

FOXTROVE AI

# MED SPA OFFER STRATEGY

Patient Revenue Recovery System

---

*Complete Go-To-Market Strategy for Med Spa Vertical*

---

THE OPPORTUNITY

**\$150,000+**

Average annual revenue lost per med spa to no-shows and poor rebooking

January 2026

## EXECUTIVE SUMMARY

This document outlines the complete go-to-market strategy for FoxTrove's med spa vertical, including the Patient Revenue Recovery System offer, lead magnet strategy, pricing, guarantees, and sales sequences.

### THE CORE PROBLEM

Med spas are hemorrhaging revenue from three interconnected leaks: 22% average no-show/cancellation rate (\$308K+ lost annually), only 35% rebooking rate (leaving 65% of patients to drift away), and slow lead response that kills after-hours conversions. Combined, the average med spa loses \$150,000+ per year to these preventable problems.

### THE SOLUTION

The Patient Revenue Recovery System plugs all three leaks with AI-powered automation: rebooking sequences that increase return visits by 30-50%, no-show prevention that cuts missed appointments in half, and 24/7 lead response that captures every inquiry. One system, all revenue recovered.

### THE OFFER

Founder's Rate (First 10 Clients): \$2,500 setup + \$297/month (50% off standard pricing, locked in for life). Includes complete system implementation, all four core components, and the \$10K Revenue Recovery Guarantee. If clients don't recover at least \$10,000 in 90 days, full refund.

## Key Market Statistics

Metric	Impact
Average no-show/cancellation rate	22.25% of all bookings
Cost per missed appointment	\$196 average
Annual loss to no-shows	\$150,000+ per med spa
Average rebooking rate	20-50% (top performers: 60-80%)
Retention impact on profit	5% increase = 25-95% profit boost
Speed-to-lead conversion	5-minute response = 100x more likely to convert

# THE PROBLEM JOURNEY

Understanding the med spa owner's pain points and awareness journey is critical for effective messaging and offer positioning.

## The Three Revenue Killers (Ranked by Impact)

### #1: THE REBOOKING GAP (Biggest Opportunity)

- Most med spas only rebook 20-50% of patients
- Top performers achieve 60-80% rebooking rates
- **That's a 30-60 percentage point gap in retention**
- 5% retention increase = 25-95% profit boost
- Repeat clients spend 67% more than new ones
- Acquiring new patient costs 5x more than retaining

### #2: THE NO-SHOW DRAIN

- 22.25% average cancellation rate
- \$196 average cost per missed appointment
- **\$150,000+ annually lost to empty slots**
- 14% daily revenue loss without systems
- Automated reminders can reduce no-shows by 30-50%

### #3: THE LEAD RESPONSE LAG

- **Responding in 5 minutes = 100x more likely to convert**
- After-hours inquiries go cold overnight
- 61% skip appointments because scheduling was too hard
- Front desk overwhelmed (40% cite staff shortages)

## Customer Awareness Journey

Stage	Customer Mindset
1. Unaware	"Business is okay, but we could do better"
2. Problem Aware	"Our schedule has gaps... patients aren't coming back"
3. Solution Aware	"We need better systems for retention/no-shows"
4. Product Aware	"What tools/services can solve this?"
5. Most Aware	"FoxTrove can help us recover lost revenue"

# THE HORMOZI VALUE EQUATION

Applying Alex Hormozi's \$100M Offers framework to maximize perceived value and conversion.

## THE VALUE EQUATION

Value = (Dream Outcome × Perceived Likelihood) ÷ (Time Delay × Effort Required) To maximize value: Increase the top of the equation (dream outcome and likelihood), decrease the bottom (time and effort).

Variable	How We Maximize It	Score
Dream Outcome	Recover \$75,000-\$150,000/year in lost revenue. Direct profit impact.	10/10
Perceived Likelihood	\$10K guarantee removes risk. Automation = reliable. Proven systems.	9/10
Time Delay	Live in 2 weeks, measurable results in 30-90 days.	8/10
Effort Required	Done-for-you setup, runs on autopilot. Minimal client involvement.	9/10

**Result: Extremely High Perceived Value**

# THE GUARANTEE

## \$10K Revenue Recovery Guarantee

### THE GUARANTEE

*"If you don't recover at least \$10,000 in revenue from improved rebooking and reduced no-shows in your first 90 days, we'll refund every penny. No questions asked."*

### Why This Guarantee Works

- ✓ **Specific dollar amount** - tangible and believable
- ✓ **Ties directly to the pain** - revenue leakage
- ✓ **Easy to measure** - reduced no-shows + increased rebooking = recovered revenue
- ✓ **Conservative target** - \$10K in 90 days is achievable when losing \$150K/year
- ✓ **Creates confidence** - you're betting on your own system

### Why It's Safe for You

- Average med spa appointment: \$536
- If we help them rebook just 19 extra patients in 90 days = \$10,184
- That's roughly 6 extra rebookings per month
- **With automation, this is highly achievable**

# PRICING STRUCTURE

## Founder's Rate vs. Standard Pricing

Component	Standard Rate	Founder's Rate (50% Off)
Setup Fee (One-Time)	\$5,000	\$2,500
Monthly Retainer	\$597/month	\$297/month
Year 1 Total	\$12,164	\$6,064
Savings	—	\$6,100 (50%)

### SCARCITY MESSAGING

"We're launching our Patient Revenue Recovery System and offering our Founder's Rate to just 10 med spas. 50% off everything—setup and monthly—locked in for life. Once these 10 spots are filled, the price doubles."

## Value Anchor Comparison

Alternative Solution	Annual Cost
Full-time front desk coordinator	\$45,000 - \$65,000 + benefits
Traditional answering service	\$6,000 - \$12,000/year
Enterprise automation software	\$12,000 - \$36,000/year
Revenue lost to status quo	\$150,000+/year
FoxTrove Founder's Rate	\$6,064/year (all-inclusive)

# THE COMPLETE OFFER STACK

## Core Offer: Patient Revenue Recovery System

### Component 1: AI Rebooking Engine (Value: \$997/month)

- Automated post-treatment follow-up sequences
- Treatment-specific rebooking reminders (Botox at 3 months, fillers at 6 months, etc.)
- "We miss you" lapsed patient win-back campaigns (30, 60, 90, 180 days)
- Birthday and milestone celebration automation
- Cross-sell and upsell sequences based on treatment history

### Component 2: No-Show Prevention System (Value: \$497/month)

- Multi-channel reminders (SMS + email)
- 48-hour and 24-hour confirmation sequences
- Day-of appointment reminders
- Waitlist automation to fill last-minute cancellations
- Card-on-file and deposit enforcement support
- No-show follow-up and rebooking sequences

### Component 3: 24/7 Lead Response (Value: \$397/month)

- AI voice agent trained on med spa treatments
- Instant SMS follow-up for after-hours inquiries
- Treatment FAQ handling (Botox, fillers, laser, etc.)
- Direct calendar booking integration
- Lead qualification and capture
- Emergency/urgent routing to owner

### Component 4: Revenue Analytics Dashboard (Value: \$197/month)

- Real-time no-show rate tracking
- Rebooking percentage monitoring
- Revenue recovered calculations
- Patient risk identification (likely to lapse)
- Monthly performance reports

## Bonus Stack

Bonus	Value	Price
<b>Bonus 1: Revenue Leakage Audit</b> Deep dive into current no-show rates, rebooking rates, and revenue gaps with custom recovery roadmap	<del>\$997</del>	<b>FREE</b>
<b>Bonus 2: Treatment Reminder Library</b> Pre-written, proven reminder sequences for 15+ treatments (Botox, fillers, laser, peels, etc.)	<del>\$497</del>	<b>FREE</b>
<b>Bonus 3: Speed-to-Lead SMS Templates</b> Instant response templates, after-hours sequences, consultation confirmation scripts	<del>\$297</del>	<b>FREE</b>
<b>Bonus 4: No-Show Recovery Playbook</b> Scripts for chronic no-shows, cancellation policy templates, deposit enforcement language	<del>\$297</del>	<b>FREE</b>
<b>Bonus 5: 2-Week Launch Guarantee</b> System live within 14 days or your first month is free. Full configuration, testing, and training.	<del>\$500</del>	<b>FREE</b>

## Value Stack Summary

<b>Total Monthly Value (Core Components)</b>	\$2,088/month
<b>Total Bonus Value</b>	\$2,588
<b>Total First-Year Value</b>	<b>\$27,644</b>
<b>Founder's Rate Investment</b>	<b>\$6,064</b>
<b>You Save</b>	<b>\$21,580 (78% off)</b>



# LEAD MAGNET STRATEGY

## The Revenue Leakage Calculator

**Name:** "The Med Spa Revenue Leakage Calculator"

**Tagline:** "Discover exactly how much revenue is slipping through the cracks—in under 2 minutes"

### LANDING PAGE HEADLINE

"Is Your Med Spa Losing \$150,000/Year to Empty Chairs? Find Out in 2 Minutes."

### Calculator Inputs (4 Simple Questions)

1. How many appointments do you book per week? [Dropdown: 20-40, 40-60, 60-80, 80-100, 100+]
2. What's your average service value? [Dropdown: \$200-300, \$300-400, \$400-500, \$500-600, \$600+]
3. Approximately what percentage of appointments no-show or cancel last-minute? [Slider: 10-40%, default 22%]
4. What percentage of patients rebook their next appointment before leaving? [Slider: 10-60%, default 35%]

### Sample Output



#### YOUR REVENUE LEAKAGE REPORT

Annual Appointments: 3,120

Average Service Value: \$450

#### ✗ REVENUE LOST TO NO-SHOWS

No-show rate: 22% | Missed appointments: 686/year | Lost revenue: \$308,880/year

#### ✗ REVENUE LOST TO NON-REBOOKING

Non-rebooking rate: 65% | Estimated lost patients: 1,014/year | Lost revenue: \$228,150/year



#### TOTAL REVENUE LEAKAGE: \$537,030/year



#### RECOVERY POTENTIAL

With industry-best systems (90% show rate, 70% rebooking): Recoverable revenue: \$349,070/year

### Why This Lead Magnet Works

- ✓ **Quantifies the problem in dollars** - makes it real and urgent
- ✓ **Creates urgency through specificity** - personal numbers hit harder
- ✓ **Positions FoxTrove as the solution** - natural next step
- ✓ **Low friction** - only 2 minutes to complete
- ✓ **Highly shareable result** - owners discuss with partners/staff



## EMAIL NURTURE SEQUENCE

5-email sequence following calculator completion, designed to move prospects from Problem Aware to Most Aware.

### Email 1 (Immediate): "Your Revenue Leakage Results"

- Recap their specific numbers from the calculator
- Normalize the problem ("You're not alone—this is the #1 profit killer")
- Introduce the 3 systems that fix it
- **CTA: Book free audit call**

### Email 2 (Day 2): "The 22% Problem Explained"

- Deep dive on why no-shows happen
- The psychology of rebooking
- How automation solves both
- **CTA: Book free audit call**

### Email 3 (Day 4): "How [Med Spa] Recovered \$140K"

- Case study format with before/after metrics
- Specific systems they implemented
- Results: 35% retention increase, 50% no-show reduction
- **CTA: Book free audit call**

### Email 4 (Day 6): "Founder's Rate: 10 Spots Left"

- Introduce the limited Founder's Rate offer
- 50% off for first 10 med spas, locked in for life
- Scarcity + urgency messaging
- **CTA: Book audit call before spots fill**

### Email 5 (Day 8): "Last Chance: [X] Spots Remaining"

- Final push with remaining spot count
- Guarantee reminder (\$10K recovery or full refund)
- Direct booking link
- **CTA: Book now or miss the Founder's Rate**

# COLD EMAIL CAMPAIGN

5-email outbound sequence targeting med spa owners, practice managers, and medical directors.

## Subject Line Options (A/B Test)

5. "The \$150K problem no one talks about"
6. "22% of your bookings just... disappear"
7. "Quick question about patient rebooking"
8. "Is your med spa losing money to empty chairs?"
9. "Founder's Rate: 10 spots only"

## Email 1: Problem Awareness

**Subject:** "22% of your bookings just... disappear"

Hi {{firstName}},

Quick stat that might sting a little:

The average med spa has a 22% cancellation/no-show rate.

At \$450/appointment, that's \$308,000/year walking out the door.

Then there's rebooking. Most med spas only get 35% of patients to schedule their next appointment before leaving.

That's another \$200K+ in patients who "meant to come back" but never did.

**Combined? Over half a million in revenue leakage. Every year.**

We built a system that plugs both leaks automatically—no extra staff, no manual follow-ups.

Would a 15-minute call to see your specific numbers be worth it?

{{signature}}

*P.S. We're offering 50% off our first 10 med spa clients. Only {{spots\_remaining}} spots left.*

## Email 2: Solution + Guarantee

**Subject:** "Recover \$10K or pay nothing"

Hi {{firstName}},

Following up on that revenue leakage email.

Here's what we're offering our first 10 med spa clients:

- ✓ AI rebooking engine (automated follow-ups for every treatment type)
- ✓ No-show prevention (multi-channel reminders that actually work)
- ✓ 24/7 lead response (never miss another after-hours inquiry)
- ✓ Revenue dashboard (see exactly what you're recovering)

**The guarantee: If you don't recover at least \$10,000 in the first 90 days, you get a full refund. No questions.**

Founder's Rate: 50% off everything—\$2,500 setup + \$297/month.

This rate is locked in for life for our first 10 clients.

Worth a quick call?

{{calendly\_link}}

## Email 3: Social Proof

**Subject:** "How one med spa recovered \$140K"

Hi {{firstName}},

Quick case study:

A Chicago med spa was struggling with:

- 28% no-show rate
- 32% rebooking rate
- \$180K+ annual revenue leakage

After implementing automated rebooking sequences and smart reminder systems:

- **No-show rate dropped to 8%**
- **Rebooking rate jumped to 67%**
- **Revenue recovered: \$140,000+ in Year 1**

They didn't hire anyone. They just installed the right systems.

We're doing the same thing for 10 med spas at our Founder's Rate (50% off, locked in for life).

{{spots\_remaining}} spots left.

{{calendly\_link}}

## Email 4: Urgency

**Subject:** "{{spots\_remaining}} spots left at Founder's Rate"

*Focus: Last email warning, scarcity messaging, price increase reminder, guarantee reminder, direct booking link.*

## Email 5: Final Push

**Subject:** "Closing Founder's Rate tomorrow"

*Focus: Final notice, complete offer summary, guarantee reminder, price doubles after deadline, direct booking link.*

## OBJECTION HANDLERS

### "We already have a booking system / EMR"

"Great—we integrate with most systems. This isn't a replacement; it's an add-on that automates the follow-up and rebooking that your current system doesn't do. Think of it as the engagement layer that keeps patients coming back. What EMR are you using?"

### "Our front desk handles rebooking"

"I hear that a lot. The challenge is consistency—when they're checking someone out, answering the phone, and handling walk-ins, rebooking becomes an afterthought. That's why the industry average is only 35%. Our system sends personalized follow-ups automatically, so your front desk can focus on the in-person experience. What would you estimate your current rebooking rate is?"

### "We don't have a no-show problem"

"That's rare—most med spas run 20-25%. What systems do you have in place? Even if you're at 10%, that's still \$50K+ in lost revenue annually. And the rebooking side is usually where the bigger leak is. Would it be worth a quick call to see the full picture?"

### "AI won't work for our patients—they want human touch"

"Totally understand. The AI handles the behind-the-scenes work—reminders, follow-ups, after-hours inquiries. Your team still delivers the in-person experience. Patients actually appreciate the consistent communication; 97% say they're more likely to rebook when they receive personalized follow-ups. The AI just makes sure those follow-ups happen every single time."

### "We tried automation before and it didn't work"

"What happened? Usually it's one of two things: generic messaging that felt spammy, or the system required too much manual work to maintain. We pre-build everything—treatment-specific sequences, proven templates, done-for-you setup. And if it doesn't work, you're covered by our \$10K recovery guarantee. What would make you comfortable trying again?"

### "It's too expensive"

"Fair concern. Let's do the math: if you're losing even 15% of appointments to no-shows, that's roughly \$70K/year. If we recover half of that, you're up \$35K—on a \$6K investment. That's nearly 6x ROI in Year 1. And at the Founder's Rate, your monthly is locked at \$297—less than one Botox appointment. The real question is: can you afford NOT to fix the leak?"

### "I need to think about it"

"Of course. What specifically would help you decide? While you're thinking, your med spa is losing roughly \$400-500/day to no-shows and poor rebooking. That's \$12-15K/month. If you wait 30 days to decide, that's another \$12K gone—and you'd miss the Founder's Rate. What would it take to move forward today?"

### "Can you show me results first?"

"That's exactly what the \$10K guarantee is for. If we don't help you recover at least \$10,000 in 90 days, you get every penny back. You're essentially testing us with zero risk. What would you need to see in those 90 days to know it's working?"



# DISCOVERY CALL FRAMEWORK

## Opening (2 minutes)

*"Thanks for taking the time. I know you're busy running a practice. Quick agenda: I'll ask a few questions about your current setup, share what we're seeing work for other med spas, and if it makes sense, I'll show you exactly how our system could work for you. Sound good?"*

## Discovery Questions (8 minutes)

10. "Walk me through what happens after a patient finishes their treatment. How does rebooking work?"
11. "What would you estimate your rebooking rate is—the percentage who book their next appointment before leaving?"
12. "What about no-shows? What's your cancellation/no-show rate, roughly?"
13. "When someone no-shows, what happens? Do they get a follow-up?"
14. "How do you handle after-hours inquiries—calls and messages that come in at night or on weekends?"
15. "If I told you the average med spa loses \$150K+ a year to no-shows and poor rebooking, would that surprise you?"

## Pain Amplification (3 minutes)

*"So let me make sure I understand. You're at roughly [X]% rebooking and [Y]% no-shows. At your average appointment value of [\$Z], that's about [\$XXX,XXX] annually in revenue leakage. Does that number feel right?"*

## Solution Presentation (5 minutes)

Walk through the four core components, connecting each to their specific pain points. End with:

*"The result: no-shows drop to under 10%, rebooking jumps to 60-70%, and you recover a significant chunk of that [\$XXX,XXX]."*

## Offer + Close (5 minutes)

*"Normally this is \$5,000 setup plus \$597/month. But we're launching with 10 Founder's Rate clients—50% off everything, locked in for life. \$2,500 setup, \$297/month.*

***And here's the guarantee: if you don't recover at least \$10,000 in 90 days, full refund.***

*We have [X] spots left. If this makes sense for you, I can get you started today and have your system live in two weeks. What questions do you have?"*

# IMPLEMENTATION CHECKLIST

## Before Campaign Launch

- Build revenue leakage calculator (Google Sheet or Typeform + Calculation)
- Create landing page with calculator embed
- Set up Calendly for audit calls
- Prepare discovery call script and slides
- Build email nurture sequence (5 emails)
- Warm email domains (14+ days)
- Create med spa lead list (Apollo filters)

## Lead Magnet Tech Stack

Component	Tool Options
Calculator	Typeform, Outgrow, or Google Sheet + Zapier
Landing Page	Carrd, Webflow, or existing website
Email Sequence	Instantly or current email tool
Booking	Calendly

## Campaign Launch

- Send cold emails in batches (250-500/day)
- A/B test subject lines
- Monitor open rates, reply rates
- Track calculator completions → audit calls → closes

## Fulfillment Prep

- Standard rebooking sequences for top 15 treatments
- No-show prevention templates
- Voice agent training for med spa terminology
- Dashboard/reporting setup
- Onboarding workflow (2-week launch)

# FINAL RECOMMENDATION

## The Complete Offer

### PATIENT REVENUE RECOVERY SYSTEM

- ✓ AI Rebooking Engine — Automated follow-ups for every treatment type
- ✓ No-Show Prevention System — Multi-channel reminders that work
- ✓ 24/7 Lead Response — Never miss another after-hours inquiry
- ✓ Revenue Analytics Dashboard — See exactly what you're recovering
- ✓ 5 Bonuses Worth \$2,588 — Included FREE

**FOUNDER'S RATE: \$2,500 setup + \$297/month**

(50% off, locked in for life — only 10 spots)

**GUARANTEE: Recover \$10,000 in 90 days or full refund**

## Why This Offer Will Convert

- ✓ **Specific outcome (\$10K recovered)** — measurable and believable
- ✓ **Time-bound (90 days)** — creates urgency and expectation
- ✓ **Complete risk reversal (full refund)** — eliminates buyer hesitation
- ✓ **Scarcity (10 spots)** — creates FOMO and faster decisions
- ✓ **Stacked value (\$27K+ for \$6K)** — makes investment feel like a steal
- ✓ **Price anchor comparison** — shows massive savings vs. alternatives
- ✓ **Locked-in pricing** — rewards early adopters permanently

This offer follows every principle from Hormozi's \$100M Offers framework: maximizes dream outcome and likelihood of achievement while minimizing time delay and effort required. The guarantee removes all risk from the buyer and places it on the seller — exactly what builds trust with cold prospects.

— END OF DOCUMENT —