

# Creating Your Clinic's *Lead Magnet*

For Medical Aesthetic Clinics



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# Let's *start* here!



Welcome to Allora Agency's mini course! This guide will help you, as a medical aesthetic clinic owner or manager, create an irresistible freebie to attract leads and grow your client base. In this course, you'll learn how to design an engaging e-book using Canva and set up Stanstore to advertise your freebie via Instagram. Let's dive in!

## Getting Started with Canva

- **Sign Up or Log In:** If you don't have a Canva account yet, create one for free at Canva.com. If you already have an account, simply log in.
- **Select a Template:** Go to the Canva Lead Magnet Templates section to find an ideal template for your e-book. Choose one that aligns with your clinic's style and tone.



## Designing Your E-Book

### Cover Page:

- Title: "The Ultimate " \_\_\_\_\_ " Skincare Guide"
- Topic: "For Aging, Melasma, Rosacea, and Acne Skin"
- Add your clinic's logo and a compelling cover image.

### Introduction:

- Briefly introduce the purpose of the guide.
- Highlight the importance of summer skincare and the benefits of the guide.

**Content Pages:** Pick some topics on the types of treatments you typically service to your clients. Below are some examples.

### Chapter 1: Aging Skin

- Tips and tricks for protecting aging skin in the summer.
- Recommended products and treatments.

### Chapter 2: Melasma

- Understanding melasma and how to manage it.
- Effective summer skincare routines.

### Chapter 3: Rosacea

- Identifying triggers and managing symptoms.
- Summer skincare tips and product recommendations.

### Chapter 4: Acne

- Preventing breakouts in hot weather.
- Best practices and treatments for acne-prone skin.

**To wrap up your e-book include the following:**

#### **Conclusion:**

- Summarize key points.
- Include a call to action encouraging readers to visit your clinic for a personalized skincare consultation.

#### **Contact Information:**

- Include your clinic's contact details and social media handles.



## Chat GPT *Prompt* FOR MORE LEAD MAGNET IDEAS

Could you propose a range of compelling and innovative lead magnet concepts that are intimately connected to the **[specified topic/industry/niche]**? These ideas should be meticulously designed to resonate with the unique interests, needs, and preferences of **[specific audience group]**.

Moreover, the lead magnets should be potent tools in helping them **[achieve a specific goal/overcome a specific problem/issue]**. Consider factors such as the current market trends, audience psychographics, and the complexity or uniqueness of the goal/problem while devising these concepts. Also, provide a brief explanation as to why each proposed idea would be effective.

# Branding & Design

- **Colors and Fonts:** Use your clinic's branding colors and fonts to maintain consistency.
- **Images and Graphics:** Add high-quality images and graphics relevant to each chapter. Canva offers a wide range of free and premium images.
- **Layout and Spacing:** Ensure your content is well-organized and easy to read. Use headings, subheadings, and bullet points to break up the text.

# Downloading and Sharing

- **Preview:** Review your e-book for any errors.
- **Download:** Export it in PDF format for saving.
- **Share:** In Canva, click "Share > Public View Link."

# Setting Up Stanstore

## TO ADVERTISE YOUR FREEBIE

### 1. Sign Up for Stanstore

- **Referral Link:** Use this referral link to get 1 month free: [join.stan.store/alloraagency](https://join.stan.store/alloraagency).
- **Create an Account:** Follow the prompts to set up your account.

### 2. Setting Up Your Stanstore Page

- **Profile Information:**
  - Add your clinic's name, logo, and a brief description.
  - Include a link to your clinic's website.
- **Upload Your Freebie:**
  - Go to the "Products" section and select "Add New Product."
  - Upload your e-book PDF and set it as a free product.
  - Write a compelling description of your e-book, highlighting its benefits.
- **Set Up Your Instagram Link:**
  - Go to "Settings" and find the option to link your Stanstore to Instagram.
  - Copy the provided link and add it to your Instagram bio.

### 3. Promoting Your Freebie

- **Instagram Post:**
  - Create an engaging post about your e-book using eye-catching graphics and a strong call to action.
  - Direct followers to your link in bio to download the free guide.
- **Instagram Stories:**
  - Use Instagram Stories to promote your e-book, including swipe-up links (if available) or directing followers to the link in your bio.
- **Engage with Followers:**
  - Respond to comments and DMs about your e-book.
  - Encourage feedback and testimonials from those who download it.





# Bringing Value to Your Clinic

By creating a valuable e-book and promoting it effectively, you'll attract potential clients who are interested in your expertise. This guide not only provides useful information to your audience but also positions your clinic as a trusted authority in skincare.

## Example of a Freebie E-Book:

To give you an idea of what your e-book might look like, check out one of our free e-books: [The Ultimate Summer Skincare Guide Example](#).

### NEXT STEPS...

**Looking to increase clinic revenue and get all your staff fully booked?**

Together, we can make your business thrive! 💰

- **Done-for-You Marketing** (photography, videography, content creation, copywriting, SEO, newsletters, ads)
- **Coaching** (1:1 sessions, monthly mentorship, courses, and e-books)

*We specialize in Medical Aesthetics and bring a wealth of industry experience and knowledge.*





# Meet *Kayla Petrasek*



I am the Founder and CEO of Allora Agency, marketing dedicated to growing medical aesthetic practices. My mission is to help as many fearless leaders as possible to not only take their business to the next level but also mentor entrepreneurs to live their fullest potential through business coaching.

I am a published author (“Nailed It” and “Aesthetic Growth” - available on Amazon) as well as the host of The Go-To Aesthetics Coach! I have dedicated my life to this mission and helped world renowned physicians accelerate their practices and solidify their teams. Now, its your turn!

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**ENHANCE YOUR AESTHETIC JOURNEY!  
\$99/MONTH (12-MONTH MINIMUM)**

**The Millionaire Mentorship**

Are you a manager or owner of a medical aesthetic clinic?

Welcome to the Millionaire Mentorship, a cost-effective way for high-level coaching.

Receive coaching from Kayla Petrasek via voice notes every Monday to Friday. She will share business strategies, marketing tips, resources, mentorship and tools to elevate your online presence and take your business to the next level.

**WHAT'S INCLUDED:**

- Our exclusive curated Instagram Template Library. Ready-for-you templates created with the thriving female aesthetic professional in mind. Input your photo into the template, download and go! (Value \$999)

30 posts | 30 stories | 30 reel covers | 5 carousels

- Telegram coaching Monday to Friday.
- 25% off all my products and services such as 1:1 coaching sessions, courses, e-books etc.

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**“MILLIONAIRE MENTORSHIP”  
DAILY COACHING GROUP**



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# Thank you



**KAYLA PETRASEK**  
**THE GO-TO AESTHETIC COACH & MARKETER**  
**OWNER OF ALLORA AGENCY**

Want us to create the  
e-book for you?

Reg. \$399  
Special Pricing \$299

kayla@allora-agency.com

## WHAT'S NEXT?

This was a foundational first step to setting up your social platform for success in your aesthetic practice.

Now it's time to dive deeper.

Join the “Millionaire Mentorship” for only \$99/month and receive daily business coaching and ready-to-go INSTAGRAM Templates (value \$999) and get ready to **START BOOKING MORE CLIENTS NOW!**

See all our marketing packages, courses and e-books available in the link below.

[stan.store/alloraagency](https://stan.store/alloraagency)

**ADD ME TO INSTAGRAM AND LET ME KNOW YOU FINISHED MY “MONEY MAGNET”  
BOOKLET TO RECEIVE A SPECIAL GIFT!**

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