HALVIES · REVENUE LEAK MAP · 01

FOR SOLO-OWNED PERTH COSMETIC CLINICS · $60K+/MO

The Perth Cosmetic Clinic *Revenue Leak Map*

A practical map for finding quiet booking loss before you spend another dollar on ads, staff, or software.

AUTHOR
Halvies

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Halvies.

FIND THE LEAK BEFORE YOU BUILD THE FIX

00 · FRONT MATTER

Read this if your clinic is *leaking cash* the reports don't catch.

This document is written for one specific person: the owner-operator of a Perth cosmetic clinic doing **$60,000–$180,000 a month** in treatment revenue, with one to three practitioners, and a front-desk setup that works most of the time but misses things in ways nobody can quite name.

THIS IS FOR YOU IF

- ✓ You own and operate a Perth cosmetic clinic — injectables, laser, skin, brow/lash, or a mix.
- ✓ Monthly treatment revenue sits somewhere between $60k and $180k.
- ✓ You suspect admin is leaking money but can't quantify it — and the reports from your booking software don't help.
- ✓ Your team is fully booked on treatment time and can't pick up another admin task.
- ✓ You want the numbers first. Then the fix.

THIS IS NOT FOR YOU IF

- — You run fewer than 50 treatments a month. The economics here don't hold at that scale yet.
- — You're looking for a marketing agency to buy Meta ads. That's a different problem.
- — You want someone to rebuild your front-of-house from scratch. Halvies works inside the tools you already use.
- — You're happy with your current no-show rate, lead follow-up, and rebook discipline.
- — You don't believe software can fix any of this. Fair enough — save yourself the read.

If you're in the "for you" column: the rest of this document is built to be *read, marked up, and handed to your business partner*. Every leak section gives you the self-calc, the dollar range, the red flags, and a practical first fix. You don't need us to do any of it.

→ TURN THE PAGE

THE UMBRELLA · THE SILENT LEAK

Every clinic has *The Silent Leak*. It doesn't show up as a failed transaction.

There's no alert. No red line on the P&L. It just … disappears — a median $11,881 a month walking out the back door of clinics that look, from the outside, like they're running fine.

HOW WE GOT TO $11,881 MEDIAN

The range isn't a guess. We mapped **328 cosmetic clinics across NSW, VIC, QLD and WA** — treatment volume, average booking value, public review counts, staffing size, booking-software signals. Against modelled baselines for no-show rate, lead response speed, rebook cadence, and review velocity, the median clinic carries **$11,881/month** of recoverable revenue it isn't collecting on. 99% surface a no-show rate at or above 15%; 75% have no online booking widget at all.

The range is a range — not an average — because every clinic leaks differently. Yours will not be ours.

HOW TO READ THIS DOCUMENT

Seven leak points. Each one gets a two-page spread: left page is the **diagnosis** (what it is, how to run your own number, rough dollar range for a $60k/mo clinic, red-flag signals). Right page is the **recovery path** (what "fixed" looks like on a Tuesday morning, the likely system behind it, and the 20-minute quick win you can DIY tonight).

Mark the leaks that apply to you. Ignore the ones that don't. At the end we show how to sequence the fixes — and why you always start with the same one.

> *The leaks aren't failures. They're* **unowned handoffs** *between booking and revenue. Once you can name the handoff, you can decide whether to fix it manually, systemise it, or hand it to us.*

00 · INDEX OF LEAKS

Seven named enemies. *One map.*

Each leak has a plain-English name, a dollar range for a clinic your size, and the recovery path that usually closes it. The grid below is the map — the rest of the document is the detail.

#	THE LEAK	RECOVERY PATH	RANGE / MO
01	**The No-Show Tax** Booked appointments that never show — and never rebook.	System 1 · No-Show Recovery	$4.0–7.0k
02	**The Ghost Booking** Slow reply to an enquiry — they've booked somewhere else by the time you answer.	System 2 · Lead-to-Booking	$1.5–3.0k
03	**The 3am Enquiry Problem** After-hours DMs & forms that die overnight while your receptionist sleeps.	System 2 · After-Hours AI	$1.2–2.5k
04	**The Rebook Cliff** The regular who came every 4 weeks — until the week she didn't.	System 3 · Post-Visit Rebook	$2.0–4.0k
05	**The Review Desert** 47 reviews while the competitor up the road has 340. Organic search notices.	System 4 · Review Engine	$0.8–1.8k
06	**The Receptionist Bottleneck** One phone, one inbox, 80 enquiries a month. It's physics, not performance.	System 5 · Digital Intake	$1.0–2.2k
07	**The Dead Package** She bought a 10-pack. Used four. Six silently sit on the books.	System 6 · Membership / Upsell	$1.5–3.5k

MEDIAN RECOVERABLE REVENUE · PERTH BASELINE

$11.0–19.0k / month

LEAK 01 / 07 · DIAGNOSIS

The *No-Show* Tax.

> *Every clinic pays* **The No-Show Tax**. *You already paid the marketing to generate those appointments — you just never collected on them.*

HOW TO RUN YOUR OWN NUMBER

01 Pull your last 60 days of bookings from Cliniko, Pabau, or Fresha.

02 Count every *DNA* — did-not-arrive — across that window.

03 DNAs ÷ total bookings = your no-show rate (%).

04 (your rate − 7%) × monthly bookings × avg booking value = **monthly leak**

RED-FLAG SIGNALS

- ✕ You can't quote your no-show rate from memory.
- ✕ Your only recovery layer is an SMS reminder from your booking software.
- ✕ You don't have a waitlist rule that fills missed slots.
- ✕ Missed clients get rebooked ad-hoc — when someone remembers.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$4.0k – $7.0k */month*

214 bookings × $280 avg × (18% − 7% target) ≈ ***$6,591/mo recoverable***

SYSTEM 01 · NO-SHOW RECOVERY

What *"fixed"* looks like, on a Tuesday morning.

30 days from today you walk in on a Tuesday morning and see four reminder SMS confirmations in your Halvies dashboard that used to be no-shows. Each one is $280. That's $1,120 that would've walked out the door — now sitting on today's diary.

THE MECHANICS · FOUR LAYERS

T-72h

Soft SMS reminder

Friendly nudge with a one-tap confirm link. Drops the low-hanging misses.

→

T-24h

Vapi voice check-in

If unconfirmed, an AI voice agent calls. Picks up the silent 60% reminders miss.

→

T-2h

Final SMS with reschedule link

Last-resort opt-out. Catches the "running late — can't make it" moments before they become a DNA.

→

MISSED

Rescue call + waitlist fill

Vapi calls within 2 hours to rebook. The slot drops to a pre-qualified waitlist if she can't.

WHAT YOU'D SEE IN YOUR DASHBOARD

A live "recovered revenue" counter on your Halvies dashboard. Recovery-rate percentage against a baseline you set on day one. A **weekly digest** emailed Friday 6pm: appointments confirmed, rescue-call outcomes, dollars recovered vs last week.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Turn on T-24h SMS in your booking software.

Cliniko, Pabau, and Fresha all ship a built-in 24-hour reminder. Switch it on. Add a one-tap reschedule link. Captures the first ~30% of the leak before the end of this week. Not the full recovery, but proof the lever works.

LEAK 02 / 07 · DIAGNOSIS

The *Ghost* Booking.

> *Someone DMs your clinic at 9pm asking about pricing. By the time your receptionist replies at 10am, they've booked somewhere else. That's The Ghost Booking — and your Instagram is full of them.*

HOW TO RUN YOUR OWN NUMBER

01 Count every enquiry last month — DMs, form fills, missed calls, emails.

02 Count how many converted into a *booked* appointment.

03 Divide = your lead-to-booking rate. Unmanaged: 25–35%. Target: 65%.

04 (65% − your rate) × enquiries × avg value = monthly leak.

RED-FLAG SIGNALS

- ✕ Your median reply time to a new DM is more than an hour.
- ✕ Your team has no standard qualification script.
- ✕ Enquiries that don't book in the first 48h are effectively lost.
- ✕ You can't tell me what % of last month's DMs converted.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$1.5k – $3.0k */month*

*80 enquiries × (65% − 30%) × $280 ≈ **$7.8k/mo gross** — realised at 25% = $1,960/mo*

SYSTEM 02 · LEAD-TO-BOOKING (SPEED)

Reply inside *sixty seconds*, every time.

> *You open your phone at 7am.* **Three new DM enquiries** *from last night. All three are on tomorrow's diary — qualified, confirmed, paid-deposit — booked themselves while you slept.*

THE MECHANICS · FOUR LAYERS

T+0

AI intent parse

Enquiry in (any channel). AI reads the message, extracts intent + consent.

→

T+60s

Warm auto-reply

On-brand answer, one qualifying Q, three available slots pre-filtered to the treatment.

→

T+5m

In-DM booking

Qualified → live calendar link drops into the same thread. Deposit captured inline.

→

D+1 to D+7

Follow-up drip

If no booking, a 3-message drip fires on D+1, D+3, and D+7 — last one is a break-up.

WHAT YOU'D SEE IN YOUR DASHBOARD

Every enquiry logged against its **source** (IG, TikTok, form, missed call), its **response time** (median goal: <60s), and its **outcome** (booked / lost / drip). Weekly digest shows which channels are sending buyers and which are sending tyre-kickers.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Three Instagram Saved Replies.

Write three canned replies for your top enquiry patterns: *price request* / *first-time client* / *specific treatment*. Use them on every DM from tomorrow. Drops median reply from hours to minutes for 60% of your inbox.

LEAK 03 / 07 · DIAGNOSIS

The *3am Enquiry* Problem.

> *Serious buyers scroll Instagram at night. They hit your DM at* **11pm** *expecting a reply before they fall asleep. Your team replies at 9am. By then it's over.*

HOW TO RUN YOUR OWN NUMBER

01 Open your DMs and form submissions for the last 30 days.

02 Count how many landed between *7pm* and *8am*.

03 Multiply by your conversion rate × avg booking value.

04 That's the after-hours bleed — the slice your team literally can't catch.

RED-FLAG SIGNALS

- ✕ Your IG profile shows "usually responds within a day".
- ✕ You check DMs in batches, not as they come in.
- ✕ You've never audited what time your enquiries actually land.
- ✕ Evenings and weekends are no-cover windows.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$1.2k – $2.5k */month*

Most Perth clinic DM enquiries land outside business hours — and the ones answered ***within minutes, not hours*** *convert far better than the ones left to go cold overnight.*

SYSTEM 02 · LEAD-TO-BOOKING (AFTER-HOURS AI)

A receptionist that *never sleeps*, sounds like you.

> *Monday morning coffee. You check your messages.* **Eight after-hours DMs** *from the weekend — six already auto-booked into this week. Two flagged for Sarah to handle personally. Zero ghosts.*

THE MECHANICS · FOUR LAYERS

T+0

Warm auto-reply

After-hours DM or form → AI replies with tone matched to your brand voice.

→

PRICE Q

Branded pricing tile

"What does [treatment] cost?" → price card image + soft offer to book a slot.

→

COMPLEX

Slot-hold + next-day handoff

"Sarah will reply Monday 8am" + a 24h slot-hold link so they don't drift.

→

AM

Queue pre-sorted for Sarah

Receptionist opens inbox to a categorised morning queue, not a blank wall.

WHAT YOU'D SEE IN YOUR DASHBOARD

After-hours response-rate goes from whatever-it-is today to **>95% within 2 minutes**. Weekly digest of "enquiries handled while the clinic was closed" with dollar value attached. Every AI reply is logged and auditable — you can turn off any pattern that doesn't sound like you.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Turn on Instagram's Saved Replies.

Settings → Business → Saved Replies. Add one for *price request* and one for *availability*. Pair with a 24/7 "I'll personally reply first thing" voice. Instant uplift on after-hours engagement while the full AI system gets built.

LEAK 04 / 07 · DIAGNOSIS

The *Rebook* Cliff.

> *The regular comes every 4 weeks — until the week she doesn't. 90 days later she's gone, and nobody on your team noticed until the revenue report.*

HOW TO RUN YOUR OWN NUMBER

01 Pull active clients — anyone who purchased in the last 12 months.

02 Count each client's *total visits* across that window.

03 Total visits ÷ active clients = visits-per-year.

04 (3.8 − your rate) × active clients × avg value = annual leak.

RED-FLAG SIGNALS

- ✕ Clients leave reception without the next visit booked.
- ✕ Your team says "we'll call when you're due" — but doesn't.
- ✕ You've lost track of who's lapsing in real time.
- ✕ Your marketing is 100% new acquisition, 0% lapse rescue.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$2.0k – $4.0k */ month*

*450 active × (3.8 − 2.1) visits/yr × $280 = **$214k/yr ceiling** — realistic month-one capture ~$3,500*

SYSTEM 03 · POST-VISIT REBOOKING

A *rebook triggered* the moment she walks out.

Wednesday afternoon. You open the rebook dashboard. **Twelve post-treatment clients** *have rebooked themselves from the SMS link in the last 48 hours. Total next-30-day revenue already on the diary:* **$3,360.**

THE MECHANICS · FOUR LAYERS

D+0

Treatment complete

Cliniko marks the visit complete. Trigger fires. Rebook window opens.

→

D+14

Personal check-in

"How's the [treatment] settling?" — no pitch, just care. Opens the thread.

→

D+21

Rebook nudge + link

Treatment-specific interval. SMS drops a calendar link. Books itself.

→

D+45

Missing-you offer

If still no rebook, one soft on-brand incentive. One follow-up. One shot.

WHAT YOU'D SEE IN YOUR DASHBOARD

A live **at-risk client** list sorted by days-since-last-visit. Rebook rate by treatment type, by practitioner, by week. Alerts surface the top-spenders who slip past the 45-day mark — those get a personal call, not an SMS.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Twenty personal SMS, this week.

Pick your last 20 completed treatments. At the 14-day mark, send each a personal SMS: *"Hi {first_name}, how's the [treatment] settling? Ready to lock in your next one?"* Thirty minutes of work — expect 6 rebooks inside a fortnight.

LEAK 05 / 07 · DIAGNOSIS

The *Review* Desert.

> *You have 47 Google reviews. Your closest competitor has 340. That gap is The Review Desert — and it's costing you organic bookings every month that silently go to them instead.*

HOW TO RUN YOUR OWN NUMBER

01 Count your Google reviews today. Then your closest competitor's.

02 Gap × ~0.15 = monthly organic searches estimated lost to them.

03 Losses × your conversion rate × avg value = monthly leak.

04 Google's local pack weights review count heavily — the math is ruthless.

RED-FLAG SIGNALS

- ✕ You hand out review links manually, or not at all.
- ✕ Review requests arrive a week or more after the appointment.
- ✕ You can't tell me how many reviews you banked last month.
- ✕ Your last 5-star review was more than a month ago.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$0.8k – $1.8k */month*

*Compounds over time — every review gap missed today is **12 months** of ranking debt you'll carry into next year.*

SYSTEM 04 · REVIEW ENGINE

Two hours after she leaves, *the ask goes out*.

You open Google Business Profile. **Two new 5-star reviews** *from yesterday's clients. One mentions your practitioner by name. Your review count nudges 89 to 91 — nine behind the competitor up the road, caught up inside the next month.*

THE MECHANICS · FOUR LAYERS

D+0 2h → **Smart SMS fires**

Appointment marked complete → warm SMS 2 hours later, personalised to the treatment.

4–5★ → **Route to Google**

Pre-flight sentiment check. Happy clients get the direct Google review link.

<4★ → **Private to owner**

Unhappy feedback routes to the owner's inbox. No public review. Service-recovery window.

D+3 → **Soft reminder**

One gentle nudge if she didn't click. After that, silence. Never nag.

WHAT YOU'D SEE IN YOUR DASHBOARD

Weekly review count vs. competitor benchmark. Average rating. **Review velocity** (reviews per 100 treatments). Every new review pings your phone — reply to each one personally, the AI drafts a starter for you.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Write the SMS. Send it this week.

One template: *"Hi {first_name}, hope you're loving the {treatment}. A quick Google review means everything to a small clinic — 30 seconds: [link]."* Send it manually to every completed visit this week. Bank 6–10 reviews inside seven days.

LEAK 06 / 07 · DIAGNOSIS

The *Receptionist* Bottleneck.

> *One person, one phone, one inbox, and eighty enquiries a month. No human being can follow up fast enough to catch the hot ones. It's* **not a people problem — it's a physics problem**.

HOW TO RUN YOUR OWN NUMBER

01 Count hours your front-desk spends on admin — intake, rebook calls, review chasing.

02 Multiply by their hourly cost. That's the *direct* drain.

03 Add dropped enquiries — ones that died while she was mid-room-prep.

04 Sum the two. That's the bottleneck cost before quality suffers.

RED-FLAG SIGNALS

- ✕ Reception juggles phone + intake + rebook + walk-in simultaneously.
- ✕ Intake paperwork happens in the treatment chair, not before.
- ✕ Front desk says "we'll get back to you" more than once a day.
- ✕ You've considered hiring a second receptionist.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$1.0k – $2.2k */ month*

~14h/week of admin at $35/h = $1,960/mo direct. Opportunity cost (dropped enquiries) stacks ***on top****.*

SYSTEM 05 · DIGITAL INTAKE + PREP

Paperwork *done before* she walks in.

> *Your first client of the day walks in at 9am. Her intake is already completed, summarised, on the iPad. Receptionist greets her, offers tea, sends her straight through. No clipboard. No "sign this while we wait for Dr X".*

THE MECHANICS · FOUR LAYERS

BOOKED

Intake form auto-sent

Booking confirmed → mobile-friendly form links out via SMS & email.

→

PRE-ARRIVAL

Consent + history on phone

Client completes on her own phone, signs consent, uploads photos if relevant.

→

T-30m

AI-summarised brief

Practitioner reads a 60-second summary, not a 4-page form. Flags sit up top.

→

ARRIVAL

Straight to chair

Reception greets, doesn't admin. Chair-time starts on the dot, every time.

WHAT YOU'D SEE IN YOUR DASHBOARD

% intake-pre-completed per day (target: 85%+). Avg chair-time-to-treatment delta. Receptionist hours per 100 bookings — the metric that tells you when you *don't* need a second receptionist.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Paper intake → Google Form.

Rebuild your current paper intake in a Google Form (two hours). Drop the link into every booking confirmation. 80% of clients complete it before they arrive — reception saves ~12 minutes per new client from day one.

LEAK 07 / 07 · DIAGNOSIS

The *Dead* Package.

> *A client buys a 10-session bundle. She uses four.* **Six remain on the books** *— unconsumed, unacknowledged, silently costing you the lifetime value of a regular. Nobody ever reaches out.*

HOW TO RUN YOUR OWN NUMBER

01 Pull packages & memberships sold in the last 12 months.

02 Count the sessions remaining across all clients.

03 Multiply unused sessions by session value. That's the gross stranded.

04 Half of that is your realistic monthly recovery target over 6 months.

RED-FLAG SIGNALS

- ✕ You don't track package redemption rates per client.
- ✕ Clients go silent after 2–3 sessions — you see it in the report, not live.
- ✕ You've never run a "use it or lose it" against dormant packages.
- ✕ No visible list of "3+ unused sessions" at the start of each week.

ROUGH MONTHLY BLEED · $60K/MO CLINIC

$1.5k – $3.5k */ month*

Compounds quarterly — each unused session not rebooked in 90 days becomes ***a lapsed client****, not a stranded session.*

SYSTEM 06 · MEMBERSHIP / UPSELL

A dormant-package *dashboard that calls you*.

You open the dormant-package dashboard over coffee. **Five clients flagged** *with 3+ unused sessions older than 30 days. Two already booked themselves off yesterday's SMS. One replied asking to transfer sessions to her sister. Zero have lapsed silently.*

THE MECHANICS · FOUR LAYERS

D+0

Balance live-tracked

After every visit, sessions remaining & last-visit date log silently.

→

D+30

Personal nudge

30 days dark + sessions remaining → on-brand SMS referencing her exact remaining count.

→

D+60

Soft incentive + window

"We'd hate to see it lapse" + limited-window booking incentive.

→

MEMBER

Escalation to practitioner

Top-tier clients get a personal call — not SMS. The relationship deserves it.

WHAT YOU'D SEE IN YOUR DASHBOARD

Stranded sessions per week, dollar value attached. Redemption rate per package type. Client-lifetime-value trend line. Every SMS send logged with response — you can kill any cadence that feels off-brand in two clicks.

THE 20-MIN QUICK WIN (DIY TONIGHT)

Export, filter, call five.

Export package sales from the last 90 days. Filter to clients with 3+ unused sessions, no visit in 30+ days. Call five of them personally today — not an SMS, a call. Expect one-in-three to rebook within a week.

THE ECOSYSTEM · SIX RECOVERY PATHS, ONE CLINIC

Seven leaks. Six recovery paths. *One clinic.*

Every leak has a recovery path. Some can be fixed manually this week. Some deserve a system inside the tools you already use — Cliniko, Pabau, Fresha or Timely, with Vapi voice and SMS on top — with no rip-and-replace. Start with one. Ladder the rest. System 01 is the anchor: biggest leak, fastest ROI, proof the model works before you spend another dollar.

ANCHOR

SYSTEM 01

No-Show Recovery

SMS reminders, T-24h Vapi voice confirmations, 2-hour rescue call on misses, waitlist fill.

RECOVERS LEAK 01

SYSTEM 02

Lead-to-Booking

Instant AI auto-reply across channels, 24/7 after-hours coverage, 7-day follow-up drip.

RECOVERS LEAKS 02 & 03

SYSTEM 03

Post-Visit Rebooking

D+14 check-in, D+21 rebook with calendar link, D+45 soft incentive before lapse.

RECOVERS LEAK 04

SYSTEM 04

Review Engine

2-hour post-visit SMS, sentiment-gated routing, private feedback for misses.

RECOVERS LEAK 05

SYSTEM 05

Digital Intake

Mobile intake + consent before arrival, AI-summarised brief on the iPad for the practitioner.

RECOVERS LEAK 06

SYSTEM 06

Membership / Upsell

Package-balance dashboard, 30/60-day dormancy nudges, member-tier personal escalation.

RECOVERS LEAK 07

Priced individually. **Stackable**. Full-stack à-la-carte is $14,482 setup + $7,282/month — covered in detail in the Audit.

LADDER →

THE LADDER · WHY ORDER MATTERS

You always start with the *same one*.

No-Show Recovery is the anchor because it's the fastest dollar back. Every other system benefits from it landing first — proven ROI buys the trust to install System 2, which compounds the booking volume, which makes System 3's rebook flow more valuable, and so on. Skip the anchor and the ladder wobbles.

MONTH	SYSTEM ADDED	PLUGS LEAK	ADDED SETUP	RUNNING MRR
01	**No-Show Recovery** *(anchor)* Vapi voice + SMS reminders + rescue call	Leak 01	$2,997	$1,497
02	**Lead-to-Booking** Instant AI reply + after-hours + drip	Leaks 02 & 03	$2,997	$2,994
03	**Post-Visit Rebooking** D+14 / D+21 / D+45 sequence	Leak 04	$1,997	$3,991
04	**Review Engine** 2h post-visit, sentiment-gated	Leak 05	$1,497	$4,488
05	**Digital Intake** Pre-arrival intake + AI-summary brief	Leak 06	$2,497	$5,785
06	**Membership / Upsell** Dormant-package dashboard + escalation	Leak 07	$2,497	$7,282

FULL STACK · SIX SYSTEMS DEPLOYED

$14,482 *setup* + **$7,282** */month*

*Full recovery potential: **$11–19k/month**. Net positive from month two in most clinics.*

CASE FRAME · PRE-LAUNCH, HONESTLY MODELLED

A 3-room clinic at *$60k/mo*. What the model says.

This is a **simulated case**, not a client testimonial — Halvies is pre-launch and we refuse to fabricate results. What's below is the math against Perth baselines: three practitioners, 214 bookings a month at $280 average, 18% no-show rate, 30% lead conversion, 2.1 visits/year, 47 Google reviews. The numbers the model produces are directionally honest for a clinic of this shape.

BOOKINGS / MO	AVG BOOKING VALUE	NO-SHOW RATE	GOOGLE REVIEWS
214	$280	18%	47
Across 3 rooms, 3 practitioners	Blended injectables + skin	Perth baseline, pre-system	Competitor average: 180+

01	The No-Show Tax	$6,591 / mo
02	The Ghost Booking	$1,960 / mo
03	The 3am Enquiry Problem	$1,680 / mo
04	The Rebook Cliff	$3,500 / mo
05	The Review Desert	$1,120 / mo
06	The Receptionist Bottleneck	$1,680 / mo
07	The Dead Package	$2,450 / mo
Σ	Total modelled recoverable revenue	**$18,981 / mo**

Your number will be different. Every clinic leaks differently — this exists to show the shape of the math, not predict yours. The Audit runs it on your real numbers.

THE AUDIT · ONE PRODUCT, THREE TIERS

Run the numbers. *On your actual clinic.*

The Audit is one paid product with three tiers, auto-routed by your treatment volume. Same deliverable structure across all three: **Diagnosis** / **Opportunities** / **Business Case** / **Next Steps**. Only the depth and engagement window scale.

STARTER · SOLO

The Audit *Starter*

$497

UNDER 150 TX/MO

90-min live walkthrough plus a same-day written summary. Guarantee threshold: $994/month recoverable or full refund.

MOST CLINICS

GROWTH · 2–4 SITES

The Audit *Growth*

$3,500

150–300 TX/MO

7-day engagement. Report + Roadmap + ROI Model. 60-min walkthrough. Guarantee: $7,000/month recoverable or full refund.

ENTERPRISE · 5+ SITES

The Audit *Enterprise*

$7,500

300+ TX/MO

14-day engagement. 2-stakeholder walkthrough. Multi-site leak model. Guarantee: $15,000/month recoverable or full refund.

100% of your Audit fee credits to setup if you proceed with the first recovery system.

Net cost of the Audit, on conversion, is *zero*. Plus: if the first system doesn't recover its setup fee in 60 days of live operation, the setup fee refunds. No paperwork. We part friends.

Tier auto-routes from a one-screen application form. You answer four questions. The system picks your tier. You don't negotiate it — we don't upsell it.

FOUNDER NOTE

Why I built Halvies for Perth only.

Perth is a 2.2-million-person city with its own compliance rules, its own clinic density, its own buyer rhythms. Every SMS Halvies sends is written for Australian consumer law. Every Vapi voice script is tested against AWST hours. Every review template is tuned for local search. This is not a global agency dabbling in Australia — it's one operator, Perth only, three clinics a month.

WHAT I BRING TO YOUR AUDIT

01 **328 cosmetic clinics across NSW, VIC, QLD and WA analysed in 2026.** Every audit ties to a specific clinic in our Airtable — names, owners, current stacks, identified leak points.

02 **6 automation systems architected on one Australian-sovereign stack.** System 1 (No-Show Recovery) is production-ready and ships first; Systems 2–6 deploy in sequence after Day-30 ROI proof, on the schedule we agree in the Audit — not vapourware, not slides.

03 **$11,881 median monthly revenue leak identified across the 328 clinics.** A median, not a guess — the range runs $9,000 to $19,000+, and every clinic leaks differently. Your number will be specific to your booking volume and no-show rate.

04 **3 new Perth clinics accepted per month.** Not ten. Not twenty. Three. When the month is full, it's full. Next availability goes into the following month's cohort.

05 **Perth-only. Western Australia focus, AWST hours, AU compliance baked in.** Not a global agency dabbling in Australia — every SMS, every Vapi script, every review template is written for WA clients.

> *I put my money where my mouth is. If the first system doesn't recover its setup fee in 60 days of live operation,* **I refund the setup fee**. *No paperwork. No argument. No retention calls. You keep the Audit deliverable, and we part friends.*

APPLY FOR YOUR AUDIT

Want this run on your *actual numbers?*

The Audit takes your real booking volume, average ticket, no-show rate, enquiry count, and review profile — and puts a dollar figure on each leak for *your* clinic. Then it tells you which one to fix first.

- **Delivered to your tier.** 90-min walkthrough (Starter) up to a 14-day multi-site deliverable (Enterprise).
- **2× refund guarantee.** If we don't find at least 2× the audit fee in monthly recoverable revenue, you don't pay.
- **100% credited.** Audit fee credits toward setup if you move forward.

Apply for the Halvies Clinic Audit →

LEAD-MAGNET-MU-NINE.VERCEL.APP/AUDIT

CAPACITY

3 clinics *per month*

Cohort-based. When it's full, it's full.

APPLYING

Four *questions*

Two minutes. Tier routes automatically.

WALKTHROUGH

Starter *90 min*

Growth 60 min · Enterprise 90 min, 2-stakeholder.