

## THE FRAMEWORK

# The \$8,372 Receipt.

*How a routine tox appointment turned into a six-month skin plan — and the conversation that made it happen.*

*"We don't sell treatments. We guide outcomes."*

Every word in this document flows from that one idea. What follows is what happens when a clinic stops selling appointments and starts building plans.

## PART 01

## The Receipt

The actual line-item breakdown of a single client visit. She came in for a routine neurotoxin appointment — the kind we book a dozen of every week. She walked out having committed to a six-month plan. No high-pressure close. No upsell script. Just a different conversation.

DATE ORDERED	May 15, 2026
Neurotoxin — Routine Appointment	<b>\$317.00</b>
<i>The original booking. What she came in for.</i>	
6-Month Skin Plan	<b>\$8,055.00</b>
<i>Layered protocol built during the plan-building conversation.</i>	
Subtotal	<b>\$8,372.00</b>
<i>Convenience fee</i>	<b>\$209.30</b>
<b>TOTAL</b>	<b>\$8,581.30</b>

*The \$317 visit didn't change. The \$8,055 didn't exist on the menu. It existed in the conversation. That's the entire premise of this method — the value sits between the appointment and the plan, and most clinics walk right past it every single day.*

## PART 02

## Two Analogies

---

The receipt on the previous page didn't happen because of a closing technique. It happened because of a philosophy shift — the moment the provider used these two analogies.

### 01 · THE DENTIST

*Your dentist doesn't ask which procedure you want today.*

They examine you. They tell you what they found. They give you a clear recommendation. You trust their expertise — because they have a system. A skin consultation should work the same way. The provider should lead. Not pitch.

### 02 · THE GYM

*Nobody walks into a gym and asks for a six-pack by Friday.*

Real change requires a plan, consistency, and time. Skin works exactly the same way. One treatment is a workout. A plan is a transformation. That's why we call it the Skin Gym Method.

When a client commits to a plan instead of a one-off, four things happen automatically:

- **They stay consistent.**  
Consistency is the foundation of every real transformation. The plan removes the guesswork.
- **Treatments layer correctly.**  
Sequenced and spaced over time, collagen builds, tone evens, texture resets.
- **Before-and-afters get dramatic.**  
Better results drive referrals. Referrals are the cheapest growth channel a clinic has.
- **The clinic gets predictable revenue.**  
Retention and recurring spend replace the constant churn of one-off bookings.

## PART 03

## What Most Injectors Miss

Most injectors are trained to fix what's in front of them today. A wrinkle. A line. A volume loss. You treat the appointment, book the follow-up, and call it a win.

But your clients aren't paying you to fix today. They're paying you to get them *somewhere*. And almost none of them have ever been asked where that "somewhere" actually is.

### THE SHIFT

Before the plan-building conversation	After the plan-building conversation
Client picks a treatment off the menu.	Provider designs a 6-month outcome plan.
You sell one appointment at a time.	You sell the full transformation up front.
Average ticket: \$200 – \$700.	Average ticket: \$5,600 – \$12,000+.
Client commits when they feel like it.	Client commits because they have a roadmap.
Retention depends on memory and marketing.	Retention is built into the plan itself.

*The eight minutes **before** the needle do more for your revenue than the eight minutes after. The treatment isn't what you're selling. The plan is.*

**PART 04****The Conversation**

---

Below is the abbreviated flow of the actual conversation that produced the \$8,372 receipt. Names changed. Specifics generalized. The shape is real.

*You're about to see the questions. What you're not seeing is the logic underneath them — why this exact order, how each answer routes the plan, what to say when a client gives a hard answer, and how the conversation bridges into pricing without pressure. That logic is Pillar III of the masterclass. The questions alone are a glimpse. The system is what makes them work every time.*

**THE OPEN**

---

**PROVIDER**

*"Before we get started — when you look in the mirror six months from now, what do you actually want to see?"*

**CLIENT**

*"Honestly? I just want to look less tired. And the texture around my cheeks has been bothering me forever."*

**THE REFRAME**

---

**PROVIDER**

*"Got it. So if we worked together for the next six months, what would have to change for you to feel like it was worth it?"*

**CLIENT**

*"Skin that looks rested. Smoother. Like... I want people to ask if I've been on vacation, not what I had done."*

**THE DISCOVERY**

---

**PROVIDER**

*"What have you tried before — and what didn't work?"*

**CLIENT**

*"Tox here and there. A few facials. Nothing ever really stuck."*

**PROVIDER**

*"Is there anything you've been curious about but never asked about?"*

**CLIENT**

*"I've always wondered about microneedling. And honestly, laser. But I didn't know if it was for me."*

**THE VISION**

---

**PROVIDER**

*"If money and time weren't a factor, what would the ideal version of your skin look like a year from now?"*

**CLIENT**

*"(pause) Like the best version of my skin in my thirties. Glowy. Even. I wouldn't need a filter."*

*Notice what didn't happen. The provider didn't pitch a single treatment. Didn't mention pricing. Didn't recommend anything. She just asked five questions in the right order — and let the client tell her exactly what to build.*

## PART 05

## The Plan On Paper

After the conversation, the provider mapped the plan in front of the client — in real time, on the printed Skin Plan template. Treatments matched to outcomes. Cadence written out. Home care attached. No surprises.

SKIN PLAN · 6-MONTH OUTCOME		Total: \$8,055
<b>MONTH</b> 1	<b>Laser Tooth Whitening + Discovery Treatment</b> <i>Quick visible win to build momentum.</i>	
<b>MONTH</b> 2	<b>Microneedling — Texture Reset</b> <i>First of three. Targets the cheek concern she named.</i>	
<b>MONTH</b> 3	<b>Neurotoxin Maintenance + Medical Facial</b> <i>Hold the existing result. Build the canvas.</i>	
<b>MONTH</b> 4	<b>Microneedling Session Two</b> <i>Stacking the texture work. Visible turnaround.</i>	
<b>MONTH</b> 5	<b>Targeted Laser Treatment</b> <i>The thing she'd been curious about. Now she's ready.</i>	
<b>MONTH</b> 6	<b>Microneedling Session Three + Plan Review</b> <i>Final session. Photos. Build the next plan.</i>	
<b>HOME CARE INCLUDED</b>	Medical-grade skincare protocol matched to the in-clinic plan. Reordered every 90 days. Built into the price.	

*The act of writing the plan down — visibly, in her presence — is what closed the gap between hope and commitment. She didn't buy a treatment. She bought a destination, with a map to get there.*

## PART 06

## Why It Worked

---

Three things made this receipt happen — and none of them are about closing technique.

- 01 The provider asked before she recommended.**

Every treatment on the plan came from something the client said out loud. When you build a plan from a client's own words, you're not selling — you're delivering.
- 02 The plan was layered, not stacked.**

A texture concern, a tired look, and a curiosity about laser all belonged on the same six-month protocol. One treatment alone would have addressed one concern. The layered plan addressed the whole face.
- 03 The cost was framed by the outcome, not the menu.**

She didn't compare \$8,055 to a single tox appointment. She compared it to looking like the best version of herself for the next year. Once the destination is real, the price is just logistics.

*Receipts like this aren't outliers in our clinic anymore. They're our average. The reason isn't talent. It's the system — the same system any trained provider can run, in the eight minutes before they pick up the needle.*

## PART 07

## The Pattern

One receipt is a story. Five hundred receipts are a pattern. Here's what happened to our clinic's numbers when we ran this system every day for a full year.

**\$5K–\$12K+****AVERAGE PLAN TICKET**

Up from a \$150–\$700 average treatment ticket pre-system.

**10×****TICKET GROWTH**

Same staff, same equipment, same client base.

**\$35K+****ADDED MONTHLY REVENUE**

Added to our clinic without a single new client.

**14+****ANNUAL VISITS PER PLAN CLIENT**

Compared to two to three visits a year before plans.

*Notice what isn't on this list. We didn't add new clients. We didn't buy new devices. We didn't hire a single new provider. We just changed the conversation that happens before the treatment.*

## PART 08

## A True Win For Everyone

Most "high-ticket" systems extract value from one side of the table — usually the client. This one doesn't. The reason it works long-term is that everyone in the room benefits.

FOR OWNERS	FOR STAFF	FOR CLIENTS
<ul style="list-style-type: none"> <li>→ Predictable, scalable revenue.</li> <li>→ Profit margin protected — not eroded by discounting.</li> <li>→ Higher retention, lower acquisition cost.</li> <li>→ A repeatable system, not a personality-dependent operation.</li> </ul>	<ul style="list-style-type: none"> <li>→ Bigger paychecks through plan-based bonuses.</li> <li>→ Scripts that remove the awkwardness of selling.</li> <li>→ They lead consults like clinicians, not closers.</li> <li>→ Less burnout — clarity replaces pressure.</li> </ul>	<ul style="list-style-type: none"> <li>→ Real transformation instead of random treatments.</li> <li>→ A clear roadmap that replaces decision fatigue.</li> <li>→ Layered results that compound over months.</li> <li>→ Monthly payments that make premium care accessible.</li> </ul>

*Nobody has to lose for someone to win. Owners profit more. Staff earn more. Clients get better results. That's why this system holds up over years — it's not a closing tactic. It's a structural realignment.*

## PART 09

## What To Do Next

*This is one receipt. The full system produces them weekly.*

What you just read is the anatomy of one client visit. The full Skin Gym Method is the system that produces it predictably — built on four pillars. This document touched the surface of two.

### I. The Plan

How to design a 6–12 month protocol from five treatment categories — sequenced, spaced, and layered so results compound.

### II. The Team

The referral loop between aestheticians and nurse providers that fills every provider's book automatically.

### III. The Consult

The logic behind the five questions — the sequencing, the follow-ups, the objection routing, and the bridge into pricing that turns a \$300 visit into a \$5,000–\$12,000 plan without pressure.

### IV. The Templates

Plan documents, pricing worksheets, home-care pairing guides, the consultation script, and the staff bonus tracker — everything to run your first plan consultation Monday.

#### THE MASTERCLASS

## The Skin Gym Method.

All four pillars. Every template. Every script. Every objection handle. The pricing logic, the team model, the follow-up cadence, the maintenance system. Buy it once. Implement it this week.

→ [skingymmethod.com](https://skingymmethod.com)

Vivant Elite · 3 Years

Top Morpheus8 Provider · 3  
Years

Best Skin Clinic ·  
Bismarck/Mandan

8 Years · Owner-Operated

*Built and run by the Berger family — Adam, Austin, Kasey RN, Brianne NP, Brittany, and Gina Norton, master aesthetician with 40+ years in the industry.*