

• WIN MED-SPA CLIENTS • VOL. 04

# The Med-Spa Agency Playbook

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Fill a med-spa's calendar with 30 to 50 new Botox and filler bookings a month, worth **\$527 each**, for under **\$80 in ad spend per patient**. The exact offer, the speed-to-lead engine, the outreach scripts, and the objection answers that turn an empty treatment room into \$200K to \$400K a year.

The booked-chair math

The per-booking offer

5-minute speed-to-lead

5-touch outreach scripts

The no-show fix

Ad benchmarks to quote

## THE CLIENT YOU ACTUALLY WANT

# A med-spa owner does not need "marketing." They need a **full chair**.

Here is what the last three agencies got wrong.

They sold the med-spa "social media management" and "brand awareness." Then they sent a 14-page report full of likes and impressions. The owner read one line of it: *"I cannot point to a single patient it actually brought in."* That is a real thing med-spa owners say, word for word, when an agency churns them out.

**WHAT THE OWNER IS ACTUALLY LIVING**

Some weeks the injectors are slammed. Other weeks the chairs are empty by Tuesday and there is no way to staff around the chaos. The owner is in the treatment room all day, so nobody follows up with the inquiries sitting in the inbox. Every no-show is a **\$500 hole** in the day they never get back. And January and February look like a ghost town.

**They do not want clicks. They want a name and a phone number on the calendar this week.**

**This is the easiest agency client to win and keep in 2026** – if you sell the right thing. Med-spa owners have real money, a clear emergency (the empty chair), and a treatment with a known dollar value. You are not guessing at ROI. You are filling a \$527 seat that would otherwise sit empty.

**\$1.4M**

Average yearly revenue at a US med spa

**\$527**

Average value of a single med-spa visit

**\$200K+**

Annual value of one full treatment room

*Revenue and per-visit figures: American Med Spa Association (AmSpa), 2024 Medical Spa State of the Industry Report. Used to frame the offer, not as a promised result.*

## THE BOOKED-CHAIR MATH

# Stop selling ads. Sell the gap between an **empty chair** and a full one.

When you walk into the pitch with this math, you are no longer "another agency." You are the person who can fill the room.

**\$527** **One booked visit.** Botox, filler, or a new-client facial. This is the unit you are selling, and the owner already knows the number.

**40** **New bookings you add per month.** At \$527 each, that is roughly **\$21,000 in new monthly revenue** from patients who were not coming in before.

**\$200K+** **What one full treatment room is worth a year.** A room sitting half-empty is the single most expensive thing in the building, and the owner feels it every Tuesday.

**<\$80** **Target ad cost per new patient.** Spend under \$80 to book a \$527 visit and you have a story the owner can repeat to their accountant.

**"I count 9 open slots on your booking page this week.  
I fill those."**

This is the entire reframe. The last agency sold a service and reported on vanity metrics. You sell a **filled seat** and report on bookings that showed up. One frames you as a cost. The other frames you as the thing standing between the owner and an extra \$21K a month. Lead every pitch, every ad, and every cold message with the chair, never with "we run Meta ads."

**YOUR MOVE**

Before any pitch, open the spa's public booking page and count the open slots in the next 7 days. That open-slot count is your hook, your proof the chair is empty, and the exact number you promise to shrink. **Specific beats clever every time.**

THE NICHE-DOWN OFFER

Pick one hero treatment.  
Sell **booked consults**, not "marketing."

A med-spa offers ten things. Do not market ten things. Pick the one that brings new faces through the door, then price on the outcome.

✗ THE FORGETTABLE FEE

"\$2,500/month for social media management and Meta ad creative." *(The owner has bought this twice. It got them likes and a report. They will cancel by month three.)*

✓ THE PER-BOOKING OFFER

"\$2,500/month, and we guarantee 20 booked consults or you do not pay for month two." *(Now the owner is buying a result, and you carry the risk they have been burned on before.)*

**Choose ONE hero treatment to lead with.** The job of the hero offer is to get a new patient in the door at low risk. Margin comes later, from the treatments they buy once they trust the room.

| HERO TREATMENT                  | WHY LEAD WITH IT                                             | THE PATIENT PATH                                     |
|---------------------------------|--------------------------------------------------------------|------------------------------------------------------|
| Botox / wrinkle relaxer         | Highest search demand, fast result, repeats every 3-4 months | One visit becomes a standing quarterly appointment   |
| Lip / dermal filler             | High ticket, visible result, strong before-and-after content | Filler patient often adds Botox and skincare         |
| New-client facial / intro offer | Lowest barrier, fills slow days, easy yes for first-timers   | Intro facial converts to memberships and injectables |

THE OFFER TO SELL, WORD FOR WORD

"We run your **[hero treatment]** patient engine for **\$2,500/month**. We guarantee **20 booked consults** in your first 30 days, tracked in your own calendar. Miss it, and **month two is free.**"

Why it works: it is **per-show, not per-click**, it names a number the owner can verify, and the risk reversal answers the "the last agency burned me" objection before they raise it. Price in round numbers (\$2,500, not \$2,497). Charm pricing cheapens premium positioning.

## THE 5-MINUTE SPEED-TO-LEAD ENGINE

# The lead is not the problem. The **callback time** is.

Med-spa owners say it plainly: "The leads they send me never book. By the time my front desk calls back, they have gone somewhere else." This one build is what separates you from the agency that got likes, not patients.

## THE STAT THAT SELLS THE WHOLE SYSTEM

A lead contacted within **5 minutes** is roughly **21x more likely to convert** than one contacted after 30. The odds of qualifying a lead drop about **400% between minute 5 and minute 10**. The owner is in the treatment room and cannot watch the inbox. So you remove the human delay entirely.

*Speed-to-lead figures: MIT / James Oldroyd, Lead Response Management Study. Presented as a strong correlation, not a guaranteed result.*

## TRIGGER

**0:00**

**Meta lead form**  
submitted, or a missed  
call lands.

## INSTANT

**0:30**

**Auto-SMS fires.**  
Personalized, with a  
one-tap booking link.

## IF NO REPLY

**5:00**

**Second SMS + call.**  
Front desk gets a task  
ping.

## CATCH-ALL

**Any**

**Missed-call text-back**  
on every unanswered  
ring.

## THE INSTANT SMS (0:30) - COPY THIS

"Hi **[first name]**, it's **[Spa]** - thanks for asking about **[hero treatment]**! We have a couple of openings this week. Want me to hold one for you? Book here in 20 seconds: **[booking link]**"

- ✓ **Meta Lead Form** connected straight to the SMS tool, not a spreadsheet someone checks at lunch.
- ✓ **Booking link** goes to live availability, so the patient self-books with no phone tag.
- ✓ **Missed-call text-back** on the spa's main line catches the calls they drop between injections.
- ✓ **A 3-touch dial cadence** for any lead who texts but does not self-book within an hour.



## YOUR MOVE

Build this once in a tool like GoHighLevel and it becomes your standard delivery for every med-spa you sign. **The engine is the moat.** It is the reason their bookings show up and the last agency's did not.

## THE COLD OUTREACH OPENER

# Lead with what you **counted**, not what you "offer."

A timeline and results hook replies near 10%. A vague problem hook sits around 3%. The difference is one observable detail you can prove you looked up.

**THE OPENER (EMAIL OR IG DM) - THE ONE THAT PULLS CALLS**

"Saw [Spa] has 4.8 stars but I counted **9 open slots** this week on your booking page. I fill those for med spas in [city] on a pay-per-booking basis – you only pay when a patient actually shows. Worth a 10-minute look?"

Three reasons this lands. It proves you did the work (the slot count). It names the niche and the city, so it cannot be a blast. And it leads with **pay-per-booking**, which disarms the owner who got burned on a retainer that delivered nothing.

**X THE BLAST EVERYONE DELETES**

"Hi! We help businesses grow with social media marketing. Do you have 15 minutes this week to hop on a call?"

**✓ THE MESSAGE THAT GETS A REPLY**

"Counted 9 open slots on your booking page this week. I fill med-spa chairs in [city] on a pay-per-booking basis. Worth 10 minutes?"

**THE VOLUME MATH, SO YOU DO NOT QUIT EARLY**

Expect a **3 to 5% reply rate** on a tight, personalized list. That means roughly **200 contacts to land 2 to 3 real calls**. This is normal. It is not you being bad at outreach. Build the list right, send the cadence in full, and the math works. Quit at touch one and you throw away the people who would have replied on touch four.

## THE 5-TOUCH CADENCE

# One message is a coin flip. Five is a **system**.

Most agency owners send one DM and call it cold outreach. Here is the full sequence, word for word, across email, DM, and phone.

**Day 1****The slot-count opener**

EMAIL

"Saw **[Spa]** has 4.8 stars but I counted 9 open slots this week. I fill those for med spas in **[city]**, pay-per-booking. Worth a 10-minute look?"

**Day 2****Same hook, new channel, lighter**

IG DM

"Hey **[name]** – love the work on your feed. Quick one: I help **[city]** med spas fill mid-week openings on a pay-per-booking deal. Open to a 10-min look?"

**Day 4****The reason-for-my-call open**

CALL

"Hi **[name]**, the reason for my call is I looked at your booking page and saw mid-week openings. I fill those for med spas, and you only pay per booking. Did I catch you between patients?"

*Naming the reason for the call lifts the odds of booking a meeting about 2x (Gong Labs, 90,380 calls).*

**Day 6****Pure value, zero ask**

EMAIL

"No pitch here – just useful. The fastest win I see for spas is texting new leads back within 5 minutes. Most lose them to a slow callback. Here is the exact setup we use: **[link]**"

**Day 9****The breakup**

EMAIL

"I will stop reaching out after this one. If filling those mid-week chairs ever moves up your list, reply 'chair' and I will send a 90-second plan. Either way, the reviews speak for themselves."

*The breakup line reliably pulls replies from people who meant to answer and forgot.*

## THE NO-SHOW FIX

# Every no-show is a **\$196 hole**. Selling the patch keeps you paid.

Filling the calendar is half the job. If a fifth of those bookings ghost, the owner still feels broke. Sell the fix as a retention add-on and you become impossible to cancel.

**21%**

Of med-spa bookings end in a no-show or cancellation

**\$196**

Average value lost on each missed appointment

**+10%**

Revenue added in a real case after a reminder system went live

*No-show figures from published med-spa scheduling benchmarks; the +10% reminder lift is a documented single-client case, not a typical or promised result.*

| LEVER                        | WHAT IT DOES                                                                                         |
|------------------------------|------------------------------------------------------------------------------------------------------|
| <b>48-hour cancel policy</b> | A card on file and a clear policy stops the casual ghost. Set the expectation at booking, not after. |
| <b>SMS reminder sequence</b> | Text at 48 hours, 24 hours, and 2 hours before. Each with a one-tap confirm or reschedule.           |
| <b>Auto-fill the gap</b>     | A cancellation instantly texts the waitlist, so the slot refills before it goes cold.                |

## THE 24-HOUR REMINDER SMS

"Hi **[first name]**, looking forward to seeing you tomorrow at **[time]** for your **[treatment]** at **[Spa]**. Reply **C** to confirm or **R** to reschedule. See you soon!"



## YOUR MOVE

Price the no-show fix as a separate line on the retainer, or fold it into a higher tier. Either way you have given the owner a second reason to keep paying you that has nothing to do with new ads.

**That is how a 3-month client becomes a 12-month client.**



THE NUMBERS TO QUOTE

Walk in with the **real benchmarks.**  
It is what makes you the expert.

The owner has burned \$8,000 on Facebook ads with no idea if any of it worked. When you state the real numbers out loud, you become the first person who actually knew what they were doing.

| METRIC                      | TARGET RANGE             | WHAT TO TELL THE OWNER                                                                     |
|-----------------------------|--------------------------|--------------------------------------------------------------------------------------------|
| Meta cost per lead          | <b>\$22 - \$43</b>       | The cheap top of funnel. Cheap leads, so speed-to-lead decides if they book.               |
| Google cost per acquisition | <b>~\$78</b>             | Higher intent. These people are searching for the treatment right now.                     |
| Target ROAS                 | <b>3:1 - 5:1</b>         | For every \$1 in, aim for \$3 to \$5 back in booked treatment revenue.                     |
| Monthly ad spend / location | <b>\$3,500 - \$6,000</b> | The real number to run a single location. Under this and the data is too thin to optimize. |

Ranges from 2025 med-spa paid-media benchmark data. Actual cost per lead and ROAS vary with city, treatment, offer, and creative.

**THE ANCHOR THAT CLOSES THE BUDGET CONVERSATION**

Before you name your fee, name the cost of the empty chair. **One full treatment room is worth \$200K+ a year.** A \$3,500 ad budget and a \$2,500 management fee to fill it is not an expense. It is the cheapest seat the owner will buy all year. Anchor on the room first, then the price lands as a fraction of what is already being lost.

"What is this costing you every week the chair sits empty?"  
**Let them say the number.**

## THE OBJECTION SHEET

# The three things every med-spa owner says, and **exactly** what to say back.

These are not objections to fear. Each one is a door, and the per-booking offer plus tracking is the key to all three.

**" The last agency burned me. All I got was a report full of likes.**

**Agree, then separate yourself with risk reversal.** *"I would be skeptical too – most agencies sell reports. I sell booked consults you can count in your own calendar. That is why month two is free if I miss 20. You are not paying for activity. You are paying for chairs that fill."*

**" It is my slow season. January and February are dead, so why spend now?**

**Reframe the slow season as the reason, not the excuse.** *"That is exactly when you need this most. Your competitors go quiet in January, ad costs drop, and we run an intro offer to fill the dead weeks. We build the patient list now so spring opens with a full book instead of a cold start."*

**" I already tried ads. I burned \$8,000 and have no idea if any of it worked.**

**Make the lack of tracking the villain, not ads.** *"That is the problem right there – you could not see what worked. We track every lead from click to booked, showed appointment. You will see the cost per booking in a number, not a screenshot of impressions. If you cannot tie it to a patient in the chair, you should not pay for it."*

**" I am already booked out three weeks. Why pay for more patients?**

**Move them from low-ticket visits to high-ticket cases.** *"Booked with what, though? If those three weeks are \$50 facials, we shift the mix toward Botox and filler so the same hours bring in more. A full calendar of low-ticket visits still leaves money on the table."*

## THE FIRST 30 DAYS, WORKED

# How one signed med-spa goes from empty Tuesdays to a **full book**.

A clean sequence you can run the same way on every client. This is the delivery that earns the renewal.

1

**Days 1-3:** Pick the hero treatment with the owner → connect the Meta lead form, booking link, and missed-call text-back.

2

**Days 4-7:** Launch the speed-to-lead engine → every new lead gets an SMS in under 60 seconds with a one-tap booking link.

3

**Days 5-10:** Run the intro offer ad to a \$22-\$43 cost per lead → watch cost per booked, showed consult, not impressions.

4

**Days 10-30:** Turn on the 48-hour policy and SMS reminders → cut the no-shows that were quietly eating the calendar.

5

**Day 30:** Show the booking count against the 20-consult guarantee → the number is in their calendar, so the renewal sells itself.

## WHY THIS KEEPS THE CLIENT

By day 30 the owner is not looking at a report. They are looking at **new names in their own booking software** and a no-show rate that dropped. You did not sell marketing. You filled the chair and you proved it. **That is a client who renews, refers the spa down the street, and stops shopping agencies.**

**Fill the chair. Prove it in their calendar. Then they never leave.**

## THE CENTERPIECE

# Build your med-spa offer

Fill these five blanks and you have a pitch a burned-out med-spa owner cannot get anywhere else.

## THE MED-SPA PITCH

"I fill [ hero treatment ] chairs for med spas in [ city ]. We guarantee [ # ] booked consults in 30 days for [ \$ /mo ], or [ risk reversal ]."

## 1 • HERO TREATMENT

Botox, filler, or a new-client intro offer. Pick one.

## 2 • CITY / NICHE

Local proves it is not a blast. Own one metro first.

## 3 • GUARANTEED CONSULTS

A number they can count in their own calendar.

## 4 • MONTHLY FEE

Round number. \$2,500 reads premium. \$2,497 does not.

## 5 • RISK REVERSAL

"Month two is free." The line that beats every agency that burned them. If it does not make you a little nervous, go bolder.

**Example, filled in:** "I fill Botox chairs for med spas in Austin. We guarantee 20 booked consults in 30 days for \$2,500/mo, or month two is free."

Say it out loud. If a med-spa owner could not get this exact offer, with this guarantee, from anyone else in their city, **you have the only pitch that matters.**

• YOUR NEXT MOVE

# You can sell this offer. Or we can build the machine with you.

You now have the booked-chair math, the per-booking offer, the speed-to-lead engine, the outreach cadence, and the objection answers. The hard part is not knowing what to do. It is installing the whole chain so booked calls show up, close, and stay – while you are still doing the delivery.

That is what we install with you, done-with-you, backed by the \$10,000 guarantee: **you either get the result or you get paid.** We onboard only a handful of agencies a month so we can actually build the engine alongside you, not hand you a PDF and disappear.

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