



Membership **MASTERY**

How Top Practices Drive
**\$100K in Monthly
Recurring Revenue**

A TACTICAL PLAYBOOK FOR **AESTHETIC & WELLNESS PRACTICES**
READY TO GROW LIKE THE TOP PERFORMERS

The Definitive Playbook

Selling More Memberships in 2025

The most profitable programs, top-tier tactics, and exact systems used by practices generating **\$50K–\$100K** in monthly membership sales.

Table of Contents

Page 3: Why Memberships Matter

Page 4: Membership School

Page 5: Why Memberships Double (or Triple) Your Business's Value

Page 7: Types of Memberships

Page 12: Top Selling Memberships

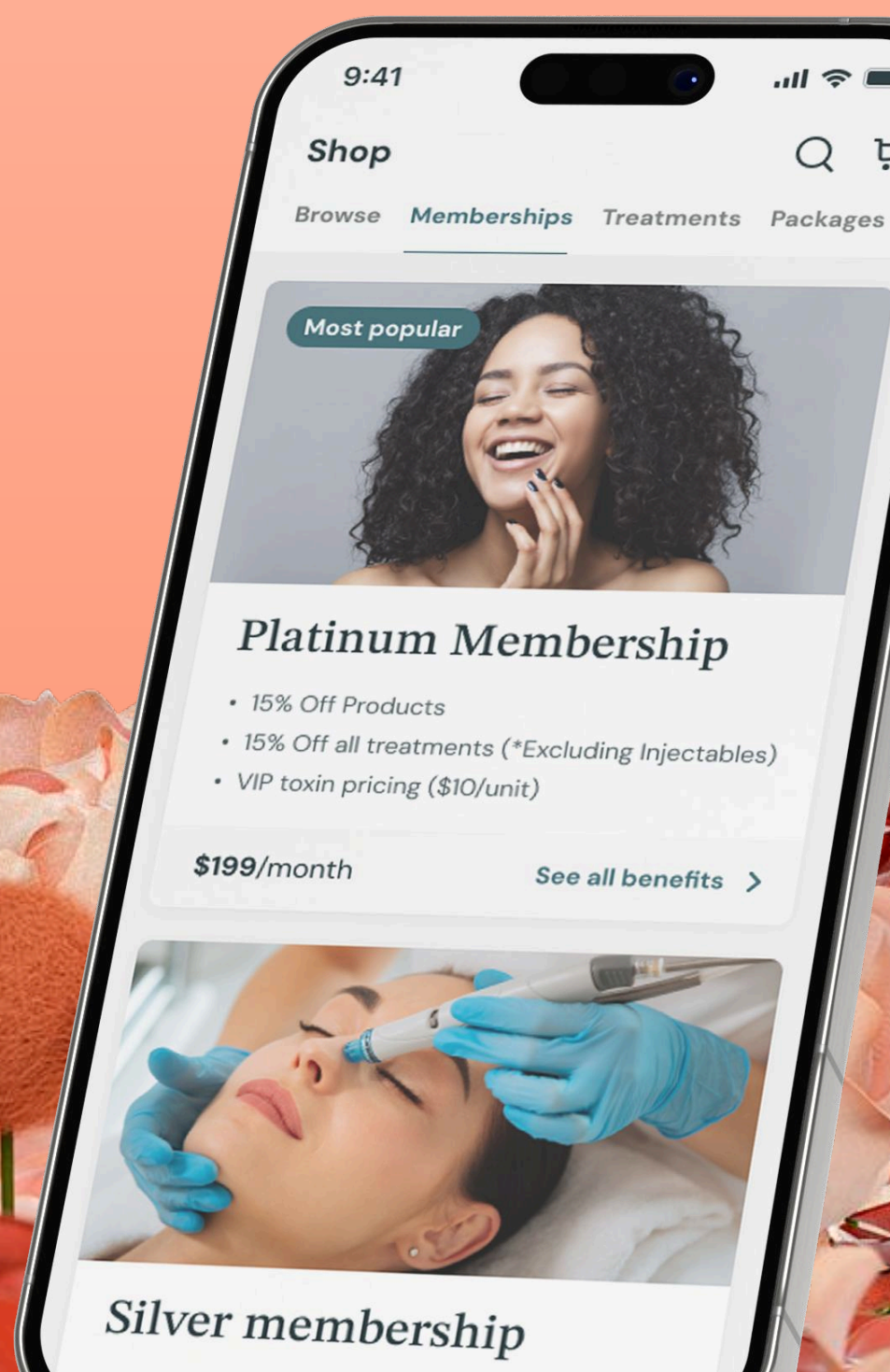
Page 13: Top 5 Mistakes That Cause Memberships to Fail

Page 14: Real Practice Examples

Page 19: How to Sell More Memberships

Page 24: Want RepeatMD to do it for you?

Page 25: Your Free Membership Masterclass Bonus 📺



“

Members spend 2x–4x more than non-members.

– McKinsey & Company, 2022

Why Aesthetic and Wellness Practices Must Shift to MRR (Monthly Recurring Revenue)



MRR creates predictable, dependable revenue you can build around.



Protects you during seasonal slowdowns, disasters, or inflation.



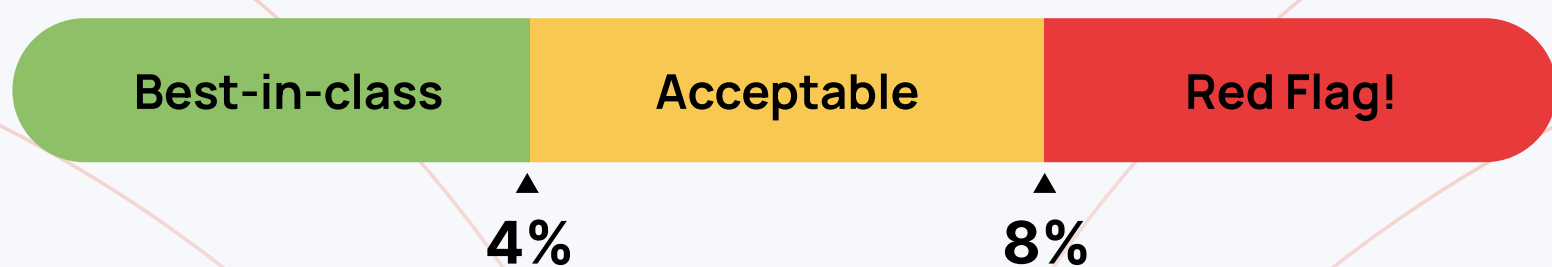
Increases retention, drives repeat visits, and unlocks scalability.

Membership School Definitions & Types

Key Metrics and Definitions

- **MRR:** Monthly Recurring Revenue
- **ARR:** Annual Recurring Revenue = $\text{MRR} \times 12$
- **Churn Rate:** Percentage of members who cancel every month
 - Best-in-class churn = under 4% per month
 - Acceptable churn = 4–8% per month
 - Warning sign = over 8% per month

This means you're losing members faster than you can replace them and need to reassess value delivery, onboarding, or retention strategy



Why Memberships Double (or Triple) Your Business Value.



Practice A

Doesn't Have Memberships

\$3 million in one-time sales
Has a 20% net profit margin
Makes \$600,000/yr in profit

Gets 4x "earnings"
 $\$600,000 \times 4$



\$2.4M

Enterprise Value

(What the business is worth)



Practice B

Has Memberships

\$2.4 million in one-time sales
Has a 20% net profit margin
Makes \$480,000/yr in profit

Gets 4x "earnings"
 $\$480,000 \times 4$



\$1.9M

Enterprise Value

(What the business is worth)



Also, has Recurring Sales (Memberships)
\$600,000/yr in Membership Sales

Gets 6x ARR (Annual Recurring Revenue)
 $\$600,000 \times 6$



\$3.6M

in Additional Enterprise Value

(The additional amount business is worth)



\$5.5M

in TOTAL Enterprise Value

Conclusion

Both practices generate \$3M in annual sales.

The difference? Practice B adds \$50K/month (\$600,000/yr) in membership revenue **making it worth more than double Practice A.**

That extra membership income boosts Practice B's value by **\$3.1M.**

Why are businesses with memberships worth so much more?

- **Predictable Revenue** – memberships create cash flow you can count on.
- **Higher Patient Spend** – members buy more, visit more, and stay longer.
- **Increased Lifetime Value** – every member is worth more to your practice.

Different Types of Memberships

1 Tox Memberships / Clubs

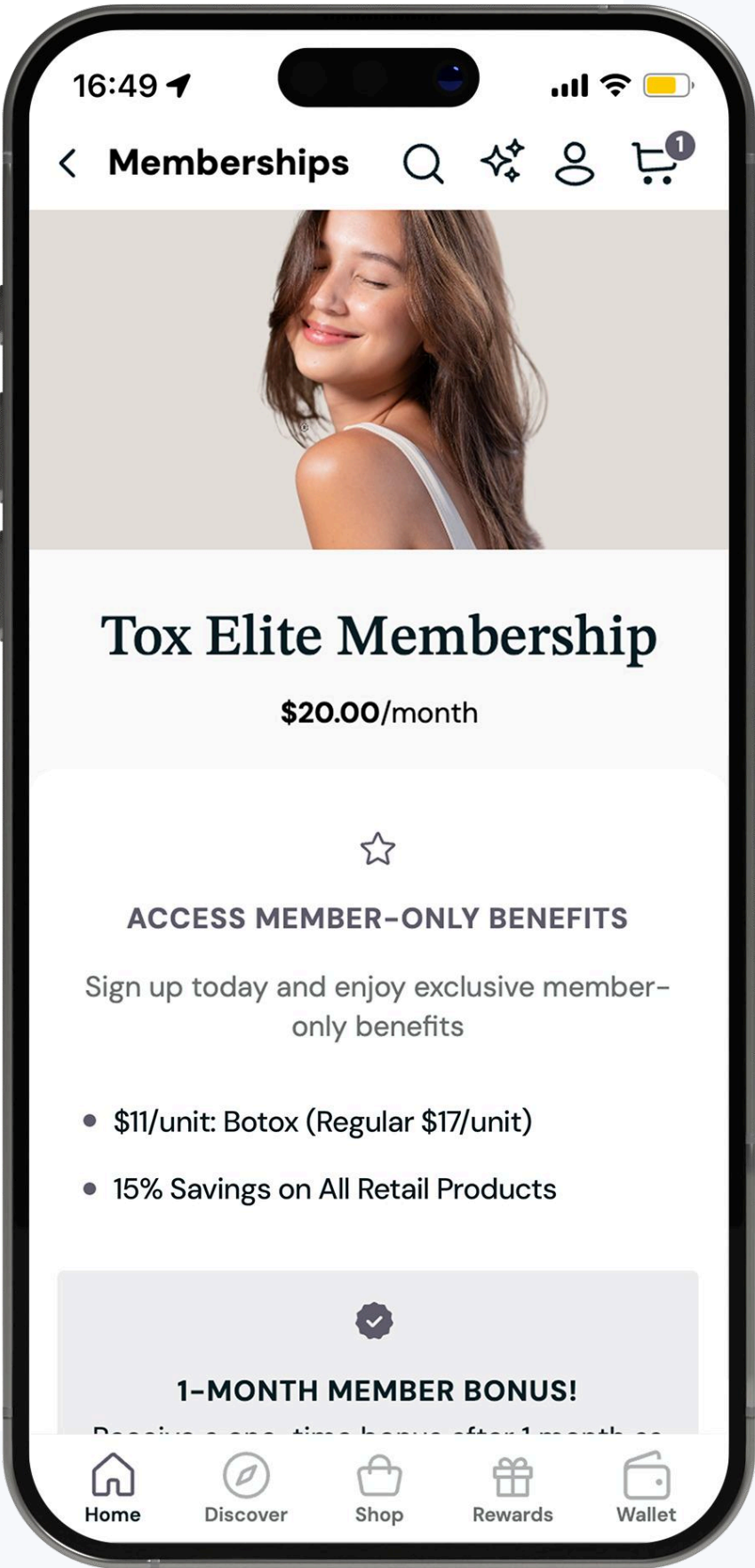
Neurotoxin memberships that unlock better pricing and additional perks.

Why do patients want these?

- Immediate savings on a service they're already getting regularly
- Simple and familiar (like other subscriptions they already have)
- Feels like a “deal” for being loyal
- Low monthly cost

Why do practices want to sell these?

- High volume and easy enrollment
- Drives consistent visit frequency
- Creates online purchasing habits and predictable cash flow
- Provides a clear path to upsell into more comprehensive services



Actual visual from selling memberships on RepeatMD.

2

Beauty Bank

Members deposit each month, save up for big purchases, and enjoy perks.

Why do patients want these?

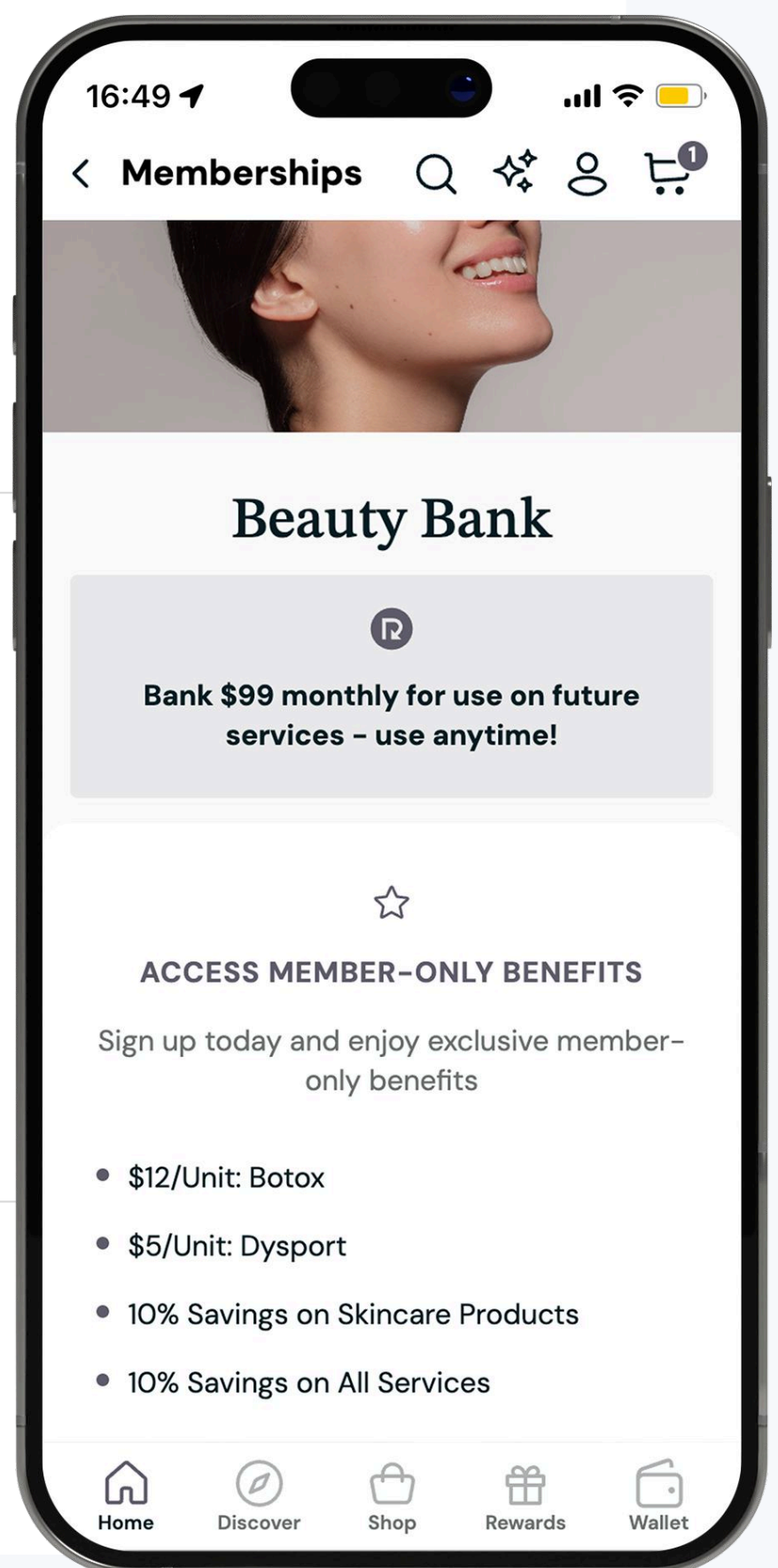
- Feels like a self-care savings account, flexible and personalized
- Balances roll over, no risk of “losing” benefits
- Often includes VIP status, exclusive perks, and events
- Bonus - Can be hidden from their significant other

Why do practices want to sell these?

- Highest retention rates of any membership type
- Keeps patients emotionally and financially invested
- Encourages larger treatment spend when funds accumulate
- Simple to explain and easy to implement
- Builds long-term loyalty and engagement

Bonus

- Low monthly amounts are manageable and can save up for big purchases :)



Actual visual from selling memberships on RepeatMD.

3

Tiered Memberships

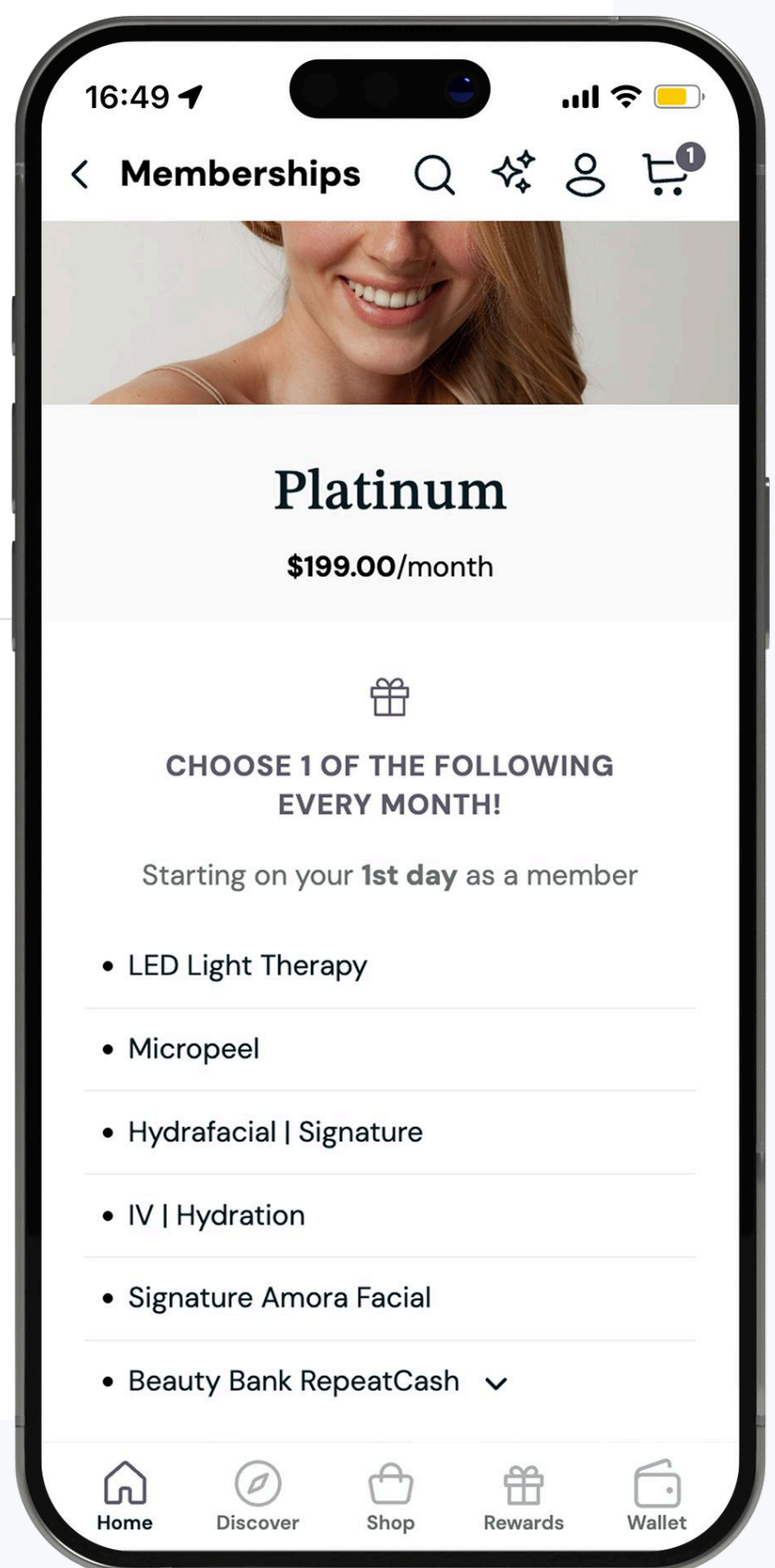
Flexibility to choose their treatment every month.

Why do patients want these?

- Easy-to-understand bundles with clear value
- Makes premium services more accessible through bundling
- Clear feeling of “getting more for less” at each tier
- Unlocks exclusive member pricing on new or premium services

Why do practices want to sell these?

- Allows for upselling across tiers
- Higher perceived value = higher conversion rates
- Excellent way to guide patient behavior through structured offers



Actual visual from selling memberships on RepeatMD.

4 Treatment Specific Memberships

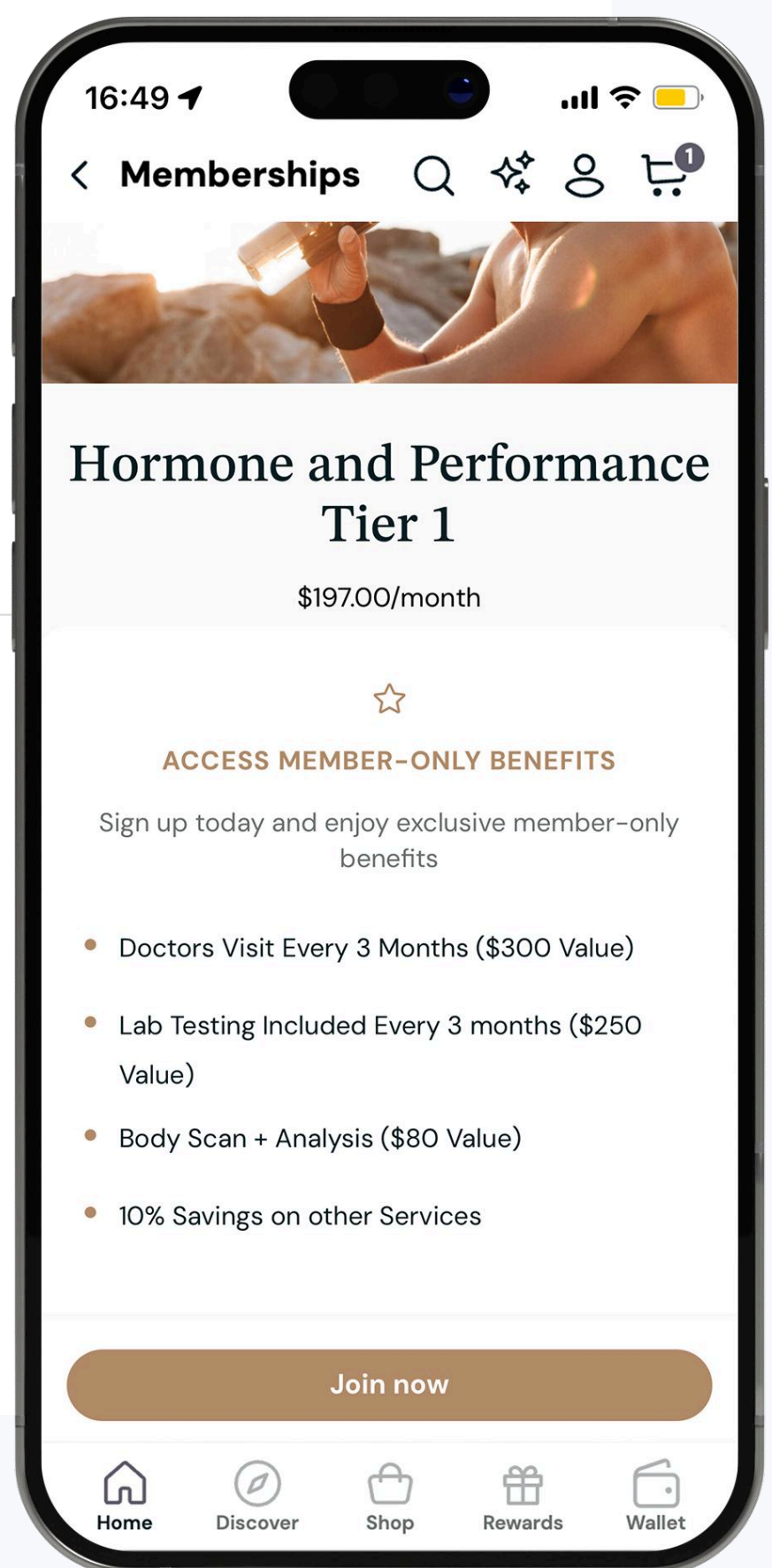
Hormones, facials, etc.

Why do patients want these?

- Monthly access to treatments they already use, without the hassle of paying each visit
- Discounted pricing compared to booking individual appointments
- Occasional bonuses and exclusive perks that add extra value
- Priority booking and VIP-style service that makes them feel special

Why do practices want to sell these?

- Converts repeat patients into reliable monthly revenue
- Drives long-term loyalty and increases patients' lifetime value
- Reduces sales friction, patients are already using the service regularly
- Provides a clear path to upsell into more comprehensive services



Actual visual from selling memberships on RepeatMD.

5

Weight Loss Memberships

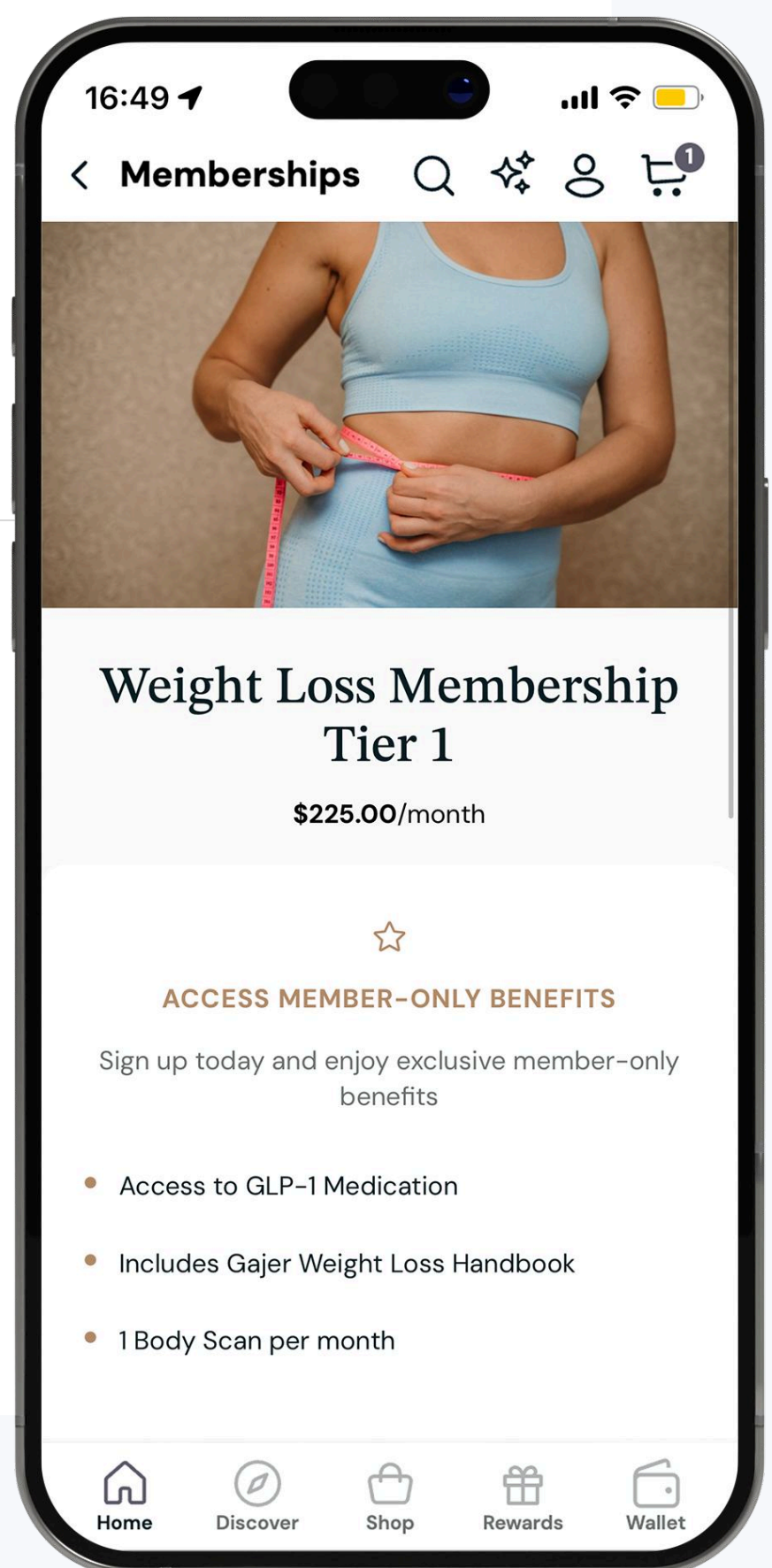
GLP-1 based memberships with additional benefits.

Why do patients want these?

- Offers more than what online pharmacies or DIY plans can match
- They're serious about results and receive expert guidance

Why do practices want to sell these?

- Highest revenue-generating membership type
- Strong retention when paired with milestones and results
- Creates patient outcomes that fuel word-of-mouth referrals



Actual visual from selling memberships on RepeatMD.



🏆 2025 Top-Selling Memberships



Beauty Bank

(By Patient Satisfaction and Retention)

- Monthly deposits (\$50–\$200) act like a self-care savings account
- Can be used on any high-margin services
- Roll over balances = less cancellation risk
- Often includes small perks (e.g., VIP events, retail discounts)



Weight Loss Memberships

(By Revenue Generated)

- Examples: These are best as GLP-1 memberships that include additional services like a b-12 shot, body scans, and meal plans.
- High perceived value allows for higher monthly pricing (\$300–\$750/mo)
- Drives strong patient commitment and retention



Tox Memberships/Clubs

(By Enrollment)

- Low-barrier, entry-level price point (\$10–\$99/mo)
- Appeals to loyal toxin users
- Creates habit-driven patient behavior
- Easy to upsell into larger packages over time

Top 5 Mistakes That Cause Memberships to Fail

1

Didn't incentivize team.

What you can do: Create a monthly or quarterly raffle that if your team hits a goal, they get to spin the wheel of prizes.

2

Aren't marketing it well enough.

What you can do: Your memberships should be everywhere - on your social, your website, your app and most importantly, the conversations with your patients.

3

Aren't doing "membership events"

What you can do: Host exclusive, members-only events that make your patients feel special—like VIP appreciation nights, summer bashes, or red carpets. Let them bring a guest, roll out the red carpet, and turn your practice into the place to be.

4

Aren't using membership only pricing for discounting.

What you can do: Stop offering predictable discounts and sales for everyone. Only offer discounts and special pricing for members.

5

Aren't showing the potential money the member would save.

What you can do: Before someone checks out, calculate what they could have saved on their transaction TODAY and ask if they're interested in a membership.

Reverse-Engineer the Tactics Used by **Top Practices**

The exact memberships and
benefits that bring the real results



Dr. Dennis Schimpf

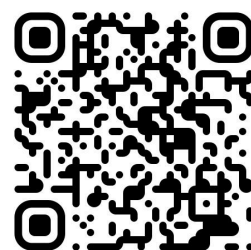
Founder & CEO of Sweetgrass Plastic Surgery

★ Top Practice



His Results

- **\$72K/mo** in MRR
- **\$852,000** in ARR
- **350% membership growth** in 2025
- Peak sales happen between 7–9 PM (yes, while they're closed)
- 30% of new patients come from referrals



[Watch Dr. Schimpf explain exactly how he did it](#)

Secret Tactics

- App-exclusive promos to avoid “discounting brand”
- Push ALL patients to download app and buy through it

Best Selling Memberships

- **3 Month Weight Management Membership**

\$359/mo

- 3 Month Commitment Required
- Access to GLP-1 Medication for 3 month period

- **6 Month Weight Management Membership**

\$329/mo

- 6 Month Commitment Required
- Access to GLP-1 Medication for 6 month period



Dr. Aleksandra Gajer

Founder & CEO of The Gajer Practice

★ Top Practice

Her Results

- **\$46K/mo** in MRR
- **\$552,000** in ARR
- **210% membership growth** in 2025
- Peak sales happen between 8–10 PM
- 26% of new patients come from referrals



[Watch Dr. Gajer explain exactly how she did it](#)

Secret Tactics

- Show premium value stacked against cheap online alternatives
- Make retention easy: rollovers, milestone bonuses
- Train staff to explain value, not just cost

Best Selling Memberships

Weight Loss Membership

\$225/mo

- Access To GLP-1 Medication
- Signup Bonus = Gajer Weight Loss Handbook
- 1 Body Scan Per Month

Hormone Optimization Membership Benefits

\$197/mo

- Personalized Supplement Plans
- Self-Guided Wellness Protocols
- Lab Testing And Review Included
- Doctor Visit Every 3 Months
- 10% Savings On Other Services
- Signup Bonus = Body Scan & Analysis



Adrienne Easterling

Founder & CEO of VOXY Aesthetics

★ Top Practice

Her Results

- **\$95K+/mo** in MRR
- **\$1.14 Million** in ARR
- **2.5% churn** (incredible!)
- **85%+ conversion** from first visit
- 31% of new patients come from referrals



📺 Watch Adrienne explain exactly how she did it

Secret Tactics

- Beauty Bank only
- Rebrands “members” as “VOXY VIPs”
- Regular VIP events: Barbie Movie Night, Goat Yoga, TopGolf
- Staff KPI = new member conversion

Best Selling Memberships

VOXY Vault Benefits

\$99/mo

- Beauty Bank
- \$12-Unit: Botox (originally \$14/unit)
- \$5-Unit: Dysport (originally \$7/unit)
- 10% Off Skincare Products
- 10% Off VOXY SkinRX - Virtual Medical Skin Visit
- Complimentary Health Coaching Consultation

VOXY Vault Plus Benefits

\$149/mo

- Beauty Bank
- 10% Off Skincare Products
- \$5 unit/ Dysport (originally \$7/unit)
- \$12 unit/Botox (originally \$14/unit)
- 15% off Filler & Sculptra
- 10% Off VOXY SkinRX - Virtual Medical Skin Visit
- Complimentary Health Coaching Consultation

VOXY Luxe

\$199/mo

- Beauty Bank
- 10% Off Skincare Products
- \$5 unit/ Dysport (originally \$7/unit)
- \$12 unit/Botox (originally \$14/unit)
- 15% off Filler & Sculptra
- 15% off Chemical Peels, Microneedling, Hydrafacials, MOXI, and BBL
- 10% Off VOXY SkinRX - Virtual Medical Skin Visit
- Complimentary Health Coaching Consultation
- Comprehensive Wellness Assessment

From our CEO

Dear Practice Owner,

Most practices don't fail at memberships because the idea is bad.

They fail because their systems aren't built to support them.

That's where RepeatMD changes everything.

Our mission is simple: to help you turn memberships into predictable, scalable revenue that transforms the value of your business.

In this playbook, I'll walk you through five proven ways RepeatMD helps practices like yours sell more memberships effortlessly and intentionally.

These aren't theories—they're the exact strategies top-performing practices are using right now to generate six figures in monthly recurring revenue.

I look forward to helping you do the same.

Sincerely,

Phil Sitter

Founder & CEO, RepeatMD

How RepeatMD Can Help You Sell More Memberships:

1 We make it effortless to buy.

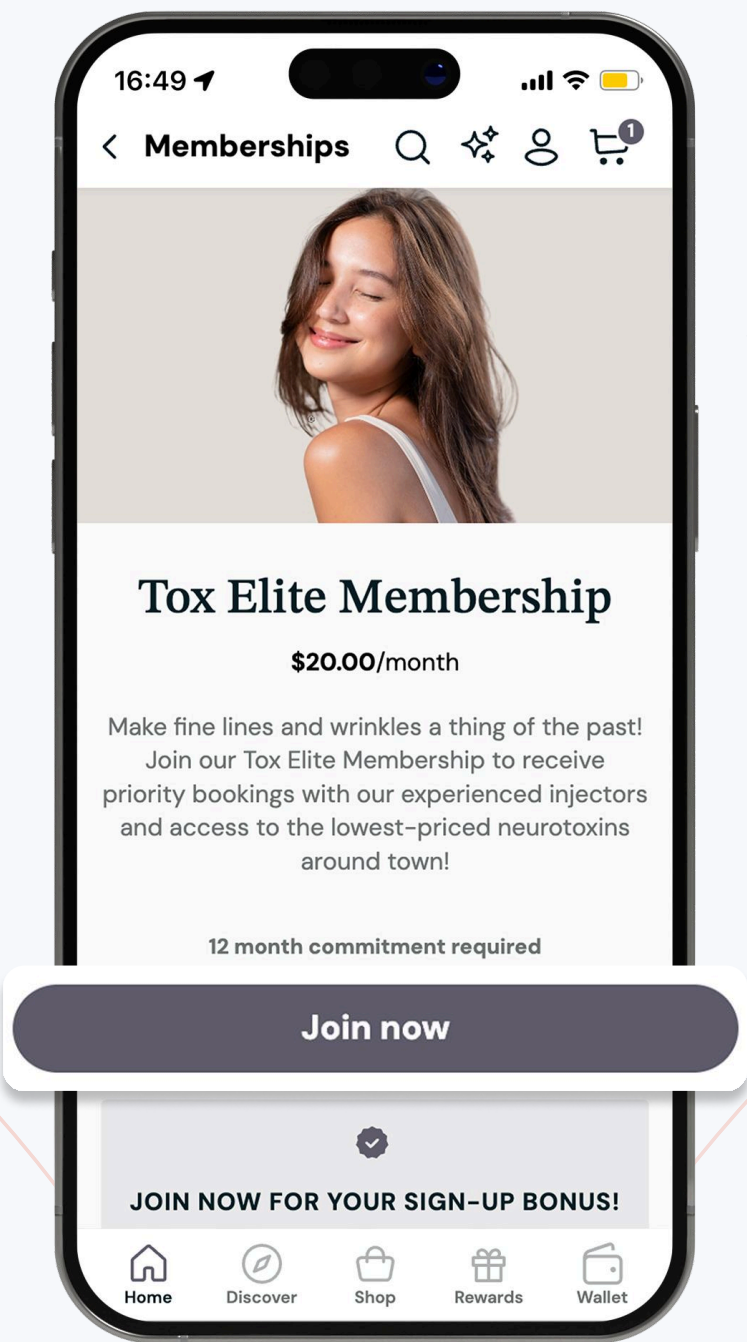
Fewer clicks. More conversions.

Your patients are already shopping from their phones. Joining your membership should be just as simple.

With RepeatMD, your practice gets a custom-branded mobile app where patients can join a membership, book services, and unlock perks within seconds. No friction at the front desk. No forms. No delays.

Why this drives sales:

- Smooth, frictionless sign-up experience
- Makes memberships feel like a normal part of the patient journey
- Generates revenue 24/7, even when your team is offline



Actual visual from selling memberships on RepeatMD.

Tap. Join. Done. Memberships should feel this easy.

How RepeatMD Can Help You Sell More Memberships:

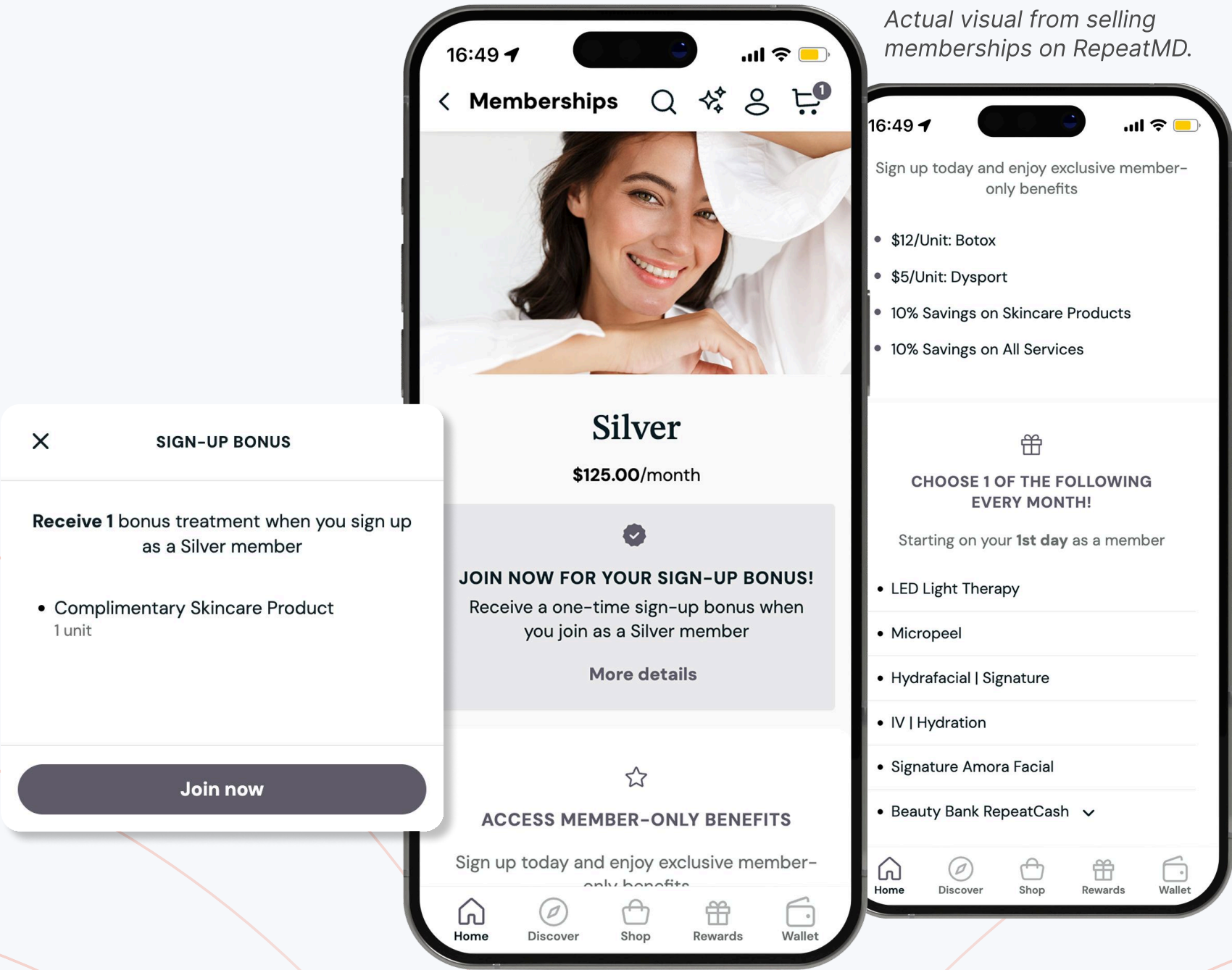
2 Offer an Instant Sign-Up Reward.

Give patients a reason to say yes now.

A strong first impression drives action. RepeatMD lets you create time-sensitive sign-up offers that appear right when your patient is deciding, like a \$50 credit, bonus treatment, or treatment discount.

Why this drives sales:

- Drives urgency and immediate conversion
- Simple to launch or turn off anytime
- Boosts sign-ups during promos or events



Actual visual from selling memberships on RepeatMD.

Urgency sells. Now you can create it in one tap.

How RepeatMD Can Help You Sell More Memberships:

3 Use Milestone Bonuses to Boost Retention.

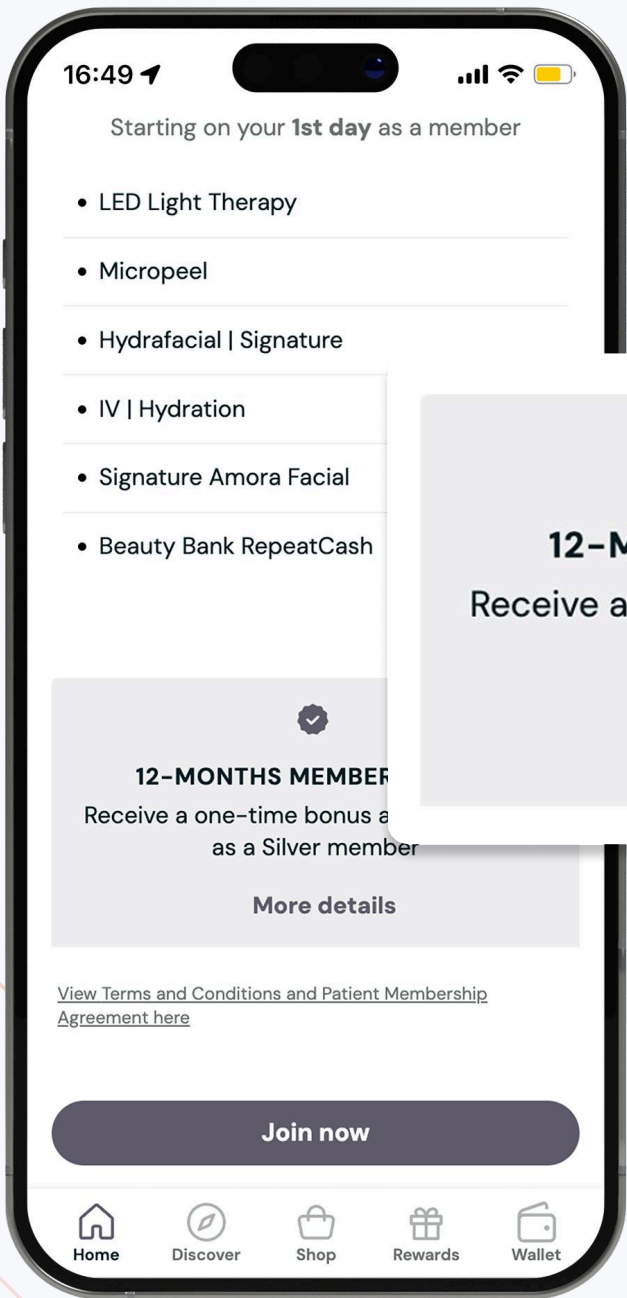
Loyalty deserves recognition.

RepeatMD automatically rewards your members at key milestones like 3, 6, or 12 months into their membership.

These unexpected bonuses make members feel valued and give them a reason to stay.

Why this drives sales:

- Increases long-term retention
- Strengthens the emotional connection to your brand
- Works in the background with no extra effort from your team



Actual visual from selling memberships on RepeatMD.

Celebrate loyalty. Watch your retention grow.

How RepeatMD Can Help You Sell More Memberships:

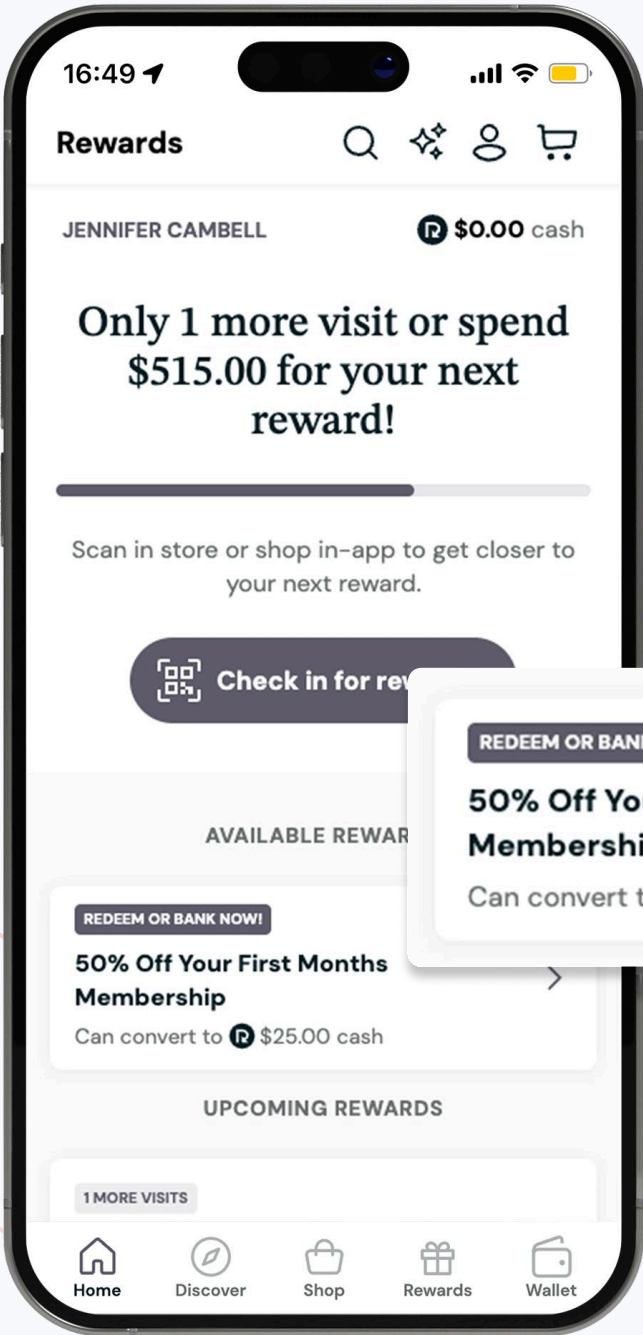
4 Offer Incentives like “50% Off Your First Month.”

Run high-converting promos without disrupting your workflow.

With RepeatMD, you can offer “First Month Free” without having to manually adjust billing or track anything behind the scenes. The platform handles it all automatically.

Why this drives sales:

- Removes price hesitation from first-time members
- Great for launches, campaigns, or seasonal promos
- Zero lift for your front desk or billing team



Actual visual from selling memberships on RepeatMD.

Launch powerful promos with zero hassle.

5 Show 'Member Only' Pricing Throughout Your App.

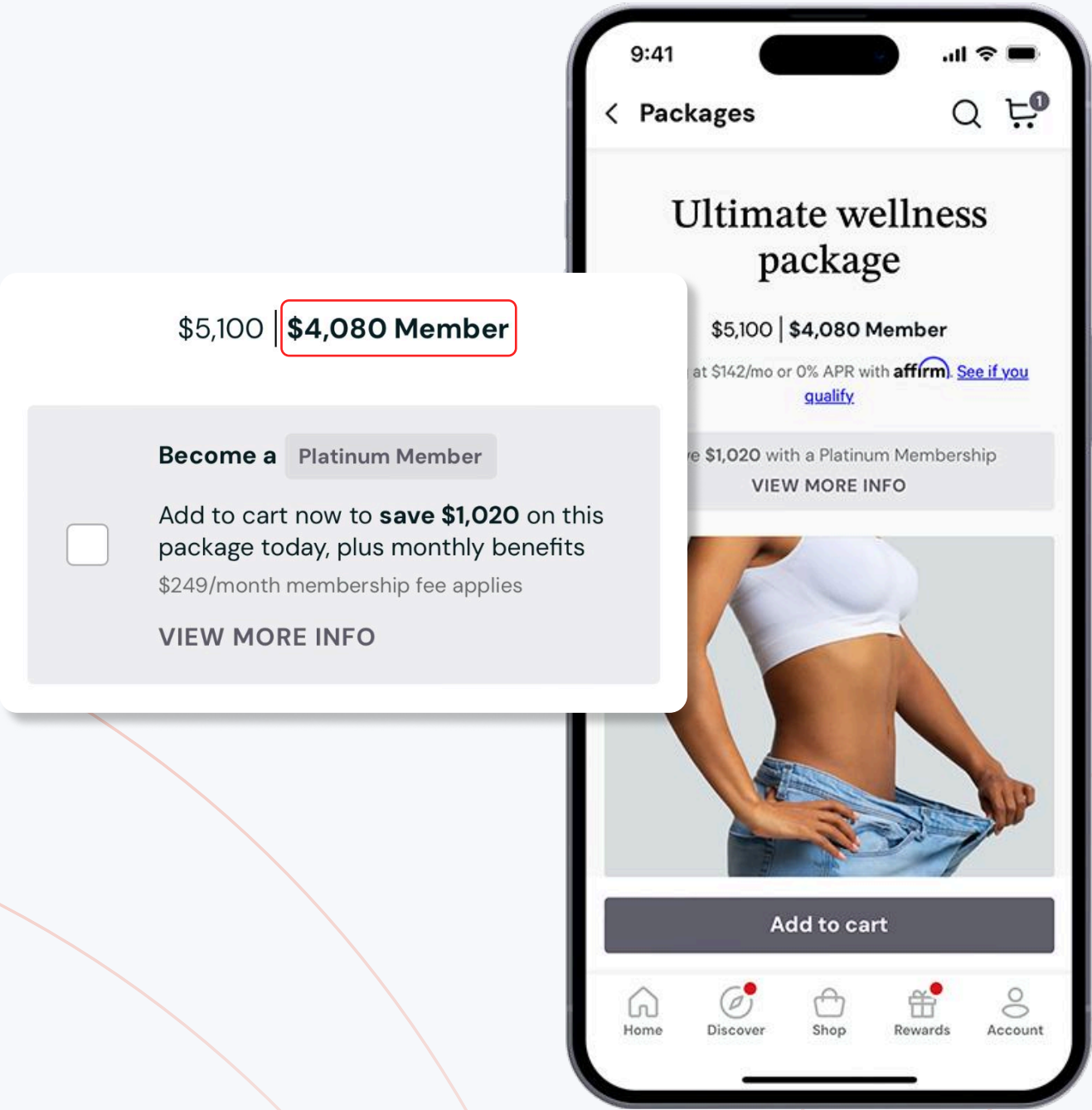
Let the value speak for itself.

RepeatMD makes it easy to show both standard and member pricing on every treatment.

This gives patients a clear view of how much they'll save just by joining a membership, without staff having to sell them on it.

Why this drives sales:

- Makes the value of membership obvious
- Turns pricing into a visual upsell
- Motivates patients to join without a hard sell



Actual visual from selling memberships on RepeatMD.

RepeatMD has sold over
\$200 Million in Memberships
for our Clients in the last
18 months.

Ready to turn your membership plan into a
profit engine?

Scan to Book a Free 1-on-1 Strategy Session



Your Bonus:

2hr Memberships Masterclass Video



See how top practitioners are selling over \$50k/mo in memberships.

Join RepeatMD Founder & CEO, Phil Sitter, as he breaks down the top-selling memberships and strategies that are driving 6-figure results for the most successful practices.

What You'll Learn:

- ✓ The best-selling membership structures & how to implement them
- ✓ Secrets from top-performing practice owners
- ✓ Avoid the biggest mistakes that kill membership revenue
- ✓ How to use memberships to sell more of your high-margin services

