

# TOTAL SHARK

Turn Your Surgical Practice Into a High-Performance Brand



**This is not just consulting — it's a movement.**

**TOTAL SHARK** is your gateway to building an iconic medical brand that runs on precision, power, and purpose.

From structure to strategy, from branding to automation, we help you create the practice you always imagined.

# WHAT IS TOTAL SHARK?



**TOTAL SHARK** is the business intelligence engine of **TOTAL DEFINER** - a proven system built on over a decade of success in transforming aesthetic practices around the world.

-  **Growth-Oriented Marketing**
-  **Advanced Business Design**
-  **Elite-Level Branding**
-  **Smart Automation & AI Tools**
-  **Communication Mastery**
-  **Elevated Patient Experience**

# WHAT YOU GET

**TOTAL SHARK** adapts to your level of growth. Whether you're launching, relaunching, or scaling up this is your blueprint.



**Brand & Market Intelligence**



**Identity, Message  
& Patient Positioning**



**Complete Patient Journey Mapping**



**Funnels, Automation & CRM Systems**



**Internal Processes & SOP Creation**



**Service Launch & Campaign Plans**



**Staff Training: Sales, Assistants,  
Front Desk**



**1:1 Business Mentoring with the  
Total Definer Team**

# WHO IS THIS FOR?



**Surgeons ready to create a global brand**



**Doctors launching or transforming their practice**



**Team Members**

**THIS IS FOR THOSE WHO DON'T JUST WANT MORE PATIENTS.**

**THIS IS FOR THOSE WHO WANT IMPACT.**



# PACKAGES & EXPERIENCES

## TIER 1 — DIAGNOSIS

### DIAGNOSIS

The Strategic Entry Point

**\$5,599** USD

**3** Weeks

For surgeons who need clarity before scaling. A complete strategic audit of your practice — brand, market positioning, operations, and digital footprint followed by a custom roadmap built by the Total Definer team.

## WHAT INCLUDES?

- ✓ 360° Brand & Market Diagnostic Report
- ✓ Competitive Positioning Analysis
- ✓ Patient Journey Audit
- ✓ Custom 12-Month Strategic Roadmap
- ✓ 2 Strategy Sessions with Senior Consultants
- ✓ Priority access to BUILDER & APEX tiers

**APPLY FOR DIAGNOSIS**

# TIER 2 — BUILDER

★ MOST CHOSEN

MOST CHOSEN BY ELITE SURGEONS

## BUILDER

The Full Implementation

**\$14.999** USD

**6** Weeks

For surgeons ready to build the practice their craft deserves. Full hands-on implementation by the Total Definer team. We don't tell you what to do — we build it with you.

### WHAT INCLUDES?

Includes everything in **DIAGNOSIS**, plus:

- ✓ Brand Identity Development & Repositioning
- ✓ Funnel & CRM Integration
- ✓ Automatization
- ✓ Staff Training (Reception · Sales · Patient Care)
- ✓ Service Launch Plan & Premium Pricing Architecture
- ✓ Strategy Sessions with the Senior Team
- ✓ Marketing social media trends
- ✓ Direct WhatsApp Access to Strategic Lead

**APPLY FOR BUILDER**

# TIER 3 — APEX

Reserved for Global Leadership

**\$25.599** USD

**12** Weeks

**For surgeons who don't want to scale a practice — they want to lead an industry.**

Total transformation, deep mentorship, and direct involvement of Dr. Alfredo Hoyos and the **Total Definer senior team.**

## WHAT INCLUDES?

Includes everything in BUILDER, plus:

- ✓ Mentorship with Dr. Alfredo Hoyos
- ✓ Personal Brand Architecture (positioning as a global authority)
- ✓ Media Strategy (Social media channels -right prompt right strategy )
- ✓ Custom AI Ecosystem ( agents — sales, follow-up, post-op, content)
- ✓ Quarterly In-Person Strategic Reviews
- ✓ Lifetime Access to Total Definer Online pod cast and webinars

**APPLY FOR APEX**

# WHY TOTAL SHARK?



Because what you don't see is what's costing you patients, time, and growth.

## TOTAL SHARK

is not just another consultancy.  
It's the confidential formula behind the world's  
most admired aesthetic practices  
and now, it's available to those who are ready to lead.



**It's the unseen  
structure behind  
success.**

Most practices focus only on surgery.

**TOTAL SHARK** builds the entire  
machine behind the scenes:

strategy, operations, branding,  
automation, experience..



**It's the blueprint  
elite doctors  
wish they had  
from day one.**



From brand identity to team systems to revenue architecture we give you the keys to clarity, visibility, and scalability.





**It makes  
your team  
unstoppable.**

—

We train your entire crew to function like a high-performing brand from the way they speak to patients to how they close a consultation with elegance and impact.

# READY TO TRANSFORM?

Your future practice is waiting.  
Let's build it — together.



## TOTAL SHARK:

The Course. The System. The Future of Your Brand.