

# MALE ORDER BUSINESS

Answered: Your top four questions on accruing and retaining male aesthetic patients.

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**M**ale cosmetic surgery is on the rise, and many practices are quickly learning that men are a whole lot different than women in terms of what services they seek, their attention spans, their pain threshold, and their comfort level in your office or surgical suite. In 2016, men accounted for one in 10 cosmetic procedures including 185,000 surgical procedures and more than one million non surgical ones, according to the American Society for Aesthetic Plastic Surgery (ASAPS).

For these reasons, we get asked about men all the time! Here are the top four questions we hear along with their answers!

## WHERE DO I MARKET TO GET MORE MALE PATIENTS?

Fish where the fish are. We suggest promoting your services to those who love men—their partners, mothers, sisters, female and beauty-loving friends, etc. In addition, look to partner with other high-end organizations that have male clients, customers, and members who are image conscious and possess a disposable income. For example, form

relationships with salons, specialty barbershops, country clubs, golf courses, and high-end gyms. (In addition, work to find out which social media influencers draw a male audience that fits your demographic such as the “it” trainer in your neighborhood or a popular men’s health wellness professional). An organic relationship with key influencers and gatekeepers is always a great start!

## WHAT SORT OF IMAGES ARE APPROPRIATE WHEN MARKETING TO MEN?

It’s important to have attractive images in your marketing, but always consider where they will be published and who you want to look at them. For example, if you’re looking to attract men who are ready for hair transplants, a 20-year-old model isn’t going to be relatable. Remember that age, race, and body type all matter when selecting your marketing material. When promoting neuromodulators, double check the imagery to see if there are men in the mix. In addition, make sure you’re showing off male before-and-after images on your website, in the patient photo books in your reception area, etc.

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## HOW DO I PROMOTE SPECIFIC PROCEDURES?

When promoting procedures, focus on concerns that are specific to men. For example, ask if they're comfortable taking off their shirt at the beach. Let them know solutions are available including laser hair removal for their backs, male breast reduction, and spot reduction technologies for other trouble spots like love handles. In addition, if you have a physician in your practice who specializes in male liposculpture or abdominal etching, promote those procedures in your office, on your website, and on your social media channels.

## HOW SHOULD I INTERACT WITH MALE PATIENTS IN MY OFFICE?

Male patients interact differently than female patients do. Men function much more on a "need-to-know" basis. That doesn't mean that you should eliminate important facts from the consult or conversation, but it does mean that you should pay close attention to whether your male patient has any interest in small talk. (Chances are, he won't.) When selling skincare products to the male patient, understand they likely want a much simpler routine than female patients. Don't be surprised when he doesn't express interest in a nighttime serum or ultra-hydrating foot mask. ■

### DO THIS NOW

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## WHAT A GUY WANTS

The top five surgical procedures for men in 2016 were:

1. Liposuction
2. Male Breast Reduction
3. Eyelid Surgery
4. Nose Surgery
5. Facelift

The top non-surgical procedures in men in 2016 were:

1. Neurotoxin Injections
2. Hyaluronic Acid Fillers
3. Laser Hair Removal
4. Photorejuvenation (IPL)
5. Chemical peels

Source: ASAPS, 2016 Cosmetic Surgery National Data Bank Statistics



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