

Business Consultant Cheryl Whitman Reveals Tell-All Medspa Marketing Expertise in *Beautifully Profitable*.

Beautiful Forever Founder Releases Rewarding Industry Secrets in Acclaimed Guide for Doctors, Dermatologists and Medical Spa Practices.

Boca Raton, Fla – March 17, 2014 – Cheryl Whitman, founder and CEO of Beautiful Forever, LLC, recently released a new book: *Beautifully Profitable, Forever Profitable*. This practical guide is dedicated to help physicians and [spa owners build successful businesses](#) in the challenging world of modern marketing.

Cheryl Whitman is an industry leader with more than twenty years of experience in the medical spa and cosmetic practice industry. Her new book covers everything from [spa business strategy](#) to [digital marketing for your medical practice](#), such as ghost-writing eBooks to build your reputation with prospective clients.

This advice-packed guide received praise from multiple reviewers in the Spa and Cosmetic Surgery fields.

“*Beautifully Profitable* gave me some very useful guidance in product and service sales,” stated Dr. Kalpana S. DePasquale, D.O., of St. Augustine’s Avanti Medical Spa. “Cheryl’s advice was right on target for my current needs.”

Dr. Jason Pozner, M.D., F.A.C.S, the leading physician at the nationally-renowned Sanctuary Plastic Surgery in Boca Raton, also praised the book: “As new doctors move from insurance-based to self-pay markets, it is essential to know what they have to do, and how they should do it. Cheryl’s book will provide a welcome roadmap. *Beautifully Profitable* is a remarkable compilation of the best advice I’ve read on how an aesthetics medical practice can effectively manage and market itself to ensure profitability.”

“There is a great divide in how medical and aesthetic practices must market themselves,” Cheryl Whitman explained, “In my book, I’ve selected the most essential aspects to [maximize medspa profit](#). You’ll find modern marketing combined with a long knowledge of the clientele. The best events, marketing plans, goal setting and referral programs, *Beautifully Profitable* contains over a dozen subjects guaranteed to maximize your success.”

Beautifully Profitable, Forever Profitable is available in print and eBook formats at [beautifullyprofitable.com](#) and [Amazon.com](#).





About Cheryl Whitman:

Cheryl is the founder of Beautiful Forever, LLC, providing aesthetic business development consulting for physicians, hospitals, clinics and spas. Cheryl and her gifted team of experts have helped hundreds of medical practices and spas fulfill business potential through personalized consultations, extensive published writings, hundreds of educational seminars at industry conferences, exclusive webinars and the recently launched Beautiful Forever University, which offers high-level professional marketing education for doctors and their staff.

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