

THE PERFECTED PROOF

Medical Aesthetics Copywriting Portfolio

Clinically informed. Strategically written. Created to move prospective patients from interest to action.

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SELECTED SPECULATIVE SAMPLES FOR A FICTITIOUS MED SPA

Where Clinical Credibility Meets Conversion Strategy

The Perfected Proof LLC helps medical aesthetics practices communicate with greater clarity, credibility, and persuasive power. My background as a registered nurse and licensed cosmetologist allows me to understand both sides of the patient decision: the clinical questions that build trust and the beauty goals that create desire.

I combine that perspective with direct-response principles to create copy that guides the reader toward a specific next step—whether that is booking a consultation, joining an email list, requesting more information, or choosing a treatment plan.

Portfolio note: The med spa, offers, testimonials, statistics, names, and promotions in the following pieces are fictitious and presented solely as speculative writing samples. No patient outcome is promised or implied.

Selected Capabilities

- Website and landing-page copy
- Patient acquisition campaigns and direct-response sales letters
- Email welcome, nurture, and reactivation sequences
- Google and social advertising
- Authority positioning and premium brand messaging

Inside This Portfolio

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SAMPLE 01 • DIRECT-RESPONSE SALES LETTER

A More Refreshed Reflection—Without Looking “Done”

Creative brief: Audience: women 45–65 noticing uneven tone, texture, and loss of radiance. Offer: complimentary 20-minute consultation for the fictitious Everwell Aesthetics Renewal Plan. Objective: consultation bookings.

Dear Prospective Patient,

You may not want to look younger. You may simply want the face in the mirror to look as rested, healthy, and vibrant as you still feel.

Yet when dullness, uneven tone, fine lines, or changing texture begin to appear all at once, it can be difficult to know where to start. One friend recommends a peel. Another swears by a laser. Social media presents a new “must-have” treatment every week—and many of those recommendations never take your skin history, comfort level, budget, or desired downtime into account.

That is why Everwell Aesthetics created the Renewal Plan: a thoughtful, consultation-first approach designed to replace guesswork with a clear, personalized path forward.

Your Plan Begins With Listening

During your private consultation, an experienced aesthetic provider will ask what you are noticing, what you would like to improve, and how subtle—or visible—you want your results to be. Your medical history, skin characteristics, previous treatments, schedule, and tolerance for downtime will also help shape the conversation.

Only then will your provider discuss appropriate options. Depending on your goals and candidacy, the conversation may include professional skincare, a gentle resurfacing treatment, collagen-supporting procedures, or a staged combination plan. You will know why each option is being considered, what the experience may involve, and what realistic progress could look like for you.

No Trend-Chasing. No One-Size-Fits-All Package.

The purpose of the Renewal Plan is not to sell you the longest list of services. It is to help you make an informed decision with a plan that respects your features and fits your life.

- A private, unhurried conversation about your concerns and priorities
- A professional assessment of factors relevant to treatment selection
- A written, step-by-step recommendation to review without pressure
- Transparent discussion of timing, aftercare, expected downtime, and cost

You may decide to begin with one carefully selected service. You may prefer a gradual plan completed over several months. Or you may learn that a consistent home-care routine is the best first move. The right recommendation is the one that is appropriate for you.

Reserve Your Complimentary 20-Minute Consultation

If you are ready to stop collecting conflicting advice and start with a plan built around your skin, your goals, and your comfort level, request your complimentary consultation today.

REQUEST MY PRIVATE CONSULTATION

Warmly,

Dr. Maya Bennett

Medical Director, Everwell Aesthetics

P.S. You do not need to know which treatment you want before you book. That is precisely what the consultation is designed to help you determine.

SAMPLE 02 • WEBSITE LANDING PAGE

Your Med Spa May Not Need More Marketing. It May Need Better Words.

Conversion-focused copy for medical aesthetics practices that want to turn more attention into qualified consultations—without sacrificing credibility.

BOOK A COMPLIMENTARY 30-MINUTE STRATEGY CALL

When Your Expertise Is Strong but Your Message Is Not, Revenue Slips Through the Cracks

You can have experienced providers, advanced technology, beautiful treatment rooms, and satisfied patients—and still lose prospective clients before they ever schedule. The problem is often not the quality of your practice. It is the gap between what you know and what your marketing communicates.

- Your homepage sounds polished but never gives visitors a compelling reason to choose you.
- Your service pages describe procedures yet leave the patient's real questions unanswered.
- Your ads generate clicks, but the landing page does not carry the promise through.
- Your emails announce offers without building enough trust or desire to act.

The Perfected Proof closes that gap with clinically informed, direct-response copy built around the way aesthetic patients actually evaluate risk, value, credibility, and fit.

Copy That Understands the Patient—and the Practice

I bring together more than 20 years of nursing experience, decades of cosmetology experience, and direct-response copywriting strategy. That uncommon combination helps me translate complex treatments into language that is accurate, approachable, emotionally intelligent, and action-oriented.

How I Can Help

Website Copy & Conversion Funnels: Homepage, service-page, landing-page, and funnel copy that creates a clear path from first visit to consultation.

Patient Acquisition Campaigns: Strategic sales letters, emails, ads, and offers designed to attract and nurture qualified prospects.

Authority & Premium Brand Messaging: Positioning and educational content that help your expertise feel distinct, trustworthy, and worth choosing.

A Clear, Collaborative Process

- Discover: We clarify your goals, ideal patient, differentiators, offer, and compliance considerations.
- Diagnose: I identify message gaps and conversion friction across the patient journey.
- Develop: I write strategically, explain key choices, and refine the copy with your feedback.
- Deliver: You receive polished, implementation-ready copy with a clear purpose for every section.

Let's Find the Words That Make Your Value Easier to See

A complimentary 30-minute strategy call will help us identify where your current messaging may be losing attention, trust, or bookings—and whether I am the right partner to help you correct it.

BOOK YOUR COMPLIMENTARY STRATEGY CALL

Prefer email? Contact Evelyn at evelyn@theperfectedproof.com.

SAMPLE 03 • THREE-PART WELCOME EMAIL FUNNEL

Everwell Aesthetics Welcome Sequence

Sequence strategy: Email 1 confirms the relationship and reduces uncertainty. Email 2 educates and differentiates. Email 3 converts interest into a low-pressure consultation. Fictitious practice and offer.

Email 1 — Welcome and Reassurance

SUBJECT: Welcome to Everwell—your thoughtful next step starts here

PREHEADER: Clear guidance. Natural-looking goals. No pressure to decide today.

Hi {{ first_name }},

Thank you for joining Everwell Aesthetics. If you have ever felt curious about aesthetic treatments but unsure which advice to trust, you are in the right place.

We believe good aesthetic care begins before any treatment—with a careful conversation about your goals, health history, comfort level, schedule, and expectations. Our role is to explain your options clearly so you can make an informed decision without pressure.

Over the next few days, we will share how to think about treatment choices, what makes a consultation genuinely useful, and how a personalized plan can help you avoid expensive trial and error.

For now, explore our treatment philosophy and meet the team behind your care.

CTA: MEET THE EVERWELL TEAM

Warmly,

The Everwell Aesthetics Team

Email 2 — The “Right Treatment” Question

SUBJECT: Before you choose a treatment, answer these 3 questions

PREHEADER: The most popular option is not always the most appropriate one.

Hi {{ first_name }},

“Which treatment is best?” sounds like a simple question. In aesthetic medicine, the safest and most useful answer is usually: it depends on what you want to change, what your provider observes, and what fits your health history and lifestyle.

Before comparing devices or packages, consider three questions:

- What is the single change that would matter most to you?
- How much downtime are you realistically willing to accept?
- Do you prefer a gradual, subtle approach or a more visible treatment plan?

Your answers help move the conversation away from trends and toward fit. During an Everwell consultation, we combine those priorities with a professional assessment and explain which options may—or may not—make sense for you.

CTA: SEE HOW OUR CONSULTATIONS WORK

Warmly,

The Everwell Aesthetics Team

Email 3 — Consultation Invitation

SUBJECT: You do not need to choose a treatment before you book

PREHEADER: Bring your questions. We will help you organize the options.

Hi {{ first_name }},

Many people postpone a consultation because they believe they should already know what they want. But choosing a procedure before your concerns, skin, history, and expectations are evaluated can lead to confusion—and sometimes unnecessary spending.

Your complimentary 20-minute Everwell consultation is designed to give you a more useful starting point. You will have space to explain what you are noticing, ask candid questions, and learn what a sensible next step could be. If treatment is appropriate, we will outline a personalized recommendation. If now is not the right time, we will tell you that, too.

There is no obligation to purchase a package during your visit.

CTA: RESERVE MY COMPLIMENTARY CONSULTATION

Warmly,

The Everwell Aesthetics Team

P.S. Appointment availability is limited to preserve unrushed consultation time. If you would like guidance, reserve a time that works for you.

SAMPLE 04 • GOOGLE SEARCH AD

High-Intent Search Campaign: Skin Rejuvenation Consultation

Campaign objective: Capture local prospects comparing skin-rejuvenation options and direct them to a consultation-first landing page. All business details are fictitious.

Responsive Search Ad

DISPLAY URL

everwellaesthetics.com / Skin-Consultation

Headline Options

- Personalized Skin Consultation
- Explore Skin Renewal Options
- Natural-Looking Aesthetic Care
- A Plan Designed Around You
- Meet With an Aesthetic Provider
- Clear Guidance Before Treatment
- Everwell Aesthetics | Novi
- Book a Private Consultation

Description Options

- Not sure which treatment fits your goals? Start with a private consultation and a personalized plan.
- Discuss your skin concerns, downtime preferences, and options with an experienced aesthetic provider.
- Thoughtful aesthetic care begins with listening. Request your complimentary 20-minute consultation.
- Explore appropriate skin-renewal options without pressure to purchase a package at your first visit.

Suggested Campaign Assets

- Sitelinks: Meet the Team • Skin Renewal • What to Expect • Contact Everwell
- Callouts: Consultation First • Personalized Plans • Transparent Guidance • Private Appointments
- Structured snippet—Services: Professional Skincare, Resurfacing, Collagen Support, Consultation

Message-Match Recommendation

Send traffic to a dedicated page that repeats the “personalized consultation” promise, explains what happens during the visit, addresses pressure and downtime concerns, and uses one primary booking call to action. Avoid sending this high-intent traffic to a general homepage with competing navigation choices.

SAMPLE 05 • DIRECT-RESPONSE SALES LETTER

Hi Med Spa Owner,

If you want to maximize what you can do with your medical aesthetics talent...

If you want to be the kind of med spa who has stable high-premium well-paying clients, with more lining up...eager to visit you...

If you want your med spa to support your lifestyle [and not the other way around]...

It's time to make a change in your med spa business.

One that could have you attracting more premium patients who value your expertise and are ready to invest in personalized, long-term aesthetic care...

... gives your staff more opportunities to recommend complete, personalized treatment plans...

... and perhaps best of all, helps you build stronger, longer-lasting relationships with patients who return, refer their friends, and contribute to your practice's growth year after year.

It all starts with this one simple truth:

What Got You "Here" Won't Get You "There"

The promotions and discounts that helped you generate early interest in your med spa—while useful at the time—may not be enough to build the profitable, premium practice you want today and tomorrow.

Think of it like furnishing your first home...

When you first move in, an inexpensive sofa, a basic kitchen table, and a few secondhand pieces may be exactly what you need.

They serve their purpose.

But as your circumstances change, your expectations change too.

Eventually, you want furnishings that are more comfortable, more durable, and better suited to the life you have created.

Or imagine that you opened your med spa with one treatment room and a small menu of services.

At that stage, a few introductory offers and social media specials may have helped people discover you.

But now you have a larger team...

More advanced equipment...

Higher operating costs...

And a vision for a practice that delivers a premium patient experience.

The marketing that helped you get started may not be capable of supporting the business you are trying to build.

Because what got you "here" won't get you "there."

It's the same with med spa marketing.

You are experienced, hardworking, and deeply invested in your patients. You have hired qualified providers, purchased sophisticated technology, and created an environment where people can feel comfortable receiving aesthetic care.

But deep down, there is a frustrating feeling that your practice should be doing better.

After all, you are promoting your services...

But your growth has become flat. You don't seem to be moving any closer to your next level of success.

What gives?

It comes down to another truth you need to let sink in:

To Build a Premium Practice, You Need to Attract Premium-Minded Patients

Specifically, patients who appreciate expertise, trust, personalization, and continuity of care.

These are the kinds of patients who:

- Choose a provider based on qualifications and confidence rather than the smallest price
- Are willing to invest in an appropriate series or long-term treatment plan
- Purchase professional skincare when it supports their goals
- Return for maintenance and complementary services
- Refer friends who share similar standards and expectations

That's why attracting premium-minded patients is essential to reaching the next level in your practice.

It's how you set yourself up for greater revenue potential...

It's how you reduce your dependence on constant promotions...

And it's how you build a more stable, satisfying business that gives you greater control over your time.

Why?

Because premium-minded patients allow you to earn more from the expertise, technology, and experience your med spa already provides.

Rather than continually searching for larger numbers of bargain hunters, you can focus on building meaningful relationships with the right patients.

This is the “big” secret...

The key to creating a med spa that can grow without requiring you to personally push every promotion, supervise every appointment, or solve every daily problem.

How to Attract High-Ticket Clients

So the only question then is—how do you start working with these high-ticket, high-value clients?

All it takes is making a simple shift.

Instead of marketing the discount...

... you market the difference.

This means that instead of leading with how little a treatment costs, your marketing begins communicating why the right patient should choose your practice.

It also means showing prospective patients that you understand their concerns, can explain their options clearly, and have an approach that makes them feel safe and confident.

In short, you need to become very good at communicating the value behind your care.

This is how you attract premium-minded patients.

And it's this shift in messaging that I believe separates growing, respected med spas from those trapped in an exhausting cycle of promotions.

It's how stronger practices can protect their pricing, develop lasting patient relationships, and build a reputation that keeps their treatment rooms as full as they want—while giving the owner greater freedom to enjoy the life the business was meant to provide.

Now, whenever I mention this to med spa owners who want more consistent growth, they often say:

“But Evelyn—I Have to Offer Discounts. Otherwise, No One Will Book!”

I hear you loud and clear.

And you know what?

An occasional, strategically planned offer can certainly give a prospective patient a reason to act.

But you do not need to make low prices the central message of your practice to generate appointments.

You DO need to give people persuasive reasons to choose you that go beyond price.

The good news is, your med spa already has more value than your current marketing may be communicating.

Think about it...

You have providers with professional training and practical experience.

You have invested in technology designed to address specific aesthetic concerns.

You take time to evaluate patients, discuss their goals, and recommend appropriate options.

You have likely created an environment that feels welcoming, private, and supportive.

So it's not as though you are starting from nothing.

You are building on a strong foundation.

But you do need messaging that helps prospective patients recognize that value...

Understand what makes your approach different...

And see why trusting your face, skin, and appearance to the right practice matters more than saving a few dollars on a promotional treatment.

Now, at this point in the conversation, a med spa owner will often respond:

"Okay, That Makes Sense. But I Don't Know How to Explain What Makes Us Different."

"Our treatments are offered by every other med spa in town."

"Our website already describes what we do."

"And I wouldn't even know how to market without mentioning our specials!"

Again, it's simpler than it may seem.

In fact, making the shift from discount-driven promotions to value-driven patient acquisition comes down to three key areas of focus.

Master these, and you'll be well on your way to attracting better-fit patients, protecting the value of your services, and building a more profitable med spa.

So, what are these three crucial areas?

Let me break them down for you...

3 Steps to Changing the Patients Your Marketing Attracts

These three steps form the core of what separates generic med spa marketing from messaging that supports a premium practice.

Once they are applied, that's when you can begin changing not only how your practice sounds...

But also who responds to it.

The best part?

You can begin making these changes with the services, team, and technology you already have.

Step 1: Look Beyond the Promotion

It's difficult to recognize the larger problem when you are focused on filling this week's openings.

As a med spa owner, you are often dealing with immediate concerns: cancellations, open appointment slots, staff schedules, equipment payments, and next month's revenue.

So, naturally, another promotion can appear to be the fastest solution.

But to create sustainable growth, you need to step back and look at the entire patient journey.

This means understanding:

How prospective patients discover you: Are they finding your practice through Google, social media, patient referrals, advertisements, or community visibility?

What they need before they feel comfortable booking: Are they searching for treatment information, provider qualifications, reassurance about safety, realistic expectations, or evidence that you understand their particular concern?

What makes your practice the better choice: Is your marketing clearly communicating your clinical perspective, treatment philosophy, consultation process, patient experience, or specialized expertise?

What happens after the first appointment: Are new patients being guided toward appropriate follow-up care, maintenance services, complementary treatments, and long-term relationships?

By stepping back and looking at the complete journey, you can identify opportunities your current promotions may be missing.

Plus—whatever marketing you create will become much stronger because it will support the patient's entire decision-making process instead of merely announcing another sale.

Step 2: Replace Price Comparisons With Meaningful Value

Now that you can see the larger patient journey, it's time to stop treating every empty appointment as a pricing problem.

This is where your marketing begins creating real value for the practice.

Because remember, premium med spas do not simply advertise procedures...

They help prospective patients understand why their approach to those procedures matters.

It's why two practices can offer the same device, injectable, facial, or body treatment—and still attract entirely different patients.

Is it because one treatment is automatically worth more?

Not necessarily.

It's because one practice communicates its expertise, patient experience, and value more effectively.

So, for your med spa, that means learning how to:

Identify the Real Obstacle: Prospective patients may say they are worried about price, when their deeper concern is uncertainty. They may be unsure which treatment they need, whether the provider will understand their goals, whether the result will look natural, or whether they will feel pressured into purchasing more than they want.

Speak to the Patient's Priorities: Your patients are not purchasing a syringe, a laser session, or an hour in a treatment room. They are investing in confidence, reassurance, convenience, privacy, professional guidance, and the hope of feeling better about what they see in the mirror.

Present Services as Part of a Thoughtful Plan: A single discounted procedure can feel like a commodity. A personalized recommendation based on the patient's concerns, history, preferences, and goals feels like professional care.

Build Trust Before Asking for the Appointment: Your website, emails, advertisements, and educational content should answer important questions and reduce uncertainty before the prospective patient ever contacts your office.

Remember, patients are not merely buying treatments from you.

They are buying confidence in the person and practice providing them.

When your marketing communicates that confidence, your med spa becomes more difficult to compare based on price alone.

And that's why value-centered messaging is such an important part of attracting premium-minded patients.

Step 3: Create a Clear Path From Interest to Loyalty

Now, here's where everything comes together.

Because it's not enough to attract attention and explain your value.

You've got to take it one step further...

And create a clear path that helps a prospective patient move from curiosity to consultation—and from a first appointment to a lasting relationship with your practice.

This means being able to:

Create a Strong First Impression: Your advertisements and social content should address a meaningful concern and give the right person a compelling reason to learn more.

Carry the Message Through: The page someone visits after clicking an advertisement should continue the same conversation, answer her questions, and make the next step obvious.

Nurture Patients Who Are Not Ready Yet: Not everyone will schedule immediately. A thoughtful email sequence can continue building trust until the prospective patient feels ready to act.

Support the Consultation: Your messaging should prepare patients to discuss goals and appropriate treatment plans rather than arriving focused solely on the price of one service.

Encourage Long-Term Care: Follow-up communication can help patients understand maintenance, complementary services, professional skincare, and other appropriate next steps.

Review What Is Working: Your practice should monitor which messages generate inquiries, consultations, treatment-plan acceptance, repeat visits, and meaningful revenue—not merely likes, clicks, or coupon redemptions.

Congratulations!

By creating this path, you are no longer simply advertising treatments.

You are building a patient-acquisition and retention system designed to support your practice over time.

This is how you reduce your dependence on discount shoppers, strengthen patient loyalty, and create a business that does not require you to personally drive every appointment.

Oh, and By the Way...

This Is Also How You Stop Competing With Every Med Spa in Town

You knew I couldn't talk about premium med spa marketing without mentioning the competition.

After all, the aesthetics marketplace is becoming more crowded.

New med spas are opening.

More providers are adding cosmetic services.

The same treatments and devices appear on one website after another.

And yes, some competitors WILL charge less.

BUT...

You know what they CAN'T duplicate?

They can't duplicate your professional background, your team, your treatment philosophy, and the way you care for your patients.

They can't fully replicate the experience someone has when she enters your practice, speaks with your providers, and feels genuinely heard.

They can't duplicate your reputation, your patient relationships, or the judgment your team brings to each recommendation.

And they can't own a position in the market that you have already claimed clearly and consistently.

So while other practices continue lowering prices...

By developing distinctive, patient-centered messaging, you can offer something that is much harder to compare.

Which is reassuring...

Because while everyone else is wondering how low they must go to generate another booking...

... you can focus on giving the right patients stronger reasons to choose you.

The Next Stage of Your Med Spa Awaits

Now, you might be thinking...

"This all sounds good, Evelyn, but how do I actually change my marketing and start attracting better patients?"

That's a fair question.

Because it's true—most med spa owners were never trained to write conversion-focused marketing.

You were trained to care for patients, operate a practice, lead a staff, evaluate treatments, and deliver an excellent experience.

And practices that have built powerful premium brands often reached that point through years of testing, refining, and investing in specialized marketing support.

Plus, when your schedule is already consumed by daily operations, the idea of rewriting your website, rebuilding your email system, and creating new campaigns can feel overwhelming.

Thoughts can run through your mind like:

“Where is my current marketing losing people?”

“How do I promote treatments without sounding aggressive or overly sales-oriented?”

“What should I say that my competitors are not already saying?”

“How can I communicate value without making promises I cannot support?”

All valid concerns.

That’s why I want you to know you do not have to figure it out alone.

In fact...

I provide clinically informed, conversion-focused copywriting designed specifically to help medical aesthetics practices communicate their value, attract better-fit patients, and create a clearer path to consultation.

Introducing...

The Perfected Proof LLC

Medical Aesthetics Copywriting Informed by Nursing, Cosmetology, and Direct-Response Strategy

This is specialized copywriting for med spa owners who are ready to move beyond endless price promotions and build a practice known for expertise, trust, and individualized care.

It’s how you move from where you are now...

Toward a practice that attracts people who appreciate the full value of what you provide.

The goal is simple:

Give your med spa the message and marketing materials it needs to connect with the right prospective patients and guide them toward action.

I can help identify places where unclear, generic, or price-focused messaging may be weakening your marketing.

I can translate your treatments, expertise, and patient experience into language that prospective patients can understand and appreciate.

And most important of all, I can help you replace disconnected promotions with strategic copy that supports the full patient journey.

A Rare Combination of Experience—and Now, at Work for Your Med Spa

My name is Evelyn Durnell.

I'm the founder of The Perfected Proof LLC.

I bring more than 20 years of nursing experience, approximately four decades of experience as a licensed cosmetologist, and professional training in direct-response copywriting.

My clinical background helps me understand why responsible medical aesthetics messaging must be clear, credible, and sensitive to patient questions.

My cosmetology experience helps me understand the emotional and personal reasons people seek beauty and aesthetic services.

And my copywriting training helps me bring those perspectives together in marketing designed to capture attention, build trust, and encourage the next appropriate step.

I understand how important it is to simplify complicated treatment information without stripping away the details patients need to make informed decisions.

I also understand that prospective patients rarely respond to clinical facts alone.

They want to know:

“Is this right for someone like me?”

“Will the provider listen to what I want?”

“Can I trust this practice?”

“What will the experience be like?”

“Will I feel comfortable asking questions?”

These are not minor concerns.

They are often the questions standing between your marketing and your next consultation.

Suffice it to say, your med spa needs more than attractive words.

It needs messaging built around the clinical, emotional, and practical factors that influence aesthetic patients.

And YOU can have that perspective working for your practice.

A Patient-Attraction System Built Around Your Unique Practice

When we work together, you will not receive generic beauty copy that could be placed on any med spa website.

Your message will be built around your practice...

Your patients...

Your services...

Your providers...

Your goals...

And the specific reasons someone should choose you.

No important part of the patient's decision-making process should be ignored.

I can help you create or strengthen:

Your Website Copy

Your website should do more than list treatments and display attractive photographs.

It should help visitors quickly understand who you serve, what makes your approach different, why they should trust your team, and what they should do next.

That may include:

- Homepage copy
- About-page messaging
- Provider biographies
- Service and treatment pages
- Consultation pages
- Frequently asked questions
- Calls to action
- Lead-generation forms and supporting copy

Your Patient-Acquisition Campaigns

An advertisement should not exist by itself.

It should lead into a focused message that continues building interest and trust.

I can help develop:

- Advertising concepts
- Direct-response sales letters
- Landing pages
- Consultation offers
- Lead-generation campaigns
- Email follow-up sequences
- Patient reactivation messages

Your Patient-Nurture Communication

Many prospective patients are interested before they are ready.

Without consistent follow-up, they may forget your practice, remain uncertain, or eventually book with a competitor.

A thoughtful nurture system can help your med spa remain visible while continuing to educate and reassure them.

That may include:

- Welcome email sequences
- Educational newsletters
- Consultation follow-up emails
- Treatment-plan follow-up
- Post-treatment communication
- Maintenance reminders
- Patient reactivation campaigns

Your Premium Positioning

If your practice sounds exactly like every other med spa, prospective patients have little choice but to compare prices.

Clear positioning gives them something more meaningful to evaluate.

I can help uncover and communicate:

- Your clinical philosophy
- Your ideal-patient focus
- Your approach to consultation and treatment planning
- Your providers' distinctive qualifications
- Your premium patient experience
- Your standards for natural-looking, personalized care
- Your strongest reasons to believe

Now, let me be clear...

No ethical copywriter can promise a specific number of bookings, a guaranteed revenue increase, or a particular financial outcome.

Many factors affect marketing performance, including your offer, audience, local competition, pricing, sales process, staff follow-up, advertising budget, and patient experience.

But strategically written copy can help your practice communicate more clearly, differentiate itself more effectively, and give qualified prospects stronger reasons to choose you.

And those are essential building blocks for attracting better-fit patients.

What Your Future Practice Could Look Like

Whew! I know, there's a LOT here.

But it's all designed to help your med spa move away from reactive promotions and toward a more thoughtful system for attracting and retaining patients.

Remember, you can have messaging that gives prospective patients a clearer understanding of your value.

You can have campaigns that carry one consistent promise from the advertisement to the landing page to the follow-up email.

And you can have patient communication that continues building trust after the first inquiry or appointment.

Perhaps most important of all:

You'll have transformed your entire approach to your med spa business.

Instead of constantly announcing discounts...

Your marketing can begin supporting your reputation, your pricing, and your long-term patient relationships.

Greater Freedom

The freedom this can help create is about more than revenue.

I mean, just picture it—

Your marketing is no longer dependent on you waking up each morning and deciding what to post.

Your practice has a clearer message.

Your website answers the questions prospective patients repeatedly ask.

Your campaigns speak directly to the people you most want to serve.

Your email system continues educating and nurturing interested prospects even when you are seeing patients, managing your staff, or spending time with your family.

Your team understands how the practice should be presented.

They can follow established systems, communicate the value of your services, and help guide qualified patients toward the appropriate next step.

What's more, you are no longer carrying the entire med spa on your shoulders.

Your staff can handle more of the daily operations because the business is supported by clearer marketing and better communication.

You may finally be able to step away for a long weekend...

Take a real vacation...

Or simply spend an afternoon away from the practice without feeling that everything will stop if you are not there.

Your med spa begins supporting your life—instead of consuming it.

Life is good.

And you can look back on the decision to change your marketing as the beginning of that new stage.

Pretty appealing, wouldn't you say?

Let's Identify What Your Current Marketing May Be Costing You

If you would like to attract fewer deal-seekers and more patients who appreciate expertise, personalization, and long-term care, I invite you to schedule a complimentary 30-minute consultation with me.

During our conversation, we can look at:

- The kind of patients your present message is likely to attract
- Whether your website clearly differentiates your practice
- Where prospective patients may be losing confidence or interest
- Whether your promotions are strengthening or weakening your perceived value
- Which copy project could give your practice the most useful next step

There is no obligation to hire me.

You will simply have an opportunity to discuss your goals, ask questions, and determine whether The Perfected Proof LLC is the right fit for your practice.

To request your complimentary consultation, visit:

<https://www.theperfectedproof.com>

Or email me directly at:

evelyn@theperfectedproof.com

Your med spa should not have to compete as the least expensive option.

Let's create a message that gives premium-minded patients better reasons to choose you.

Warmly,

Evelyn Durnell Registered Nurse, Licensed Cosmetologist, Direct-Response Copywriter, Founder,
The Perfected Proof LLC

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P.S. Every discount-centered promotion risks teaching prospective patients to wait for a lower price. A stronger message can shift their attention toward your expertise, patient experience, and the value of choosing the right practice. Schedule your complimentary consultation, and let's identify where that shift should begin.

THE PERFECTED PROOF LLC

Your Expertise Deserves Copy That Makes It Easier to Choose You

Strong copy does more than sound professional. It helps the right prospective patient recognize her concern, understand the value of your approach, trust your expertise, and feel confident taking the next step.

If your practice needs a clearer website, a stronger campaign, or a patient-nurture system that supports your clinical reputation, I would be glad to discuss what you are building.

Complimentary consultation: Book a 30-minute conversation to review your current messaging, identify a likely conversion gap, and discuss the best next step for your practice.

EVELYN DURNELL

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