



Recommended E-course Pathway for **MARKETING DIRECTORS**

Follow along with this guided E-course plan for marketing directors to get the most out of your subscription. Feel free to make adjustments such as skipping courses relating to modalities your clinic doesn't have. This is purely a resource to support your Online E-course experience.

ONBOARDING

- Review Getting Started Page
- Watch E-course Demo
- Review My Account Reporting Dashboard

PHASE 1: BUILDING YOUR CLIENTELE

- Marketing
- Events: Big, Small & Virtual
- AC 411
- MINT Minute: Getting New Clients

PHASE 2: UNDERSTANDING THE TREATMENTS

- Watch the clinical videos that your clinic offers on their menu of services
- The Perfect Consultation

PHASE 3: NEXT LEVEL UNDERSTANDING OF THE AESTHETICS BUSINESS

- Customer Service
- Business Blueprints

OTHER RESOURCES

- Expert Exchange
- Virtual Training with MINT
- Hands-on Training with MINT
- Making A Multi Million Dollar Medspa Podcast