Clarion Review

Education

Building Your Aesthetic Practice Through Social Media
Matthew Arndt
CreateSpace
978-1-4538-0459-9
Four Stars (out of Five)

Matthew Arndt, president of Turbo Social Media, is an expert in social media marketing for medical professionals. *Building Your Aesthetic Practice Through Social Media* is a good eighty-two-page primer written for aesthetic physicians (plastic surgeons, dermatologists, ophthalmologists, and medical spa directors) who are unsure about what social media actually is, why it could help them be more successful, and how to utilize it to bring in more clients. Arndt has more than ten years of experience working with doctors, and his specific expertise in aesthetic practices is apparent throughout the book. He often refers to aesthetic procedures, client issues that are particular to having aesthetic work done, and the unique challenges of using social media to promote an aesthetic practice.

Building Your Aesthetic Practice Through Social Media is written in a style that would be appealing to busy professionals. The chapters are short, the font is a couple points larger than normal, and there are many short lists and bullet points. Much of the copy is in bold, and there is an abundance of white space. Arndt writes in a conversational tone and introduces new concepts in a nonjudgmental way, which could be very reassuring to an audience with little sophistication in the area of social media.

The book opens with an overview of Internet marketing and how advertising an aesthetic practice has changed dramatically in recent years. Arndt writes, “Social Media Marketing is all about sharing and distributing your *knowledge* in a way that builds relationships with your potential patients.” He goes on to explain in detail, over the course of several chapters, how properly making use of blogs, Facebook, Twitter, YouTube, press releases, and review sites like Yelp is integral to attracting clients.

The text is a collection of valuable information that, unfortunately, one discovers late in the game, is strategically designed to send the reader to Arndt’s website. In the last chapter, the

tone changes from one of friendly, confidence-building transparency into one of patronization, with an apparent attempt to instill a fear of failure in those who might want to try to go it alone in the world of media marketing. The book ends on an off-putting negative note, with Arndt pressuring the reader to hire his company to do it right, or else face the potential of being banned from Google, forever.

Overall, though, *Building Your Aesthetic Practice Through Social Media* is an infomercial-like book that can work quite well as a stand-alone resource for doctors with aesthetic practices and their staff.

Patty Sutherland