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AI Playbook for

Med Spas.

You got into aesthetics to transform how people feel.
Not to spend your nights answering DMs and writing emails.

40%	**$2K/mo**	**2x**
Of new leads lost to slow or manual follow-up	Lost to no-shows without automated reminders	More rebookings with automated follow-ups

Start here.
Three things to try right now.

No software to buy. No learning curve. Just open Claude and type.

1

Audit your client experience.

30 seconds

Copy your last 20 Google reviews into claude.ai. Type: "What do clients consistently praise? What complaints keep coming up? Give me 3 strengths, 3 things to fix, and a Staff Praise list for our next team meeting."

2

Create aftercare guides clients love.

90 seconds

Type: "Write professional aftercare instructions for Botox, dermal filler, and microneedling. Include timeline, do's and don'ts, when to call us, and a warm closing. Tone: luxury, caring, confident." Print them today.

3

Build a follow-up sequence that sells.

2 minutes

Type: "A client consulted about a $4,500 facial package and said she needs to think about it. Write 3 follow-up emails: day 1 recap, day 3 address cost hesitation with financing, day 7 gentle urgency." Revenue recovered.

Now imagine this across your entire practice.
That's where Mercantile comes in.

A typical Monday.
Before and after.

BEFORE AI	AFTER AI
7:30 AM	**7:30 AM**
Three DMs came in overnight asking about pricing. Nobody responded. By morning, two of them already booked with the spa down the street.	Automated response went out instantly with pricing, a booking link, and a warm intro. Two of the three booked consultations before the front desk arrived.
9:00 AM	**9:00 AM**
Front desk checks voicemails, returns calls, and tries to book consultations while checking in the first three clients. Somebody gets missed.	Missed calls got instant text-backs overnight. Voicemails were transcribed and routed. Front desk starts the day with a clean board.
11:00 AM	**11:00 AM**
Client finishes a facial rejuvenation consult. Says "let me think about it." No follow-up system. That $4,500 treatment plan walks out the door.	Automated follow-up fires same day: recap of the plan, financing options, and a link to rebook. Client books the full package by Wednesday.
1:00 PM	**1:00 PM**
Provider finishes a Botox appointment. Hands the client a photocopied aftercare sheet from 2019. Client texts questions later that nobody answers.	Client gets a polished aftercare guide via text within minutes. Pre-scheduled check-in goes out at 48 hours. Client feels taken care of.
4:00 PM	**4:00 PM**
Owner realizes nobody posted on Instagram today. Scrambles to take a photo and write a caption. Posts something generic. Gets 12 likes.	Content calendar was built last week using AI. Posts were scheduled in advance. Captions are on-brand, educational, and driving inquiries.
6:00 PM	**6:00 PM**
Owner spends the evening responding to Google reviews, writing emails, and updating the website. No time left for family or rest.	Review responses were drafted by AI and approved in 5 minutes. Emails went out automatically. Owner is home by 6.

Your practice loses 25+ hours a week doing work AI can do in minutes.

1 Client Follow-Up & Rebooking

Automated reminders when Botox is due, follow-ups after consultations, and win-back sequences for clients who lapsed. Your calendar stays full.

8 hrs/wk >> 1 hr/wk

$22K/yr saved

2 DMs, Calls & Inquiry Response

Instant responses to inquiries with pricing, booking links, and FAQ answers. No more lost leads because the front desk was busy with a client.

6 hrs/wk >> 1 hr/wk

$15K/yr saved

3 Content Creation & Social Media

AI-generated captions, educational posts, and email campaigns built weekly. Your brand stays visible without anyone spending their evening writing.

5 hrs/wk >> 1 hr/wk

$12K/yr saved

4 Client Communications & Aftercare

Polished aftercare instructions, check-in messages, and treatment education sent automatically after every appointment. Premium experience, zero effort.

4 hrs/wk >> 30 min/wk

$10K/yr saved

5 Admin, Reviews & Reporting

Google review responses drafted, revenue reports built from your data, and website content updated. Your evenings belong to you again.

5 hrs/wk >> 1 hr/wk

$12K/yr saved

Your AI tools.
Built and managed for you.

Mercantile evaluates your practice, recommends the right tools, and handles implementation and management. You just treat.

Claude AI

The engine behind everything. Content creation, client communications, aftercare guides, consultation follow-ups, and business reporting. Your team uses it daily.

Chiirp

AI-powered text-back, drip campaigns, and chat. Clients get a response in seconds, even when your front desk is with another client.

n8n

Workflow automation connecting your booking platform, CRM, email, and text messaging. Runs silently in the background.

Metricool

Social media scheduling and analytics in one place. Plan, post, and measure your content without logging into five different platforms.

ChatGPT

A second AI option for different workflows. Some tasks work better across different tools. Mercantile helps you know which to use when.

How Mercantile works.
Operations expertise meets AI.

Mercantile was built for practices that want to spend more time with clients and less time running the business. Whether you're building your book or managing a full schedule, the back end shouldn't run on memory, group texts, and whoever has time. We bring 10+ years of operations experience and AI that actually works so the business runs as well as the treatments do.

1

Discovery & Strategy
Mercantile looks at how your practice runs today. Where the time goes, where clients fall off, and where AI fits without disrupting your workflow.

2

Build & Implement
Mercantile handles setup, configuration, and rollout. Your team doesn't learn new software. They just start using it.

3

Stay Current & Scale
AI moves fast. Mercantile keeps your operation on the latest tools and workflows so you're always ahead, not catching up.

Ready to see what your practice is leaving on the table?

This is a lot to take on alone. That's where Mercantile comes in.
Book a call and I'll look at how your practice actually runs,
show you where AI fits, and what it's worth to fix.

https://workwithmerc.as.me

tap to book your call

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