & Resurfacing		
	Tone & Texture		
	Injectables & Threads		
	Body & Wellness		
	Membership Desk		

## Run It In Order — Master Checklist

### WARM-UP (T-4 to T-1 wk)

- Pick a theme (e.g. Haunted Edition)
- Call reps + local biz for prizes
- Set swag threshold & cap (25)
- Lock RSVP party-starter
- Pick a Thursday; open RSVPs
- Build plan sheets by concern
- Assign colors to rooms
- Pre-load all plans into your POS
- Prep themed décor, drinks & swag
- Train every provider to build a full plan

### THE CIRCUIT & LIFT (event day)

- Color signage on every door
- Provider + drawing box per room
- Snacks set, wine/champagne poured
- Offer financing as a payment option
- Providers check sheets → front desk
- Fast close: pay + book visit 1
- Stamp use-by date on every plan

### COOL-DOWN (Thu night → T+7 days)

- Announce extension loud (gratitude)
- Post all promos publicly
- Open call-in line + online store
- Work every flagged sheet
- Book out full plans, not just visit 1
- Stack same-day services where safe
- Confirm use-by dates with guests
- Total sales → order supplies (event \$)
- Tally results; debrief the team