

Unlock the "Secrets" to Making it BIG in the Beauty Industry

By Andrea Welch



**Building Your Business
Using Simple, Proven and
Tested Principles that Deliver Results**

The Purpose of Owning a Business

Owning a spa business or any business is more than just a job - or at least it's supposed to be.

What I mean by "job" is that it is a place where you trade your time and effort for money. So, by the job's very nature, it consumes your life by continually feeding on your time and attention.

But a business is an entirely different animal when designed and executed correctly. A well designed and strategically designed business will give you more of what you want out of life because it frees up your time to do the things you want to do.

Sadly, but all too true, almost every new entrepreneur or business owner approaches building their business the wrong way. And that's the single biggest mistake any new business entrepreneur can make. They just jump right in and start doing business, and never consider for even a moment that they should have designed their business first. (I am not talking about which color to paint the walls or what type of lighting or pictures they are going to hang.)

The good news is that you don't have to make the same mistakes like I did. Because together, right here in this report, I am going to provide you a strategic process and a way to think about your business that will spark your entrepreneurial brain and help you design your business so it can free you to do the things that give you the life you want. Plus, 90 - 95% of your competition does not know these things or implement what I will share with you. What does that mean for you? It means you will stand out and will put your business on a solid foundation to ultimately grow your business and income.

One more thought: Some entrepreneurs believe that the work they do in their business is their lifework. And that they are, in

fact, living their ideal life by doing their lifework inside their business.

Now, of course, we should be following our passion, which is why I am sure you first had the idea of starting your own business, and why I am here writing this report. As my passion is to help you with your business in the same way you are in the business to help your clients with providing the products and services you believe will help them.

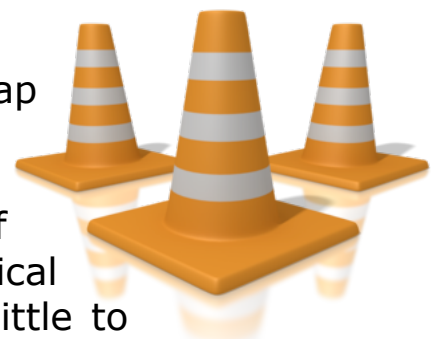
But in building your spa business you have to take YOU out of the picture of all of the 'doing'.

You are going to learn in this report about systems and the thought processes I used of simply putting systems together for your business so that it will continue to grow with *or* without you doing all of the work.

In every part of your business you need to have a strategic plan to get something done and ultimately will function effortlessly.

Since you are building a business and not just a job, you will need to create and plan out a strategy. Otherwise, you are just building yourself a full time job with a lot more stress and headaches than getting a typical 9 – 5, and I don't think you will be as happy with that approach. After all, isn't that why you started your business in the first place, right? To get away from something that didn't feed your soul and to create more income than what someone else was willing to pay you.

A word of caution. Don't fall into the trap of a typical new business owner's thinking. Avoid it like the plague. The typical thinking is what causes the vast majority of budding entrepreneurs to fail. The typical thinking leads to working long hours with little to show for it. The typical thinking turns a business into a grueling job for the lucky few who get their businesses off the ground.



Believe me when I tell you, you'll have a new perspective about your business by the end of this report. You'll see those pressing urgencies for what they really are; distractions that will pull you down into the minutia of details that only seem important in the moment.

You need to realize that in the context of your overall business success, those distractions are trivial and unimportant distractions - no matter how much of a crisis they may seem right now.

Remember this: Most new business owners and budding entrepreneurs fail, not because they don't work, as most work very hard...the problem is that they're doing the wrong work.

As you go through this report, I hope to show you what work you should be focusing on and what work you should be delegating for others to do. All the work has to be done, but you don't have to be the one doing it.

OK, now let's turn off all distractions, phone, email, TV, Skype, Facebook, whatever is going to take your focus off of this report and getting your thought process and your mindset going in the correct direction to building the very best day spa, salon, Wellness Center or whatever kind of business you have now or you're going to build.

I am looking forward to sharing the information I have learned over the last 15 years, which can ultimately stream line your business to success. Now you may want to grab a cup of coffee and a notepad and pencil in case you want to jot down a few ideas. Let's get started...

The "Secrets" to Making it Big in the Beauty Industry

I have been in the beauty industry training people around the country for the last 15 years how to body wrap, because that is what I love to do. But there is something that I have learned from most people that I have trained that really concerns me. That is, so many people are struggling to build their business by attracting new customers into their spa or salon.

Every day the world gets busier and busier and more and more competition moves in around you, so it makes it harder for you to have a successful business by doing just the norm in the industry. Which is understandable as you may now be someone else's competition and a force they *will* have to reckon with!

I have trained people to body wrap in brand new and also well established day spas, salons, chiropractor offices, wellness spas, tanning centers and stand alone body wrap shops. So let me tell you that I have seen and heard pretty much everything when it comes to starting or running a beauty or wellness business from the many people I have met over the years.

The good thing is you can now reach levels in your business that even only a few years ago were never possible for you to ever reach just because of technology. The bad thing is you have got to constantly rethink certain aspects of how you are doing business and the technological advances that are changing all of the time if you want to compete in business this day in time.

Who is Andrea Welch

You probably have never heard of me before this report and you may be wondering why you should take a moment and see how I can help you.

For starters, I have been in the beauty industry for over 15 years now. Now you talk about something which changes constantly, right? There is a new product or 'miracle' cream that



comes out every day...thousands, in fact, every year. We have constant bombardment of the new latest and greatest equipment and trying to figure it all out can be mind boggling. So in determining exactly what to do and how to build your business can be quite a bit of a challenge.

I began my journey and career once all of my four children were in high school. I went back to school to become an esthetician and immediately went into business with a classmate. While in school I was also a Spa Manager of a local Aveda Salon and Spa. This classmate and I ended up buying the Aveda business as they owner was just burnt out! It didn't take long for us to see why. I quickly now had to put myself on a quick track to learning how to run a business.

Yes, we were 'one of those.' We thought, "how hard could it be?" Now come on, get up off the floor from rolling around and laughing...LOL, but I am sure we were not the only ones who learned this great trade of esthetics (or any other beauty industry related service) and thought we could also run a business.

Long story short, I spent tons of hours working in the business and hours outside of the business to learn how to work on the business. It was definitely more than I had bargained for. However, this ultimately was the greatest thing that could have happened because it has led me here to you.

Life changed and I sold that business and began training around the country and internationally on a specific product and service. This ultimately led to North Carolina where I ended up owning one wellness spa that I grew to three locations.

I will get into all of that at another time and all the whys of why I chose esthetics and the beauty field, but in this report it is my desire to share with you the most important things I have learned over these years, business owner to business owner, so you don't waste time and money trying to figure it all out by yourself.

Are you finding it difficult to attract new customers?
Are clients coming back again and again?
Are those clients referring their family and friends?
Do you have a revolving door of employees?
Are you completely exhausted at the end of the week from having to 'do it all?'

Are you thinking it would be easier and more prosperous to go back and get a 9-5 J.O.B?

OMG! STOP! Take a deep breath and get ready. Get ready to embark on a journey with me here for a little while as you read through this report to actually learn about attracting new customers daily, bringing your happy clients back at least every month and having a friend or family member walking in right behind them, having time at the end of the day and week to do the things you want to do and the money to do them.



That Aveda Spa and Salon was a fire that lit my passion not only to help clients to feel and look better, but a passion to help other business owners take a short cut to success by learning from my mistakes and the knowledge I have gained over the years through classes and courses and trial and error to create and sustain a successful spa business.

What I learned about most in that Aveda business is that as a business owner, I needed to focus. I focused on the Aveda experience, then I picked one service to meet the needs of my clients and that was body wraps. This was our ticket to full books and happy clients who referred their family and friends, ultimately helping us build our business!

Once I sold my portion of the Aveda Spa/Salon, in keeping with the same strategy I then focused on body wraps and the rest is history. I started training existing spa owners and brand new

entrepreneurs all across the country and internationally how to body wrap. You will soon see how I used that focus to skyrocket my business and how these same techniques and strategies will help you in your business using facials, massages, waxing or any other product or service you offer.

Now that you know a bit more about me, where I come from and how I got to this point in my life, I think you can clearly see why we are here together today.

My mission is to help as many people have a thriving business in the beauty and wellness industry. This way, you will be able to help as many people as you can look and feel good and you and I will have made our mark in this world in a productive and positive way.

The Reason Why Most Spa Businesses Struggle

Even I have had to change my business around the last few months, you know that change thing I was talking about earlier.

Yes, I still love training, coaching and teaching people how to body wrap, as this is my passion, but I get sick every time my phone rings and one of my clients I have trained to wrap are saying, "Andrea what am I going to do?"



My business is so slow. I don't know what to do!!! Can you please help me?

Not too long ago, I received one of those calls, gave this particular business owner some advice, which has worked for my businesses; and should also work for her. She kindly said, "ya know, you should have actual business classes and tell everyone what you did with your businesses."

Hmmmmmm..... after that call I just sat there immobilized, staring at the phone for about 15 minutes. "What can I do to help these people have a better business," I thought. All I've been doing was teaching them how to wrap (which is what they hired me for) and throwing in a little business suggestions when the questions came up.

Yes, of course, they could now perform body wraps confidently and understood the whole process as I made sure of that, but only touched on a few things about running the business.

But most new people I trained to body wrap knew nothing about running a business, or how to market themselves to get new customers through their doors, or how to get them to come back for another service, or better yet refer someone they knew to come in for a service. This is a BIG PROBLEM I keep running into.

So I thought about it for a few weeks (I did get up out of the chair from staring at the phone!). "How can I help these wonderful entrepreneurs who want to live the American Dream of owning their own business and having a profitable one to boot?"

Putting Your Business into Perspective

Well I have been there and done that when it comes to a spa, salon and body wrap business, so I needed to figure out what was the easiest way I can show them how to get more people through their doors.

When I tell people as I am training them how I got into this business and that I had three wellness type spas in NC, and the shops were performing between 500 - 700 body wraps per month they just say, "How in the world did you do that?" Remember it all started with the Aveda Spa/Salon!

Well this is what I am going to cover in this report, I want to help you have a very successful business and you can do it, but it will



take some work. I'm going to address the issues I see, because I know from past experience that my unique perspective can really make a tremendous difference in your business.

I cannot sit on the sidelines anymore and allow so many dreams to

just fall by the wayside due to a misunderstanding of how successful spa related businesses should be built.

I have another little story to tell you how I got into business in North Carolina (I am from the Chicago area), so you will understand a little more about me. As I said earlier I have been all over the country training spas and salons how to body wrap. In 2005 I got a call from a guy in North Carolina that had wanted me to train his new employees, so we set up a time and I went there to train.

When I got there we sat down and talked for a little while to find out how his business was going and what his plans were. I was very surprised at what I found out through our little chat.

Most of the spas I trained on body wraps had been owned by women, a few men but they were tanning spas and chiropractors. This was a stand-alone body wrap shop! OK, now this was a guy that got into this business by sheer chance.

Crazy I thought, until we talked about his business sense of having a business that was 'filling a need' in his area. He had other types of businesses in the past (He was an aircraft mechanic and he built race cars! If he can do this.....), but

nothing in the beauty industry. Operative words here: filling a need!

At this time, he had been in business for about eight months and he had four employees and just hired three more that needed to be trained. The business was doing on average 200 - 300 wraps per month.

I was very surprised as most spa business owners I have trained over the years average about 50 - 100 wraps per month (which is very good as an add-on service!) and he was already averaging 200 - 300 per month. So needless to say, we sat and talked for a while, to find out how he was doing this many wraps and, remember...he has never been in this kind of industry before. He said he had implemented the strategy I gave him when he called me about training a few months back

Well the talk became quite interesting on how he was testing different marketing strategies. Since I already understood these principles from my previous business and the courses I had taken, I noticed some things that he could change pretty easily to get more customers through the doors each day. This was a must, as he had a waiting list of five weeks of people wanting to get into the shop to get a body wrap.

I was shocked when I found that out. I was not only amazed by the amount of people he had waiting to come to pay for a body wrap, but also by the amount of people he had in the appointment book and how he was scheduling the clients. (He was not using his daily appointment times wisely!)

So I helped him change some things and retrained his current employees to wrap more efficiently and more clients during their work times instead of spacing out the clients too far apart and trained his three brand new employees.

I am not going to waste your time with the small talk, (alright just a little) he's handsome and smart...we were both single, had

the same passion for trying to make a difference in the world and business and we were married within a year.

Once we joined forces, if you will, we took the business to new levels, levels of 500 – 700+ wraps per month (depending on the time of year), added other services (creating additional income streams from the clients coming in for the wraps) and opened the two other locations.

So keep reading and I am going to share with you some of the ways we did this and show you my thought process and strategies and planning you need to have so you can build your business to whatever level of success you so desire.

It doesn't matter whether you are new in business or existing or have a few clients or many. You need to consider and understand why and how to implement systems that will build your business even before you begin to market your business.

IMPORTANT: You don't have to be providing body wraps for these strategies to work. You can use these same ideas and implement these things using facials, massage, or whatever service or product you are offering.

Is Your Business a Hobby or a Business?

The problem is that most business owners treat their business as a hobby (which if that is what someone only wants, then I am certainly not one to rain on their parade), but they also desire and want real business income. Sorry, it does not work that way. Unless, of course, you take that hobby and "truly" turn it into a business!

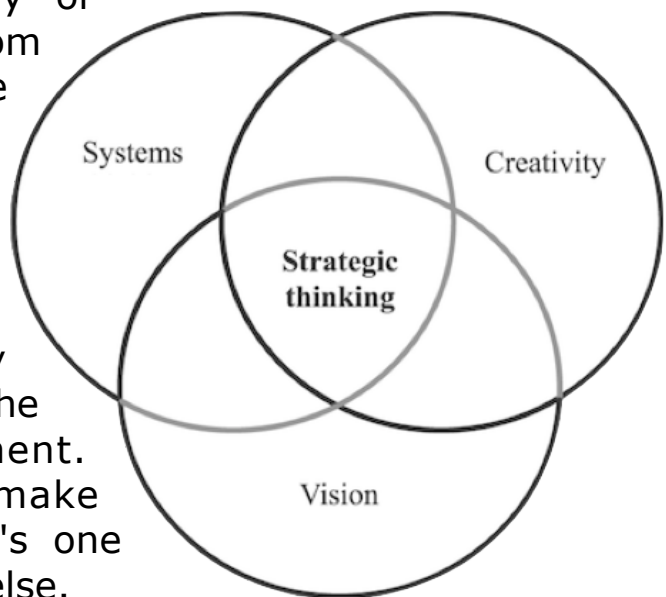
Having a clear definition of your goals and what you are trying to accomplish: hobby success or business success, will give you the clarity you need for taking you in the right direction for the success you want to achieve.

The way I have learned and see things is that there are two different diametrically opposing ways of thinking when it comes to building a business and making money: opportunistic thinking and strategic thinking.

What is Opportunistic Thinking and Strategic Thinking

Here's the deal, opportunity thinking or seekers are the ones that want quick money. They look at things and how quickly they can make money from their hobby or they are people who jump from thing to thing. These people think opportunistically.

Entrepreneurs (you) think strategically or should be. An opportunity seeker is always looking for their big opportunity to make lots of money from the hot opportunity of the moment. Their only criteria, "Can I make money from this?" So today it's one thing, tomorrow it is something else.



A true entrepreneur, on the other hand, is a completely different animal altogether. An entrepreneur has a clear vision of what they want their business to become. Because they have a vision, they can analyze their own strengths, their competitors' strengths, the marketplace preferences and devise different strategies for achieving their vision.

Let's look at what I see in the spa or beauty industry as opportunity seekers. They buy lots of products that promise to be the next, best, and greatest that will give their clients what 'they' believe their clients are wanting. They use the products on their clients and even sell the products to them until the next one they hear about and abandon the previous product or even service. They are always bouncing around and not focusing and

ultimately wasting time and money and even more importantly confusing their clients.

Yes, there are so many products in the beauty industry, it is almost scary. Thousands more are brought to the market place every year! If nothing else remember this. Once you find the right product or service for you and your business, you need to stand by it, stick to it and market it. You need to make yourself the "expert" in it and ultimately you want to stand apart from your competition, like I mentioned earlier. You need to be the "Strategic Thinker."

IMPORTANT: Now that doesn't mean you can't have other services or products. It just means that you need to focus and become the expert on at least one.

The successful entrepreneur and business owner knows that their biggest opportunity is always inside their business. Once carefully choosing and following their ideal strategy after reviewing the pros and cons, the strategic thinker will, although they may not be the first in their area, will make it known that they are the best!

Alright, let's say that I have either convinced you that you need to be a true entrepreneur and build a business. Now, let's talk about what will stand in your way...

OBSTACLES TO ACHIEVING YOUR BUSINESS SUCCESS

Knowing Who Your Ideal Customers Are...And What They Really Want

Most entrepreneurs miss this point entirely, so pay careful attention here and really think through what I am getting at.

Always remember, the most important knowledge you can ever have is to truly understand your targeted prospects (a prospect is a potential customer) and customers (a customer is someone that

comes into your business once). Seriously, there's nothing more important than this.

Knowing Who Your **Ideal**
Customers Are...And
What They **Really** Want!

Knowing your prospects and customers is vastly more important than knowing any marketing tactic or selling process.

The more you understand your prospects and customers the less marketing tactics and sales strategies you need.

Why? Because everything you do will be much more effective because you are aiming at the right target and you're using the right bait.

It's actually one of those counter-intuitive secrets. The way to have a business that requires little to no work on your part requires that you do quite a bit of work up front, before doing anything else. In other words, plan your end goal in mind, before starting your business. Decide how you will get customers even before you do the build out of the business!

Many entrepreneurs are lazy and don't want to do the work necessary to crawl inside the minds of their prospect and customers. Instead they prefer to "wing it" and rely more heavily on selling strategies. But selling strategies can never make up for this lack of understanding and it's a chief reason why so many business owners fail. Maybe lazy isn't exactly the correct word, maybe it's more like they just don't know how to or didn't consider thinking about this before actually setting up their business.

And don't just take my word for it. I have learned from the best, here's what direct marketing legend Dan Kennedy, and my mentor, had to say: "I do not believe in 'generic' persuasion. In fact, my contention is that truly understanding the targeted

prospect and customer is more important than any other element in marketing success." Well said, Dan. In other words, knowing your exact target market is crucial to your success.

But understand this: knowing your prospects and customers, not only will make your marketing more effective, but knowing your prospects and customers will also make your products and services better and more sellable. It'll help you exceed your customers' expectations, fueling word of mouth, or even better creating a viral effect. Basically, it'll improve the performance and results of almost every other area of your business.

This is why it's so vital to have this information before you ever sit down and design your business. Needless to say, I am strongly recommending you do as much research as you need to in order for you to know your ideal potential customers' frustrations, fears, dreams, pains, desires, and problems. If you do, you will easily turn that customer walking through your door the first time into a happy client! (A client is a customer that comes back again and again.)

This is from Jay Abraham, "Most business owners fall in love with the wrong thing. They fall in love with their own company, or their products or services, instead of falling in love with their prospects and customers (providing them what they need). Your whole business success, your whole passion, your whole connectivity, your whole positioning, the way you are seen, embraced and respected, will change massively when you conceive your business as interacting and enhancing people's lives and situations."

Think about what Jay said. "What would your business be like if you fell in love with your prospects and customers instead of your company and its' products or services?"

Do you remember the last time you fell in love with someone? Do you remember how fascinated you were about what made them tick? You could talk to them for hours and it never felt

boring at all. Well, that's exactly how you need to be with your prospects and customers in your spa or business...in a word... FASCINATED.

IMPORTANT: Once you learn all about your prospects and customers and fall in love with them, they will ultimately fall in love with you and **now become your clients**. "Let's sing...Love is in the air...la la la!"

Why Call Them Clients - Not Customers

I must mention this again...One thing I have learned from Jay Abraham which I want to share with you is the difference between customers and clients.

You might think there's not much difference between a "client" and a "customer" but the words you use in your business can have a huge impact on your business.



Do You Have
Customers Or
Clients?

I'm going to tell you why using the word "client," is the better choice. Even if you already call your customers "clients," you need to read on to understand the reasons why. And if you're still calling them "customers," then you definitely need to keep reading.

A "customer" is just someone who buys something from you and may or may not ever come back. But a "client" is someone who has a close business relationship with you and your business, who counts on you to make sure their needs are met with your services and products.

Can you see how this changes the way you look at your clients? You respect them more. You don't just see them as a "sale," but as a person who you care about helping and providing them the best service you can possibly provide them. You recognize them

as your most valuable asset in business. After all, without them you wouldn't even have a business, now would you?

"Client" is a word you should use all the time - not only when you're actually working with clients, but also when you're speaking with your employees. Make sure everyone in your business knows the right word to use and why. Educate your employees (all of your employees), as they are your business whether they are servicing your clients or even if they are helping with laundry or just filing!

Prospect = The general person you are marketing to. These are the people that fit your criteria for what you provide in your business.

Customer = The person who comes through your door and receives a service or buys a product one time.

Client = The person who comes back more than once.

Sales Thinking

Sales thinking is the effort and energy you put into defining your message BEFORE you create your ad, or letter or commercial.

The question you should ask yourself is a very simple one: imagine that you are your prospect, and the prospect, in her mind, is asking: *"Why should I do business with you as against any and all competition in your area?"*

**"Why Should I
Do Business With You
As Against Any And All
Competition In Your
Area?"**

Part of the 'sales thinking' process you need to go through before you craft any marketing message is finding a great answer to that question, and when you have a great answer, you have what I will be talking about in this report the USP, or Unique Selling Proposition.

Advertising is nothing more than salesmanship in print, TV or Radio. And salesmanship is all about sending out the right message to the right prospects in the crowd. Prospects into Customers into Clients!

Most businesses in the beauty industry are out there with no message at all. Typically, spa and salon owners will buy or lease their space, hang a sign out in front, spend a huge amount of time and energy on the interior, fret over the logo...and open the door and wait for customers.

Sadly, very few spend any time at all on the only thing that really matters, which is getting customers through the door. Very few spend any time or research on what they're going to communicate to the market about whom they are and why prospects should do business with them.

Very few spend any time doing what we call 'sales thinking'. Sales thinking is analyzing what you sell, what your USP (Unique Selling Proposition) is, what your customers really want and crafting a perfectly pitched message that sells you and your business.

Your Unique Selling Proposition

The first step in establishing your unconventional marketing is to determine your "Unique Selling Proposition" (USP). This is what makes your spa or small business special or different from everyone else. It answers the question of, "Why should I do business with you over your competitors?"

Knowing your USP is crucial to your success. This is what makes you stand out from the crowd, and it is not the same things all your competitors say about themselves. For example "I have better prices than everyone else," or "I have 25 years of experience," or "I am an honest, ethical business owner," are not a USP. Everyone says those things and they don't work.

Let me help you with your thinking process on this one, what is your USP? Take out a piece of paper write down things that make you different, remember not to include the things every other business owner says.

What Is Your
**Unique Selling
Proposition?**

Some examples might be: your location, your employees, your hours of operation, how you do things, expertise in a particular service, unique products or services you provide, etc.

Here are some examples of big brand USPs to give you ideas, so you can then create your own.

FedEx Corporation - When it absolutely, positively has to be there overnight.

M&Ms - The milk chocolate melts in your mouth, not in your hand.

DeBeers - A diamond is forever.

Domino's Pizza - You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.

Avis - We're number two. We try harder.

This USP for Avis does a fantastic job of turning a drawback into a benefit. For a long time, Avis was the second-largest car rental company, after Hertz. In fact, Avis was struggling just to stay afloat. As part of a total image makeover, Avis hired the famous ad agency Doyle Dane Bernbach to come up with a new ad campaign. The campaign was so successful that Avis' market share went from 11% to 35% in just four years.

Why is having a good USP so important? Because if people don't see what makes you different and better than your competition,

they will assume you are all the same and have no other option but to compare solely on the price. That's a situation any business owner should try to avoid at all cost.

Because once you start lowering your price to compete, your profits will go down. Eventually you'll have to lower your quality and then you'll be stuck in a downward spiral that you will not be able to recover from very easily. Never ever compete on price... *always* compete on value.

Why You Must Have an Unconditional Guarantee

In all of the marketing classes I took the one that made sense was the concept of ALWAYS providing a guarantee for my products and services. Not a guarantee that simply states the client will be satisfied, but to provide a solid unconditional 100% money back guarantee!

You may be thinking right now, "Andrea you have got to be kidding me, I can't afford to do that and people will just use it and ask for their money back even if they received exactly as described in my products or services."



Can You
Guarantee
Your Service?

Even though that is a natural reaction, it is completely false! And it is NOT risky at all.

In fact, by using a guarantee to show your prospect in writing that you are fully committed to their total happiness by providing them products and services you stand by, will actually have prospects keeping your phones ringing and clients not only coming back again and again, but also referring their family and friends. What has anyone got to lose if they come to you, right?

I keep my hair short and somewhat 'funky' (it's the wanna be rock star in me) and I am always in need of a bit of a trim about every 4 to 6 weeks.

Because I travel so much and am not always available at the same time my daughter is to cut my hair, I have to try out other salons, which usually totally freaks me out! Sometimes I have no choice though so I bite the bullet and take my chances.

Now I knew over the past 15 years about the guarantees I used in my businesses and how well they worked, but I had never seen a hair salon provide a guarantee before. At least not one like this:

100% No-Risk Guarantee

I'm Tara, as the business owner, I and my staff want our clients to be super-pleased – in fact, totally excited and pleased with everything we provide. So, all of our work and products come with a risk free, totally solid guarantee. What does that mean for you?

Simply this: If you are not happy with our work, we will do it over for free. If you are still not thrilled, we will gladly refund your money. No questions asked. No hard feelings. We stand behind our products and services 100%. If you ever have any questions or concerns about our work, please call us right away. Team Tara

Do you think you would choose to walk through their doors if you needed a hair cut if you read this on their window? You betcha, you would! After all, what do have to lose, nothing! Except some dead ends! And even if you decided on color, you were guaranteed to have them do it perfectly.

I met Tara, who started her one woman hair salon right after cosmetology school, at a beauty exposition I attended and was speaking at the time about the body wraps. We started chatting about the guarantee I was offering because it is what got her attention about the body wraps.



Tara had told me that she offered a guarantee (the one above) since she had opened about 3 ½ years ago and in that time she had only 3 people who had taken her up on the refund. Although any business is a bit slow in the get go stages, it only took her 5 months to have full books because of that guarantee! She used it in all of her marketing efforts. She started off as the one woman show and quickly had to expand her business to add 3 other hair stylists and 3 assistants.

Your guarantee will show, in writing, your commitment to your client's total happiness with your work. I'll explain why it's not risky like you might think.

By providing a solid, bold 100% guarantee, for 99.9% of your potential customers this gives them the security to "try" your business because there is the security of you standing behind your products and services. There are people that will always try to take advantage of anyone and everyone, but most will not even think of doing such a thing. The numbers work *in your favor* if you offer a solid guarantee.

If you do find one that demands their money back, trust me as these people are too difficult and demanding anyway and you are not the first they did this to and you won't be their last. So, good riddance! It is very rare that anyone will take you up on it, but lots of people will be convinced to use your products and services **because** of your guarantee.

I am a firm believer that anyone in business should use a guarantee. If they don't guarantee their work, they shouldn't be in business. After all, if you aren't confident in what you do, then how can a prospective customer be confident in you? Having this 100% Solid Money Back Guarantee will guarantee YOU more happy clients.

Let's go back for a moment to talk about the USP. Our USP for our business for the body wraps is always prevalent in all of our marketing.

And whenever we marketed our other services, the USP and guarantee is always stated clearly and visibly on everything.

Take a moment to evaluate on how you can offer a guarantee in your business. Then use it in all of your marketing efforts. Post it, flaunt it and get ready for the phone to ring!

All Things to All People

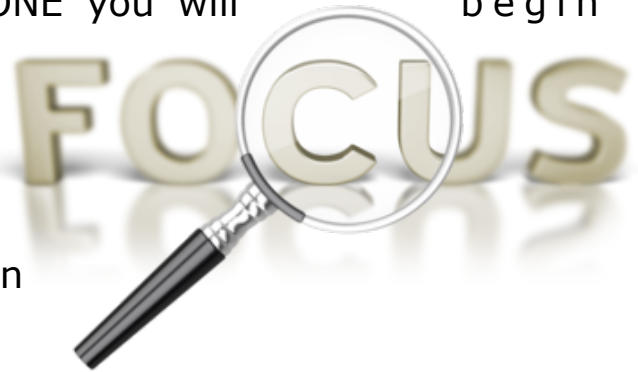
Also over the years I have seen spas and salons trying to be "all things to all people" instead of being specific on what they offer. They're usually afraid that the market isn't big enough for the one or two things they do very well, so they add a bunch of other things.

Now there is nothing wrong in adding on more services and products as you grow, but make no mistake that you must consider starting out being an expert in one particular service or product.

Even though you may already be in that mode of all things to all people, then you need to niche it down to find one that you can focus on, provide a guarantee on it and market it the right way to the right people at the right time. By simply doing this, you will not only grab the attention of new customers, but you will also bring them back again and again for your other services and turn them into happy clients.

When we multi task, a lot of things get started, but when we focus a lot more things get done. This holds true for what you are offering in your business. So if you already have many services, decide now on which ONE you will begin to focus on.

Remember, I mentioned this before...I did have other treatments in the shops, but we focused on bringing customers in using the body wraps.



When I did local community shows, people would walk by the booth and start talking and asking questions because they heard us on the radio, saw us in local advertisements, and heard about us from other business owners. I am known as the "Body Wrap Expert;" the one to go to, the fun place to look better, and the crazy lady who could do miracles with an elastic bandage... LOL.

That same kind of marketing efforts can bring you customers, turning them into happy clients and allowing them to see what other products and services you have to offer that will meet their needs and solve their pains, which we will get into in a bit.

Back to 'being all things to all people.' Rethink what you are providing in your business. Become the expert in whatever you do and it will take your business farther than you may ever realize.

***I know this report is getting a bit long and I am so sorry. I really hope this information will help you with your business. I have got so much I would like to share with you that I could talk for days. In fact, this 'little' report actually took me a few weeks to write! I am just so tired (more like sad) of seeing businesses close down because they are lost and cannot figure it all out by themselves.

Please understand, by no means am I saying that I know everything. However, I do know what has worked for me and these basics will never change. Since I took the time to write this for you, please take the time to continue reading. Your business may depend on it.

Poor Business Design Results In You Doing All the Work

You need to think how you can get more done in your business without having to work more hours. Because isn't that what it is all about with owning your own business?

It's to make good money (whatever that level of lifestyle is for you) and have some time freedom for yourself, for your family or whatever you want more time freedom for.



Wouldn't it be great to be able to go on a vacation and not worry about your business, all because you have systems in place to keep making you money while you are away from your business?

Remember this. You always build a business with the end in mind. As you start building your business when you make a decision about doing something that affects your business always think, "how is this going to affect my business" with the end in mind. You need to have a good strategy with plans and systems in place.

Why You Need a Marketing System

OK, I am going to be talking about systems again and why you need them. First do you know what a system really is? Keyword: SYSTEM. By definition, a system is organized, reliable, consistent and, therefore, capable of delivering consistently predictable

results. Systems within your business, which we will discuss in a bit, and a specific marketing system will keep you on track and provide you with predictable results.

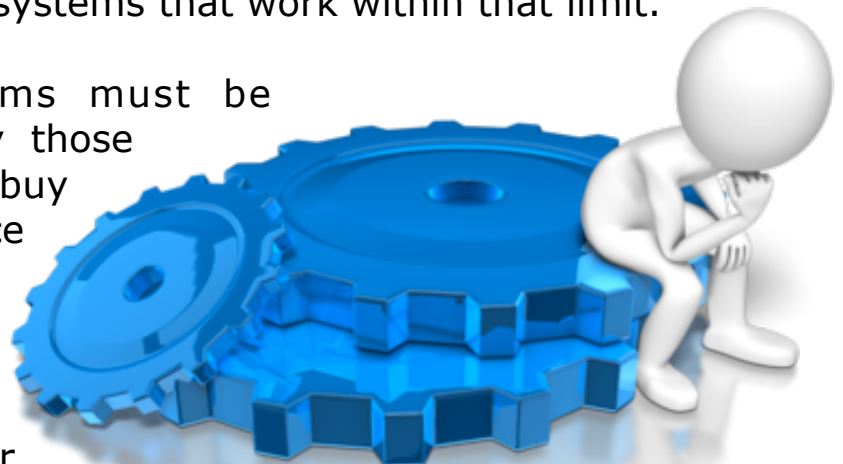
This means you are NOT advertising or doing any prospecting work for new customers wondering what the results may be; you know in advance, as if you are psychic. That means you go to bed EVERY night KNOWING, within a small range of variance what tomorrow will bring. Further, a system works for you. You don't work for it.

It is designed to replace a certain amount of manual labor. This is what we call "magnetic marketing." It is when you draw the targeted prospect to you that wants your service and is willing to pay you money for whatever product or service you have to offer.

Components of a Marketing System

Affordability: Your marketing systems must deliver profitable results. You have to know what a customer is worth to you and then decide what you are reasonably willing to invest to acquire one. Then you can build systems that work within that limit.

Efficiency: Your systems must be "targeted" to reach only those people most likely to buy your specific spa service that you are marketing. These are called "High Probability Prospects." Without this shift in thinking, you'll never achieve consistent affordability.



A huge benefit of getting magnetic marketing systems working for you is time efficiency. The more of the work that leads up to selling and developing a prospect into a customer into a client can easily be put on autopilot and have been done for you by media

(letters, web sites, radio, etc.). Then more of your time gets invested only in the highest value functions, so you make more money from less time involved.

Quantity vs. Quality: Whatever your income goal, it dictates a certain quantity of leads, prospects and customer flow, which requires a certain amount of investment. You should know those numbers as they presently work in your business.



Now, by improving the "quality" of both the spa related prospects selected and reached and the communication you are using with them through your marketing efforts (radio, TV, ads, Facebook, etc.), you can change those numbers for the better... getting more from less.

Sadly very few spa owners spend any time at all on the only thing that really matters, which is getting customers through the door. Most still have the mentality, that if they 'build it' people will come and all they end up doing is waiting for the phones to ring.

Very few spend any time or research on what they're going to communicate to the market about whom they are and why prospects should do business with them.

You Need a Marketing Plan

You can have the most beautiful spa or salon in the world, the best services provided by the best technicians in the world, but if nobody knows about you it is a total waste of your time, hard work, and your money.

Now listen and listen good...most of us have no concept of what a marketing plan is or that we even need one, BUT we do! And

PLEASE NOTE, marketing is everywhere and all around us. In fact, if you ask any professional business marketing firm they will tell you that *you are not* in the spa business, but in fact you are in the marketing of facials business or marketing of massages business. And truly you are in the PEOPLE business. But unless you market to them, they won't know who you are.

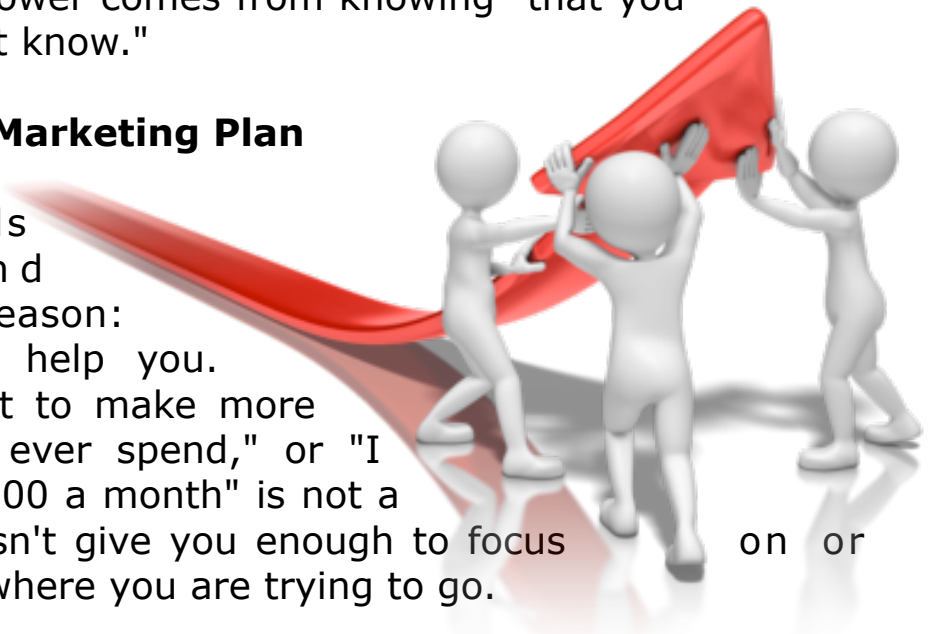
So I need you to listen to this and understand, that marketing isn't all about spending gobs and gobs of money, but what it really is about is letting people know about you and what you have to offer so that you can make them happy!

Marketing is simply getting the word out there about what you have to offer people in as many ways as possible to keep your business in front of them. So when and if they need what you have, YOU are the one they come to.

Every business needs specific plans and goals. Success comes from knowing what you want to achieve and having a detailed plan to achieve it. Power comes from knowing "that you know what you don't know."

Let's Start with a Marketing Plan

I used the words "specific" and "detailed" for a reason: vague plans won't help you. Just saying, "I want to make more money than I can ever spend," or "I want to make \$10,000 a month" is not a good plan." It doesn't give you enough to focus on or tell you how to get where you are trying to go.



Be Specific. As you are reading through this report, I want you to think about three ideas for marketing plans, even if you are not using any yet, that will work for you in your business. (For example, radio, tv, Facebook ads, local newspaper, magazine,

emails, newsletter, local events, etc.) Now write them down and include how much money you want to earn FROM each marketing campaign each month.

Start small, and keep adding different ideas to your plan. This will help you to start thinking bigger. You have to always think bigger than you are, as this is the only way you will ever get to where you want to go.

If you are just starting your business, this is a way to prepare for what you need to do. If you are already in business, you need to do this now! This is for your own good. This is for the future of your business.

The main question you should always ask, "How can I best cut through clutter and gain the attention of my most targeted prospects?" You will always want to avoid "one shot" marketing in favor of sequence or consistent marketing, often using more than one media at a time.

When the first three ideas are in place (let's say you using a local magazine ad, a Facebook ad, and a networking group) and you have used them for at least three times each. If they are doing well, add another one.

**Good
Marketing Plan
Is A MUST!**

If there is one that is a dud, end it and add another a new one. Continue adding until you're using at least 5 or more different marketing strategies at all times. (One of the marketing strategies can be as simple as passing out

brochures at a local community function where you set up a display and demonstration. Remember, you can always look for free events and opportunities to market!)

Make sure you gather your results from each marketing piece. This will help you to determine the ones that don't work and perfect the ones that do.

IMPORTANT: Do you ask a new customer (remember they are not a client yet!), "How did you hear about us or find out about us?" when they call to make an appointment or ask questions about your business. Is there a place on your Client Questionnaire that states, "How did you hear about us?" Keep track of everywhere you have ads placed and all of your media efforts. Be sure to ask every customer how they heard about your business!

Always make sure you know where you're starting from.

It boggles my mind that over 50% of business owners don't even know how many clients they have each month and how much each of those clients are worth to them monetarily. Remember what I said in the IMPORTANT note above? You have got to keep records and keep statistics of everything to make sure you are heading in the right direction. You have to see what is working for you and what is not.

For example, make sure you know the exact number of new clients you get each month, how much you made from each one on average, how much each one cost you to acquire, and which marketing strategy they came in from. This is so the key to your success. No worries, we will be going over this in a little bit.

We tracked everything in our shops. We had to with so many people coming through our doors each and every month just for body wraps. That didn't include the other services we offered or for products that were purchased. We needed to know how they heard about us; radio, magazine, Facebook, a referral from a family member or friend.

It can get pretty overwhelming pretty quickly if we did not keep statistics. You have to know what marketing strategy and which referral programs are working and which ones are not.

How and Where To Market Your Spa or Business

You need to figure out through testing who is your most targeted market in your area that fits the criteria for the services or products you offer. In other words, who would want to use your products or enjoy your services?

How old are they?
Are they male or female? Or both?
What is their lifestyle?
What is their income?



Once you find out the answer to these questions, you are over half way there to really making your business take off to new levels.

Finding the Appropriate Media for Best Reaching Those Prospects through Your Marketing Efforts

For some it might be direct-mail and/or some a big postcard; for others a personal letter in an envelope; etc., or it might be e-mail; it might be advertising in some newspaper, or magazine or maybe your local Val-Pak or radio.



There is no good or bad media or advertising unless it isn't working for you!

Now sending a yearly birthday card or anniversary card may look like "one shot" marketing, but only if that is all your client receives from you for the year and if you are paying attention you know that is NOT good!

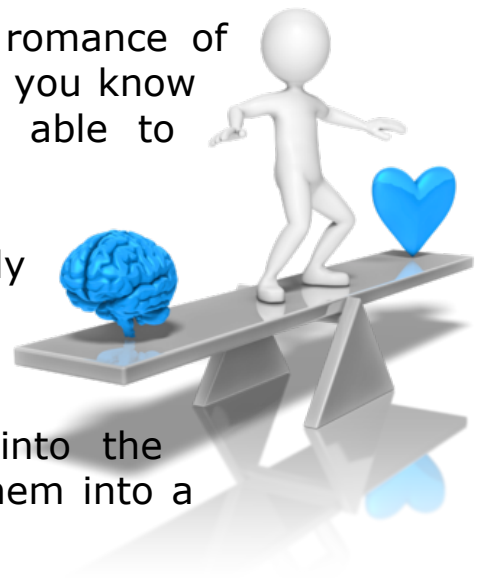
What Do You Say to Those Prospects to Become Customers?

You MUST always use a compelling message of strong interest to your chosen prospects. Get away from big, broad, sloppy, one size fits all marketing messages...and stop talking so much about your products and services. You need to talk about and address THEIR interests, desires, fears, pains and frustrations.

Remember the USP and the guarantee that we talked about?

You will eventually see that this is like a romance of sorts. Falling in love with your prospects so you know exactly what they want and you will be able to provide it to them!

When I learned to fall in love (know exactly what they want and provide it) with my potential customers (prospects), my phone started ringing. Yours will too, but only if you understand this and once you get into the mindset of your prospect; which will turn them into a customer and then a loyal client.....oh yea!



IMPORTANT: Now I know that is how all of us start; working in the business. We are estheticians, massage therapists, nail techs, cosmetologists, etc. and we learn and hone our skills and head out to set the world on fire, yep that was me!

But ultimately we have to get from behind the chair or table most of the day so that we can put others to work and we can work on the overall business to be able to build it. Hey, even as a one-woman (or man) show, we still need to find the time to bring in new customers.

Think about this. At a typical 9 – 5 job you are only worth what the company is willing to pay you...that hourly rate. And there

are only 40 hours in that work week so you ultimately have a cap on that paycheck, right?

Well if you are behind that chair or table for 40 hours a week, you can only see about the same amount of clients each week and ultimately you have a cap on that paycheck you are creating also, right?

Ok, so what happens if you get sick, or power is out, or something just comes up unexpectedly and you can't be behind that chair or table servicing your clients? What happens? You guessed it, no paycheck! Sadly so many spas fail to continually grow if they don't rethink their position in the business.

This is one of the hardest things for business owners to do. Most people have the get a job mind set; do what someone else tells them to do. When you have your own business you have to plan and have a strategy and have systems in place in order to not only run smoothly and efficiently, but inevitably to be successful. Have I said that enough? Is any of this resonating with you?

The last time I checked, there are only 24 hours in a day. So it only makes sense to have systems in place to make the most of each day. Trust me (although I am sure you know) you don't get the wasted time back in your life. Or any time for that matter, so you need to make the most of it. To make the most of time in business is to think automation.

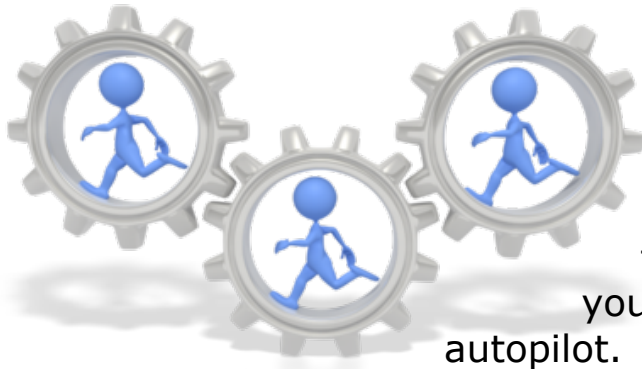
So What is Automation

Automate everything!

You can put strategic automation, called "Systems," in place to make sure your prospects and clients get 'your message.'

You can make your clients happier and want to come back again and again (think a weekly informative newsletter).

You can put this type of automation in place to make your employees happier so they will get more done each day (think a motivational meeting each morning).



Implementing automation (systems) into your business will not only help you, your employees and your clients, but these systems will help your clients refer their family and friends to your business and now your business is growing for you on autopilot.

Now how does that sound for building a business? Does that sound good to you? Well it can happen if you put the systems in place to make it happen.

All time has value, and the way you think about time and think about yourself will affect everything that happens to you inside and outside your business for the rest of your life. In short, you have to value your time before anyone else will.

Don't Wait.....

You don't want to wait until you have no customers coming through your doors or clients that are not returning to your business before you begin implementing systems into place. You need to start getting the systems in place so this never happens to you or your business. But it will not happen on its own!

Start today to think about ways to implement automation into your business.

Set up these "Five Systems" even before you start marketing!

1. Phone Greeting and Message System

2. Welcome System – how you greet the client
3. Closing System – what you will provide client after their service or product purchase
4. Client Referral System – ways for them to bring, invite, or recommend your business to others
5. Client Retention System – ways that you will keep in touch with your clients; such as newsletters, emails, sending them cards, hosting informational seminars, etc.

Think Systems!

So What is Your Time Worth?

I'm always shocked at how many people don't have any idea what the value of their time is or how to increase the value of their time. So, the question is, "what is your time worth?" Do you know what your time is worth? Do you know what your time needs to be worth to achieve your income goals?

If you don't know what your time is worth and what it needs to be worth, then you cannot make effective decisions on what activities you should be spending your time on and what activities you should have others do for you.

I started out years ago with that first Aveda Spa and doing everything in my business. Everyone does! No one can do it as good as I can, I thought. This was my mindset, is it yours?

Just like I did and also my husband did when he first began, you have got to rid yourself of that mindset as it will do nothing by eventually hurt your business.

My husband's big "ah ha" moment when he was getting going in the business was when he finally was only getting a few hours of sleep at night. Before I met my husband, he was working 15 - 20

hours a day in the business trying to figure everything out and do everything himself (except for the actual body wrapping of clients).

At the time his staff would only tend to a specific client...measure the client, wrap the client, unwrap and re-measure and they would only handle one client every two hours. About an hour of that time they were either hanging out back or socializing in the break room (a total waste of time and productivity).

My husband was doing the laundry, cleaning up the shop after hours, answering the phone, checking clients in and checking them out! Not to mention he was trying to market the business outside of its' four walls. (When he started the business he only wanted to work on the business!)

Like many if not all first time business owners, we think we are the only ones that can do it all right and then total burn out sets in. The good thing about this is that once we let go (yes, a little at a time for most of us!) we find that others can do what we were doing and most times better because they are focused on that one task instead of like us not focused at all because we are trying to do it all.

Deciding on the systems you want to implement and the right people to execute them will allow your business to grow from working smarter and not harder.

Let's fast forward a little bit...once we put all of the systems in place in our three shops in North Carolina and delegated specific things to the right people. We went from working about 12 hours a day (remember he was up to 20 hours on some days!) in the business to working 4 - 6 hours a day ON the business.



And guess what? We made more money than before when we were living at the shop 6 days a week 15 - 20 hours a day. This is what I am trying to get across to you, to get you to change your mind set. If you want to change your life, you have got to change your mindset that controls your business and your life.



Alright, back to figuring out what your time is worth. This is so important to your success. So let's roll up our sleeves and figure out together what the value of your time needs to be to get you where you want to be.

I want to make everything as clear and as streamline as possible for you in order to give you the best possible advantage over your competitors. So I was digging through my past course notes I had taken through the years because I want to find the best and easiest way to explain things to you. I learned how to figure out what my time is worth from Rich Schefren and I know you need to know this on your path to success. Bare with me here as I go through it all for you...

I've created a picture below to walk you through this process because it forms the basis of the time calculations we are going to do together.

Now take your income goal and subtract what you are making from it, and then take 10% of the difference and add that back to what you are currently making as your short term goal. This is very smart with total simplicity.

In the first box you enter the amount of money you always dreamed you would make when owning your own business.

In the box below that one, enter in the amount you made in the past three months.

And in the bottom box is your income for the past three months multiplied by four to get what you are currently on track to make.

Your Magic Number

What is the amount of money that you would like to make each and every year that you work from now on?


\$ Goal

How much did you make in the last 3 months?

\$

x4


\$ Current Reality

YOUR MAGIC NUMBER 

YOUR MAGIC NUMBER

\$ Goal

-\$ Current Reality


\$ **YOUR MAGIC NUMBER** 

\$ Your Magic Number

x10%

\$

+\$ Current Reality

\$ **YOUR MAGIC NUMBER** 

\$ Your Magic Number

Now you simply subtract the amount you are on track to make (your current reality) from the amount you always wanted to make. You are now left with your magic number, which is the amount you need to increase your income to reach your goal.

Next, you multiply your magic number by 0.1 and then add it to what you are currently making. You end up with your income target, used next.

In case you are confused (like I was at first!), here's an example.

Your Magic Number

What is the amount of money that you would like to make each and every year that you work from now on?

\$ Goal

How much did you make in the last 3 months?

\$

x4

\$ Current Reality

\$ Goal

—

\$ Current Reality

\$

YOUR MAGIC NUMBER

\$ Your Magic Number

x10%

\$

+

\$ Current Reality

\$

YOUR MAGIC NUMBER

If you follow along then you can see this business income goal is \$1 million a year, and that this business made \$40k in the past 3 months, which means it's trending toward \$160k annually.

We subtract the \$160k the business is making from the \$ 1 million the spa owner wants to make and you can see it is \$840k short. So we take 10% of the \$840k and we get \$84k and add that to the \$160k the spa is on track to make and our new short term goal is \$244k.

Alright, so you now have a new financial target to get to. How can you do it? You need to make some changes if you are going to get there, and what you need to do is change the amount of money you are able to generate per hour worked. Or in your case how many services (based on cost per service) per hour!

Your Magic Number

What is the amount of money that you would like to make each and every year that you work from now on?

\$ Goal

How much did you make in the last 3 months?

\$

x4

\$ Current Reality

\$	<input type="text" value="1,000,000.00"/>	Goal
	-	
\$	<input type="text" value="160,000.00"/>	Current Reality

\$	<input style="background-color: yellow;" type="text" value="840,000.00"/>	↻
YOUR MAGIC NUMBER		

\$	<input type="text" value="840,000.00"/>	Your Magic Number
x10%		

\$	<input type="text" value="84,000.00"/>	
	+	
\$	<input type="text" value="160,000.00"/>	Current Reality

\$	<input style="background-color: yellow;" type="text" value="244,000.00"/>	↻
YOUR MAGIC NUMBER		

Stick with me....We are not there yet. Remember we need to figure out what your time is worth!

The Difference Between Productive And Wasted Time

This chart is going to give you greater clarity about the value of your time than you have ever had before.

On the first line enter the amount you arrived at in the previous slide (your current step).

Then fill out the number of days a week you work and the number of hours per day you work. So what is productive time?

A Time Management Solution

Before I answer the question, let me tell you about a little 'time trick' I got from Dan and one of his training courses I bought. He said go out and buy a kitchen timer and set it for 60 minutes and then just work on building profit during those 60 minutes - nothing else.

Let's Find Out Together **WHAT YOUR TIME IS WORTH**

How much do you want to earn in the next 12 months? \$_____

How many days a week do you work? _____

How many hours a day do you work? _____

How many productive hours a day do you work? _____

How many productive hours a week do you work? _____

How many weeks per year do you work? _____

Total hours available to you right now to produce desired income: _____

What you must generate an hour: \$_____

Divide by 60 to get your minute rate: \$_____

Let me tell you, at first it wasn't easy - someone kept texting me, I had to go the bathroom, then I was thirsty, then the phone started ringing and that ticking of the timer. It drove me crazy! I was one of those people who liked to have background sound going (radio and/or TV), but eventually I was able to go a complete hour full throttle on focusing on my task of profit building activities that will grow my business. And that my friend is what productive time is all about.

What is Productive Time?

Productive time is time directly generated to income. So what percentage of the time during the day are you productive? But productive time doesn't appear like magic, you have to be focused and disciplined.

Here are some examples of non-productive time; talking to friends, surfing the Internet, checking and reading emails, answering your phone, studying and learning time, checking on your employees, organizing your desk, and cleaning your office.

Reading a book or magazine even if it reveals the most powerful secrets on making money that have ever been discovered (like this report), is not productive time. It only becomes productive time when you actually take action on what you have learned or you leverage someone else to do the work.

This is a very important distinction because so many opportunity seekers or unfocused business owners confuse learning with earning. New knowledge has no worth to your business unless it's implemented and acted upon. (Which, OF COURSE, you will do after reading this report!)

Now I'm not suggesting that you shouldn't spend any time on these activities. You need to spend time learning, this is a must, and you do need to talk to your family and friends. I'm simply pointing out that this is not what we would consider productive time in your business.

Those activities are maintenance activities. Those are things you have to do to stay abreast of your industry, to gain knowledge, to become the expert in your field of products and services. But you cannot consider the time as productive time because it doesn't build a business, it doesn't increase your income, it's just there.

Productive time is time spent creating a marketing strategy, writing a radio commercial, recording the radio commercial, creating another referral system, putting together more marketing systems, improving an advertising banner you have, improving an ad you have in a magazine, constructing a newsletter, sending out birthday cards with gift cards, etc.

But there is even something more profitable and strategic than productive time, I call it Super-Productive Time. An example of this is creating a marketing system for your referral system you already have in place. It's when you take something you already have in place that is working and take it to the next level to increase more sales.

How Many Productive Hours a Day *DO YOU WORK?*

What percentage of the time are you productive?

One study of fortune 500 CEOs estimated in a 28 productive minutes a day.
Another one estimated 38 productive minutes a day.

Productive time = time directly generating income.

Non-Productive Time

- Talking to friends
- Surfing the internet
- Checking emails
- Answering your phone
- Studying & Learning
- Organizing your desk
- Cleaning your office

Productive Time

- Writing Commercial
- Recording Commercial
- Creating referral system
- Improving Banner
- Improving Ad
- Writing press release
- Creating Facebook ad

IMPORTANT: I can't tell you the amount of times over the years, more than I would like to count, that when I would ask an existing spa owner to send out a newsletter to their clients about the new body wrap service they are now offering, they would look at me with a blank stare! PLEASE tell me that you gather and use an email program to keep in contact with your clients.

Oh and get this...when I first went to that guy's body wrap shop (now my husband) he had over 3000 client questionnaires without asking for their email address! I thought I would die! (well not really...ok faint, I thought I would faint).

A little word here, it costs six to 10 times more to get a customer through the door instead of trying to keep an existing client and hardly anything when using your clients as a referral system to help grow your business. And it is said that a client who trusts you is worth at least 10 times more than a prospect!

Alright, I think that's more than enough explaining, let's get back to you and the number of productive and super productive hours you have a day. Do you have an hour of productive time a day? Do you have two (2) hours? What's your most conservative estimate at this point?

Unless you have really focused on maximizing your productive time before, I wouldn't think that you have more than two hours of productive time a day. Remember, we are talking about income generating activities ONLY!

IMPORTANT: Let's go back a minute and talk about finding this productive time. Remember how my husband was doing everything and his staff was only wrapping the clients? Alright, get this...

Because my husband knew he wasn't going to perform the wraps, he thought it was only right to only have his staff wrap and he did everything else! He booked each employee two hours to perform

a wrap from when the client walked in the door until they client walked out.

However, four employees ended having one hour each during those two hours of a wrap time doing nothing, which did not make business sense. They were just sitting there while the client was in the wrap, when they could have been catching up on the laundry, helping with the phones and checking clients in and out.

All the things my husband was doing at that time (remember this is before he had me restructure the employees scheduling times).

Let's Find Out Together WHAT YOUR TIME IS WORTH

How much do you want to earn in the next 12 months? \$ 250,000

How many days a week do you work? 6

How many hours a day do you work? 10

How many productive hours a day do you work? 2

How many productive hours a week do you work? 12

How many weeks per year do you work? 50

Total hours available to you right now to produce desired income: 600

What you must generate an hour: \$ 416.66

Divide by 60 to get your minute rate: \$ 6.95

And get this, it means over an eight hour day, each staff member was only really performing a money-driven service for 4 hours of the day. The other 4 hours were just 'hanging out' and waiting around! So four staff members were paid for 32 hours for the day when they really only produced 16 of those hours in any given day! I will go into greater detail in my Business Building Event, which we will talk about later.

For now, let's figure out how much we need as a business to generate during our 'productive time' of building your business.

Here's an example. Let's say you want to make \$250,000 annually. Right now, you work 6 days a week and spend approximately 10 hours a day servicing clients and working *in* your business. You have estimated you are able to squeeze out 2 hours a day and devote it to productive time. This leaves you with 12 hours a week to completely focus on building revenue. Multiply the 12 hours by 50 weeks and you have 600 hours a year to achieve your goal of \$250,000. This means that you will have to generate an average \$416.66 (250,000 divided by 600) of income for each productive hour. Or more to the point, you need to generate in your business \$833.32 each day six days a week, fifty weeks a year.

How Can I Achieve My Hourly Rate Every Day?

If you are asking yourself, "how can I achieve my hourly rate every day?" The answer is that you need to build a scalable business that provides you, the business owner, with the maximum amount of leverage possible.

That's why knowing your hourly rate is so important. It exposes you, maybe for the first time, to the reason why you aren't making the kind of money you always dreamed about. The answer is your business is not currently set up to help you achieve and then surpass your hourly rate!

The next reason you need to know your hourly rate is it serves as the barometer for which activities you should personally be spending your time on and which activities you should be getting one of your employees to do, or someone else to do.

The trick is to consistently focus on those activities that can raise your hourly rate during your productive times to know how much you need to generate daily in your business. Start delegating and outsourcing what needs to be done that costs you less than the hourly rate you need to generate.

So, we've just talked about two concepts crucial to raising your hourly rate - scalability and effectively outsourcing (getting someone else to do the work that you can't or don't have time to do). Let's take a look at scalability first.

Using Leverage & Scalability Can Make You Wealthy

Now take a look at this picture, most people never get close to making their hourly rate because they mistakenly believe that what's keeping them from earning that kind of money is missing knowledge. You know what I mean, you keep reading the latest industry magazine, you keep taking more and more classes, and you keep searching for the latest greatest product.

While there might be an element of truth to the missing knowledge theory, it's really only applicable if you are brand new to business and have very limited marketing knowledge. If you don't fall into that category then knowledge is not your primary problem.

As you go through life you have different goals or levels you are trying to reach. When you are young the goal in school is to get good grades. The goal in business is to increase profits. Anything that makes your current business activities more profitable *without* more work is increasing your leverage. Bingo!

Back to basics, "there are only 24 hours in a day," so use your time wisely. The more profit generating things you can get done in a day the more money you will make per hour. Are you with me so far?

Creating Scale in Your Business

- If you are unsure about how to generate profits over your hourly rate usually you have a leverage problem not a knowledge problem.
- You increase leverage by:
 1. Isolating activities that generate more income than it costs to get it done.
 2. Increasing one or more of the variables of any of the profit producing formulas.
 3. Developing and implementing a business plan that creates leverage through a tight focus and the proper strategy.

The Concept of Working Less and Making More

If you understand this, you should see that you want the work you do in your business to serve you in as many ways as possible. In order to do this, you need to understand that you will need to focus on and *stick to one* service or product in your marketing efforts (even though you may have a many services or products).

Creating a specialization in your business with you being the “expert” is vital in not only your marketing efforts, but will ultimately grow your business leaps and bounds. By specializing in a particular service that people want and need within your business **will** quickly make YOU the expert in your area. Stay focused, “do it right” and don't jump around in your marketing message...more on this later.

By “doing it right” I mean you have to educate your target market why they need your service. What is it going to do for them? How is it going to make them feel after they receive the service?

You have to get into the head of your target market to be able to grow your business. By doing so, you will be creating your working smarter and not harder way of doing business.



What do I mean by all of this? Ok, I will use the example of what we did to market our three shops. Even though we offered other services in our three shops, we stayed focused on body wraps in our marketing messages. (Now of course we *did* market our *other* popular service, but within each marketing campaign we stayed focused on ONE particular service and did not include both in any single advertisement.) Alright, let me get to my point!

By working smarter in your marketing efforts you gain big if you focus on only one particular product or service. Whether you are using radio now or not, it doesn't matter as this mindset of marketing should be used in all of your marketing campaigns. What I do want you to pay attention to is what we did with our radio campaigns, so that you can translate it into any part of your business and your marketing efforts.

When my husband (he wasn't my husband yet!) decided to use a radio marketing campaign, the radio station wrote the first commercial because he did not know at that time how it worked and just thought that is how it was done.

But long story short, he spent a lot of money the first month on radio and the phone only rang 3 times from the commercial they wrote. He was experimenting with some other marketing so the phone was ringing a bit.

However, as he asked each person, "How did you hear about our business," ONLY 3 people said the radio for the whole month and none of them booked an appointment. They just wanted more information! That sucked! And get this...the radio station had an audience of 1,300,000 listeners!

So of course he was freaking out a tad bit. He just spent \$2,000 dollars and got nothing from it. Nothing, even with those 1.3 million listeners and a frequency of 5 times per day (frequency is just how many times it airs).

IMPORTANT: I am NOT telling you to go out and use radio or any other media right now to market your business. Nor is it about how much we spent on the commercials, as it will vary in all different demographics, or telling you to use radio as your media for advertising, but this IS about the concept of learning how marketing to the RIGHT message to the RIGHT people at the RIGHT time. This concept of marketing is no different whether you are using magazine ads, free publicity, radio, TV, local ads, or even Facebook, your brochure, or promoting your business at a local event, etc. for your advertising.

Of course he started thinking that radio didn't work and it was just a losing battle. He asked the radio station why the commercial did not work and their reason was, the listening audience did not hear your commercial *enough*; "You know a person has to hear or see something 7 to 10 times before they

will react to what they heard." This is exactly what the station manager told him. Crazy, huh, but this is very true.

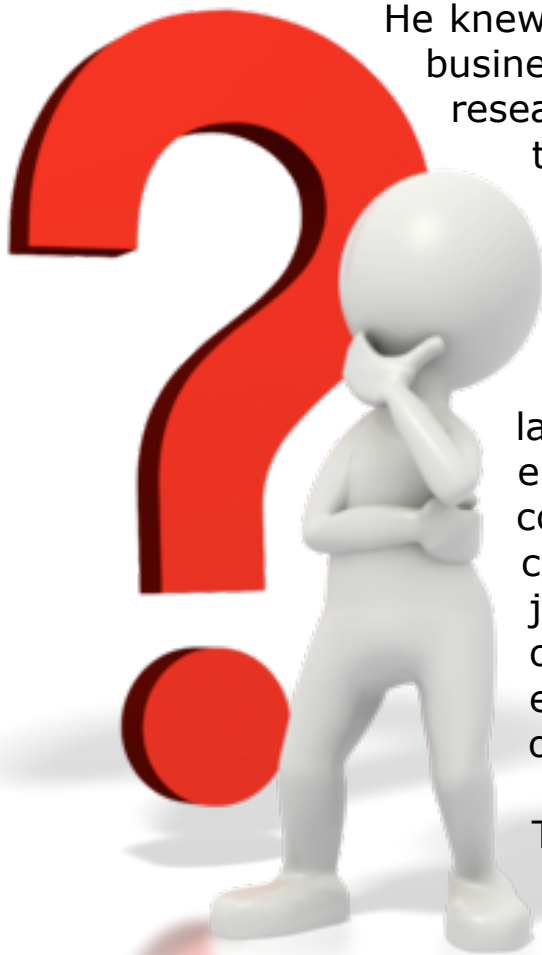
So he asked, "What do I need to do?" The station manager said, "Spend more money for more commercials." They wanted \$5,000 for more spots on the radio for the next month. What if the phone does not ring then? He would have then spent \$7,000 and what if no calls. OUCH! Not going to happen...he thought! He said, "No way, I can't do that right now."

He knew this type of media had to work since other businesses used radio, so he started doing his research. Long story short he found someone that had done a lot of radio advertising for their business and this new found 'mentor' agreed to help him.

So my husband played the commercial the radio station ran for him only to be laughed at by his new mentor. "Did you expect anyone to call you with this commercial," asked the gentlemen. He continued, "Yes it sounds very nice, but it is just 60 seconds of nothing. It is all a bunch of fluff and talk about everything you and every other spa in your area may be offering."

Those few hours spent with this kind business man, set the ground work for all of our future marketing efforts! I know I have mentioned this before...the fastest way to get where you want to be is to find someone who has already been there or doing it. Please remember that!

My husband rewrote the commercial, using the suggestions provided by the mentor, took it to the radio station and paid for



only one week of commercials to 'test' it. They began playing it on Monday morning.

In the meantime, I had gotten a call from him inquiring about me training a few new employees he was about to hire. We also chatted a bit about his business and the radio commercial and how it was working for him.

I suggested when anyone called that he use my "BFF System" (ask them to bring a family member or friend and they would both receive a complimentary 30 minute facial). However, he didn't offer other services yet, so I suggested he offer a discount if they brought someone! So every time someone called to make an appointment, it was suggested that if they brought someone with them, they would both receive a discount. So that is what he did!

(Now remember, he didn't offer any other services at the time so he could not incorporate adding value by giving the new customer something for free, so he had to offer a discount.)

WELL, OMG! The phone started ringing before lunch that Monday morning. Best yet is that he booked the first appointment from the first call that came from the new radio commercial that had started that morning!

Now this should turn on the big light bulb for you, it sure did for my husband. You see he was ready to stop radio because it did not work for him. Or so he thought! The radio station wrote the commercial for him so it has got to be good, right? This is where most businesses fail, they try one thing and it doesn't work, so then try something else. Understandably, since it can cost a lot of money to advertise.



Since his 'new' commercial had the phone ringing that very first day, he decided to spend another \$2,000 for another month on

radio advertising. He booked 21 people from the 'new' commercial running.

Now that may not seem like a lot of people, but each body wrap was \$135. You do the math! So he actually paid for the commercials and made money with the same audience and frequency, but with a different message in the commercial. Now it was time to perfect it in order to attract more customers and turn them into clients.

Check this out...the real numbers from that new commercial...

Even though he had 21 people booked from the commercial, he actually had 38 people come in to get a body wrap because 17 of the initial 21 people booked brought a friend or family member with them! What he did was offer an introductory discount of \$10 off for their first wrap when they called, but \$25 off if they brought in someone with them and they both got the discount. Did it work?

Show me the money: 34 (17 people brought someone) times \$110 equals \$3,740, 4 (people came alone) times \$125 equals \$500...Total generated from radio that month was \$4,240! (Each new client cost \$52.63.)

Then he paid \$2000 again the next month, with the same audience and frequency and he booked 79 appointments and 53 of them brought someone with them. (Are you doing the numbers? J A total of 132 new customers came in that month, 26 at \$125 each and 106 at \$110 each, for a total of \$14,910!) Then he scaled it and added more frequency and the phones rang more. (Each new client now cost \$15.15.)



Remember I mentioned before how someone has to hear your message 7 to 10 times before they will react, so consistency is key. I think you can see the BIG PICTURE on this, right?

IMPORTANT: Also consider that the people from the previous month may have purchased a package or brought in a family member or friend again!

OK this does work, if it is done correctly. You see everyone has to start somewhere. Half of the battle is just starting. But you need to think it through and have a plan, do your homework, your research and know what you are getting into. Just because the radio station may tell you that the commercial was written correctly, does not always mean it is true. Besides it is your business and as I said before no one should know your business better than the business owner themselves...YOU.

Why Did the Commercial Work So Well, You Ask

First, I am going to tell you about that first commercial. Then I will tell you how we perfected it and put our business on steroids.

You see, when the radio station wrote those first commercials they were too general in what they were trying to get across in just 60 seconds. Their ad would say things like you need to come to BUSINESS NAME and enjoy a body wrap. You will look great and your clothes will be looser. ...blah blah blah.

At first, as a new business owner you think "GREAT" they are telling everyone ALL about my business. Ha, totally bad move! Your potential prospects don't give two hoopy doops about you. All they want to know is how THEY will benefit from what you have to offer. Isn't that what you want to know when you are shopping for things? Tell your potential prospects how what you have to offer them will benefit them.

Now remember you have to get into your prospect's head and cater to what they want and are looking for and provide them the reasons and benefits as to why they need YOU. We used radio as just one of our marketing campaigns.

Once we started writing our own commercials because the advertisers were just not getting it right, we were able to scale those findings and use it in all of our marketing. We used the same message in all of our marketing efforts depending on what type of prospect we were marketing to at the time.

Find THEIR pains and have a solution! Is it really that simple? YES!

So let's get back to that commercial, OK? Well give me one moment to digress J. After I had trained my not yet husband's staff we stayed connected by phone as we lived in different states.

We constantly talked about business and adding onto his shop and even opening other locations. Well one day, he called and was telling me that he was just not happy with the voice of the woman who was recording his commercials.

Yes, they were bringing in business since he wrote them which delivered the RIGHT message to the RIGHT people at the RIGHT time, (remember only focusing on one specific service!) but they had no pizzazz, no perk your ears kind of sound to them. The people the radio station had recording them just sounded too plain and to blah in delivering the message. He thought he could do better and wanted to 'tweak' the commercial.

So the reason he called me that day to chat is because he liked my voice when I talked about the body wraps to him. He said that my belief in the body wraps along with my enthusiasm and passion just came through loud and clear. So he asked if I could record his next commercials. (Between you and me, I think he was just trying to get me back to North Carolina and take me out for dinner J!)



This is too funny!...

As we were on the phone chatting I was cleaning up around my house. I let out this blood curdling scream as I was in the bathroom spraying down the tile in my shower. I was suddenly being spied on by a spider the size of my head! J Alright, the size of my hand and it flew around the room!

My not yet husband said, "OMG that was awesome! We have to use that scream in one of my commercials." So we did!

By the way, I dropped the phone and I immediately slammed the bathroom door shut with just me and the life sized hairy beast glaring at me from the corner the wall and ceiling. I could tell it was just waiting for its moment to attack! As I fought with all of my might, thrashing a towel at it...I finally silenced the deadly beast and gave it a `swirling water ceremony." Only to find that when I looked around the room, it looked like a war zone! Ah, victory was mine.just toooo funny!

Although we recorded more commercials and we did have our top 3, that "Scream" commercial always had our phones ringing! (I would love for you to hear it sometime.) Now let's talk about why it worked so well.

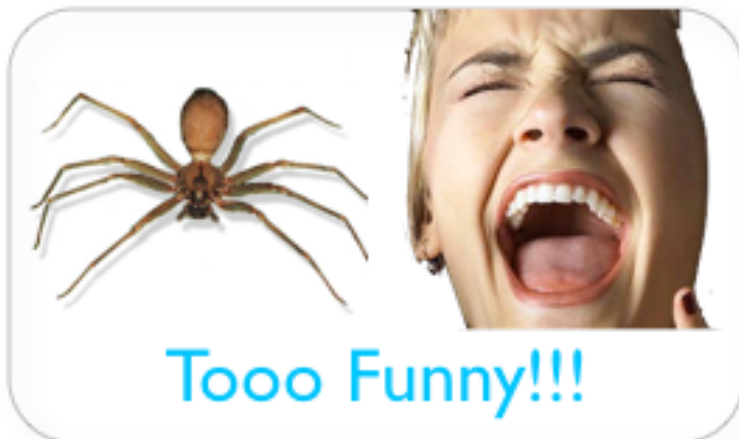
IMPORTANT: Now remember, these tips will work in any form of advertising. Radio may not always be feasible in all areas as it can be very expensive and television didn't work in our area. So you will need to find and determine your best avenues when it comes time for you to advertise. But you must include in your marketing efforts what is going on in your prospect's head and what they are searching for.. Find a person's pain and solve that problem with one of your services or products. Simple.

We always tried to grab the attention of the prospect by getting into their head with what they may be thinking. For example, every woman I know at one time or another looks in the mirror

and wants to scream! Soooooo that is what we did. Our most successful commercial began like this....

"SCREEAAM!!! (I had recreated my bathroom spider episode in my head while recording the commercial.) Is this what you do every time you look in a mirror, well scream no more....." etc. It went on to tell the prospect how our body wrap can help them solve that pain of too tight clothes and how they will look and feel better in only one hour.

This was the very first thing they heard when the commercial aired, the SCREEAAM.



Have you ever heard of Tony Robbins? Well in his teachings, he talks about getting someone's attention or changing a behavior with something he calls a pattern interrupt.

You don't normally hear a woman screaming at the top of her lungs over the radio, so you have got to stop and listen to what she is screaming about! Now that I had the listener's attention, and I mean full attention, I had the opportunity to explain to them in the 60 second commercial what I had to offer and how I can help them. How I can solve their pain! And in my case a body wrap that can help them look in the mirror and like what they see instead of screaming.

It was an actual "visual" of what they probably already are experiencing when they look in the mirror. They scream inside their head because their pants are too tight, or they just bought a dress to go to an event and it is too snug, or they are about to go on vacation and have to get into that bathing suit, so now what are they going to do?

They are going to call me because they just heard that I have the solution to their problem. Let's continue to dissect the commercial...*this is fun!*

Also in the commercial I tell them this will happen in just one hour. Yep, their pants are looser in one hour. They are thinking, "No way! This can't work, but I have got to call to see what it is." Book em'...and we did!

Now this is where you have to understand how your product works. You need to understand your product to be able to explain it correctly. Like I said earlier you have to educate your market.

If you don't understand the correct way to explain it then you really don't understand your product or service. It is important to NEVER EVER LIE to your market about your product or service as this will destroy you and your business.

Because I know body wraps so well and have such a passion for them and belief that it can do what I said it could do, we offered a GUARANTEE! And remember what we talked about earlier about a guarantee? (If you have to, take a moment and go back and review why you need a guarantee in your business.)

As I mentioned before, people take comfort in a guarantee. The mindset is that if it has a guarantee they are willing to try it because they have nothing to lose. Well except inches, of course, and in only one hour! GUARANTEED! Now that is marketing done correctly.

Even though body wraps have been around and other local spas had some sort of body wrap treatment, we were the first to market the body wraps in our area in the way we marketed them.

Remember to stay consistent and give each campaign 2 to 3 times to see what you need to tweak. Then again, if you just

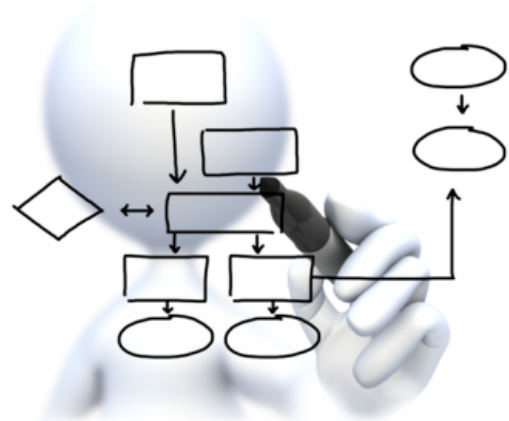
follow what we just talked about, you are ahead of any of the other spas in your area and you don't have to try too hard to figure out what to say in your ads.

IMPORTANT: Please use common sense and do not keep doing something that isn't working and believing that if you keep on doing it that it has got to change. Isn't that the definition of insanity, doing the same thing over and over again expecting a different result? Now that works both ways because if something is working, scale it. You do, however, have to give it a chance and document everything. Test, Test, Test. Remember, don't begin any marketing campaign with the purpose of a one hit, one kill mentality.

You do want to change up the verbiage a bit depending on your target market. Remember you have to get into their heads. A 25 year old young woman will not have the same 'pains' as a 55 year old woman or a 40 year old man, right?

Stay Focused

Stay focused on your target market. Keep testing with different messages to see what gets the phone to ring. We had 10 different commercials we switched around on the radio to make the radio really work great for us. Plus we were writing new scripts for the commercials all of the time. We always rotated and played our top 3 producing commercials amongst any new ones we were beginning to air to keep consistency.



Do not rely on the marketing company to come up with the script for your marketing message. After all, they don't know your business like you do. You are the one who is the expert of your business and of your products and services.

If you don't get anything else from this report you have got to get this right. The media companies are good at what they do; getting the word out there.

But nobody knows your business like you know your business and your clients' needs. This is why it is your business.

IMPORTANT: Now if the radio station, TV station or any of your local advertisers that you may be using are going to write your ad for you, then be sure to have a very thorough explanation of exactly who your target market is. Be specific about the product or service you are marketing and the benefits of your product or service that will appeal to your target market's pain. Remember, if you solve their problem or pain...they will be yours. Oh yes, they *will* be yours!

One last thing about working smarter instead of harder when utilizing advertising and creating the very best marketing campaigns.

Like a Hound Dog with His Nose to the Ground...Track Everything

Track everything:

Track each commercial (we even asked for a print out of the times the commercials were being aired BEFORE they aired so we could see if the phone would ring, which told us if that was a good time for listeners or not).

Track each of your specific ads you may be running in any given magazine, newspaper or coupon pack, etc.

Track your appointments coming from each of the given campaigns.

When the response slows down from any of those campaigns change the commercial, change the ad, or adjust the frequency.

The purpose of rotating commercials and ads is to keep things 'fresh', but it also gives the potential prospect the knowing that we had what they wanted.



Track Everything

Plus, it does give your current clients the comfort to know that you are there for them and that you are staying in front of them as a reminder to see you again.

In other words, stay in their face. When those prospects from our commercial looked in the mirror and they didn't like the reflection that

was looking back at them or they tried on their favorite jeans that particular day and they wanted to scream because they didn't fit...well, they thought of us!

You can do the same thing, too, with a product or service you are now offering. Make it so every time one of your prospective customers hears something they don't like about themselves, they think of you!

IMPORTANT: This conversation may be over about the commercials and ads for now, but remember once you get them in your door now the challenge becomes keeping them coming back again and again...we will get into that more in a little bit.

Lifetime Value of Your Client

When you are advertising to someone they are a prospect. When the prospect enters your doors for the first time, they are a customer. When the customer comes back again, they become your client.

Now let's determine how much that client is worth to you and your business. Most business owners do not even consider this in the growth of their business. Once you see how this simple concept can help you achieve your goals, you'll wonder why so few business owners ever consider it.

This is how it works, the lifetime value of your client or (LTV) is the total profit produced by an average client over his or her lifetime association with you. How does this number help you plan better, you ask?

By knowing a client's total value to your business, you can figure out how much you can afford to spend to convert a prospect to a client.



**What Is The
Lifetime Value
Of Your Client?**

Stick with me here as we do a few calculations. (Oh no, more math J!)

Just for example and easy math, we'll use you as a spa owner and your average new client spends \$85.00 the first time she does business with you (\$60.00 for a facial and \$25.00 for a product) then she comes back every month for a facial and she purchases a product. In the course of a year, she is potentially worth \$1020.00 to you.

Now let's say she will be your client for five years. During those five years, she will have spent a minimum of \$5,100.00 with you. Next you will need to figure out how much of this \$5,100.00 is profit. For this example we'll say 50% (after paying commission, back bar costs, etc.), this means you will make \$2,550.00 profit on your average client over the next 5 years.

Are you beginning to see how this can help you plan your marketing expenses? In this example, you could pay up to \$2,550.00 for each new client and still break even in five years. I do NOT suggest that. But would you spend up to \$50.00 to get \$2,550.00 in five years?

Better yet, I can tell you how you don't and shouldn't have to wait that long to get a return on your investment. In fact, I can tell you how to recover the \$50.00 you spent on any marketing campaign that you used to bring them initially through your door immediately. More about that in a minute.



Look at this for a moment. (Based on the above example, which is quite reasonable.) If a customer is worth anywhere from a few hundred dollars to \$2,550, are you willing to spend or invest \$20 or \$50 to get that particular customer? If not, you should really take another look at your business plan, because frankly speaking you would be a fool not to.

I am not trying to be mean, just JOLT you into this business way of thinking or you might as well exit this report now because you are wasting your time sitting here reading this; unless, of course, you are planning to digest this and put it into action.

Remember business knowledge is only good if put into action. If not, then may I suggest you go back and get one of those j.o.b.'s because you don't really want to own a successful business.

Oh Snap! That sounded horrible of me, huh? Well, I am here to help you to change your way of thinking about your business. To help to find ways to grow your business in less time, with less stress and ultimately be your prosperous best! Thanks for sticking around. J And by the way, saying those things was just another way you need to use this "shock" technique in your marketing efforts or as Tony Robbins suggests, pattern interrupt so that the concept can become imbedded.

Of course, you are not a fool. As you are still here reading this and learning what principles in this report to put into action! BIG hug!

This is important to grasp, since advertising seems like such a gamble, but you do not want to view your advertising as an expense. You need to look at your advertising and marketing as an investment. Once I get you to fully see and understand this important concept or put you into the right mindset, you will be looking at your marketing efforts in a completely different light.

Now let's talk about what I mentioned above about the \$50 you spent to get the client and the return on the initial investment of your client: Referrals.

Referrals add even more profit to the value of your clients. If your average client refers only one new client to you, the profit from the original client doubles (\$2,550.00 for the original client and \$2,550.00 from the person *they* referred). And you didn't



have to do any advertising to get that new client. Pretty cool, huh? Are you starting to get the bigger picture now?

Better yet is that each of those new clients can also use your referral system and now your clients are building your business! We WILL be talking more about this.

So start calculating the lifetime value of your average client. Make increasing this value one of your main goals.

Remember what I said in that last **IMPORTANT** note above? It had to do with once you get a client and keeping them. Well, not only do we want to keep them and figure out their lifetime value to your business, but we want them (a happy client) to be your little marketing soldiers.

Think back for a moment. Remember what I mentioned about when someone called when they heard our commercial? We also suggested and recommended they should bring a friend or family member with them as it would be more fun, right?

Well, just by doing that, you not only have the chance to bring in more money from the one call, but you also bring down the cost per customer (the people coming through your door the first time) in your marketing efforts.

Let's Look at the Numbers

Remember, 21 people called from that commercial which made the cost for each of them \$95.23, (based on the \$2000 a month for the commercials), but we really had 38 people get wraps so that made the cost per customer \$52.63! Now I know up front that still seems like a lot, but see how significantly that number drops just by suggesting they bring someone? We brought in \$4,240 that first month and \$14,910 that second month all with spending the same amount per month in radio commercials.

We talked about scaling your marketing efforts, which means doing more of the same thing that is working. We talked about having as many marketing campaigns working at the same time so that your message gets out to as many people as possible and they see it in many places.

Again, I am not suggesting you go out and do all of this, what I am suggesting is that you examine this and see how these ideas and numbers can work for you.

With the many marketing campaigns we had and the 'in house' referral systems we set up we brought our cost per customer down to an average of \$8.70!

Read on.....

Are Your Clients Your Marketing Experts

One way to do this is getting your clients to refer more often, increasing the average ticket, making repeat clients more frequent, and selling more product and services. Referrals are



such an awesome way and important strategy to increase your business when you put the right systems into place. I could write a whole report on just referrals and the right way to use them... which I may do that sometime. (Mental note to me, Andrea.)

Okeedokee (did I spell that right?), let's take a moment to talk about another way I used a referral system. It worked like gang busters and only cost a fraction of the cost of any local advertisement. Remember, the first way was when a new

prospect called from the radio campaign or any marketing efforts, we suggested they bring in a family member or friend.

This new referral system worked for us because we did not do hair or nails in the three shops in NC, but I am sure you can use the idea for your own business. Think outside the box!

So what I did, I went to local salons, nail spas, weight loss centers and tanning businesses and offered the business owners (and service techs) a FREE body wrap. In fact, those that were interested were invited to a Body Wrap Party!

Once they were able to experience it for themselves they were now capable and willing to explain *my* body wraps to *their* clients and share their excitement and results.

Whenever they referred one of their clients to us, I gave that new client a \$25 off discount, but also paid the tech that referred them \$10. I had our business cards made up for them, but also added their name... it read, "Happily Referred by THEIR NAME.

When the new referral client came in with the business card for the discount, I saved the cards for each of those referral business owners and service techs and sent them a check at the end of each month. Now who doesn't like a little extra cash in their pocket?

Plus, because I found these other salons, nail spas, weight loss centers and tanning businesses in a wide radius to our business, we could refer our clients to them and they felt there was no favoritism from us in recommendations.

These other business owners were happy to help us build our business, as they didn't want to do what we were doing and felt it was a benefit to their clients.

I hope that has stirred your creative juices to consider using that same concept in your business.

Everything is Marketing, Marketing is Everything

Think about this for a moment "everything is marketing, marketing is everything." This is so true.

For example, let's talk about Walmart. Who in the world does not know about Walmart? Where do you see Walmart advertise? I will tell you; on bill boards, TV, radio, magazines, direct mailers, the Internet, Facebook, etc. I think you get the message, everywhere! Why do you think they advertise? Yes, to stay in front of their target market.



**Everything Is Marketing,
Marketing Is Everything**

McDonalds is another that you see everywhere! These are two of the largest companies in the world in their own market place and yet you see their advertising everywhere you go. Success leaves clues! And the big clue for success here is; stay in your prospects', customer's and client's face!

Oh and ponder this. I want you to notice, if you haven't already, in a McDonalds' TV commercial how each commercial only focuses on one specific product. And have you noticed that each of those commercials appeals to the particular viewing audience? So, if McDonalds is using the "focus on one product at the time" mentality in their marketing efforts, do you think it is wise for us to be doing the same? Hlllooooo, Success Leaves Clues!

IMPORTANT: Please note, I am not asking you to go and spend a bazillion dollars on advertising, but I do want you to make a mental note of the exposure. There are less expensive and even free ways to get consistent exposure.

In one of my earlier marketing guides I talk about "Persistent Consistency" in advertising and your marketing campaigns. This is so important. Think of ways you can persistently and consistently attract new customers and ultimately stay in front of and continually reminding your clients that you are there and still have what they need and want.

SUCCESS LEAVES CLUES

Remember this, "success leaves clues." When you are at a standstill and don't know what to do or which direction to take, just open your eyes and your mind and think about the big companies and what they are doing. Or find someone that is doing or has done what you want to do and seek their help. You will get to where you want to be a whole lot faster than trying to figure it out on your own.

These large companies or any successful company did not achieve success by doing nothing and waiting for people to come. Nor did they spend all of that money on marketing without recouping it and making substantial profits. If *they* know they have to stay in front of the people, then it is obvious that our business needs to do the same.

Staying



So what are you going to start doing now (well at least wait until you are done reading this J) that will help put you and your business in front of more people for free or very little cost? Remember starting something, anything will create momentum. But before you start you absolutely, positively must do these four things: determine your ideal client, (target market), figure out

your USP, stay focused on one particular product or service and use a guarantee!

These are activities that will not necessarily bring you in many paying customers right away, but they will get YOUR business out in front of more and more people. This is all about branding your business so when you do begin to advertise, people will recognize your name.

Work On Your Business, Not In Your Business

I touched on this a little through this report. Let's talk about what this really means. Working **in** your business includes providing services, selling products, scheduling appointments, managing employees, general upkeep and so on. Of course, all of these things have to be done every day to keep your business running. There is no question about that, but without working **on** your business, you will not have anyone to perform services on or sell products to.



Work On Your
Business, **Not** In
Your Business

Working **on** your business will provide you with the profits so that you will be able to increase your income, but also to expand your business should you so desire.

Remember how we talked about me and the Aveda Spa I had and my husband and how he had been working in the business for all of those crazy hours? Heck, we all have done that! But if we never understood the concept of working **on** the business we could have never been able to accomplish the amount of clients walking through our doors each and every month. Nor would we have been able to expand and add another two locations.

During those hours you have designated to working on your business (called productive time...remember, wink wink!), decide on your variety of marketing strategies, what type of referral systems that appeal to you, and start thinking about creating employee goal target systems (the more they produce, the more they make). All of these are different examples of working on your business.

These things don't just keep your business running, they help your business to grow. Go back, if you have to and reread about the amount of money you need to produce during your hours of working on your business depending upon the income you desire. That will keep that fire under your chair burning! I know you can do this.

Alright, by now we know the difference of working **on** and **in** your business. Both have got to be done, no question about it.

And we have learned that working in your business is fine, but you have to have the systems in place that will grow your business and be able to give you the time freedom you so desire as a business owner.

Your goal, as your business grows, is to work less and less **in** your business (although you can absolutely be on premises if you so choose). You can hire other people for providing the services, selling product, answering the phones, cleaning and laundry. But if you don't work on your business your business will never grow.

IMPORTANT: Yes, of course, it is absolutely true that you can also hire people to do the work of placing ads, creating emails and newsletters, writing ad copy for commercials, and even doing local community events.

Goals



But you still have to know exactly what you want and what direction you want your business to go in order to have these people you hire to be able to deliver precisely your message. So even if the whole marketing 'thing' scares you a bit or you are not computer literate or you just don't like it, YOU must first decide what you want in order to direct someone to implement what you want.

After all, most all of us got into the business because of a passion to help people to actually provide a service and that is what we enjoy. No one is saying that you have to stop doing that, but it will best serve you and your business if you do understand the importance of working on and not only in your business. Do I sound like I am preaching?



Also one more thing, remember my husband never wrapped the first person in his or our business. He knew how to wrap, but only so he would understand the wrapping process, and he could make sure our employees were not pulling a fast one over on him when they were wrapping the clients. He took himself out of the equation right from the start, so he could work **on** the business and not **in** the business.

Even though he did do all of the things in the business we talked about in the beginning of this report, it was not his first intention to do those things. Thank goodness, he finally took himself out of the working *in* mode and did what he had always planned on doing from the start...working *on* the business.

IMPORTANT: Try to get yourself out of the 'I have to do it myself because no one can do it better' mentality. People can and they will do very well if you instruct them how you want things done. This is one of the systems that should be put into place. Sit down and make a list of all tasks that are routinely

done within your business that you do and your employees perform. Make individual handbooks or charts as to the proper way in which you want these tasks executed and make them a mandatory system.

So if you think the only way to own a spa or body wrap business is for you to perform the service on the clients yourself, you need to rethink these thoughts. You heard this before....because all you have done is create a j.o.b. for yourself.

Just to reiterate what I mentioned earlier in this report, the bad thing about this is when you set your business up like this and most of your clients want you to perform the service, you are not going to be able to scale your business. Also if you are not available to perform the service that particular day for whatever reason, your business is not making any money. Remember, there are only so many hours in a day or week that YOU can be providing the services to your clients. This totally limits your income!

From Mouse to Millions by Making Other People Happy

Here is something to ponder. This is a very powerful strategy and one you should take note of.

There once was a man who drew a little picture and found a way to animate it. From that one little cartoon, Mr. Walt Disney built an entire empire! Do you think he could have done that if he just sat at his desk each and every day drawing pictures?



Do you think he could have done that if he just sat at his desk each and every day drawing pictures?

No, of course not! He ultimately found other great artists, so that he could create his ultimate dream and vision of Disneyland. We know what

happened next.

The big take away is that Mr. Disney found others to do the things that needed to be done so that he could focus and expand his business. You can use this same strategy to fulfill your wildest dreams, while also fulfilling the dreams of others like Mr. Disney did and create an experience for your clients.

Oh yep, I will say it again, "Success Leaves Clues." Educate yourself and keep your eyes and mind open and think outside of the box, or at least outside of the four walls of your spa or salon or wellness center or whatever kind of business you have or you are trying to build.

Start by thinking about how you can work less and less in, and more and more on your business. You'll see great results! Think Big...and see what happens.

I really hope you enjoyed and learned a few new things in this report. Or, if you are ready to start a brand new business, you have learned some valuable lessons and information to get you on the right track from the start.

In my case, I used body wraps, after I learned some valuable lessons from owning the Aveda Spa/Salon, to focus on to build a business and grow to three locations, which you can also do.

But these concepts and business building strategies will work with whatever product or service you choose to market. Of course, if you would like to know more adding body wraps to your business, I will be happy to help you with that also.

Remember the quickest way to get to where you want to go, is to find someone that has already been there. They, or in this case, I



have already made all of the mistakes so hopefully you don't have to. Better yet, it is my hope that this information will help to put you on that fast track to success and have a clearer vision of what you want to do and how to do it than I did when I first began. I don't want you to have to flounder like a fish out of water...just flopping around waiting for your business to die. I want for you all the success that you desire!

Hey, there is never any harm or shame in figuring things out by yourself, that's cool. But sometimes that 'figuring' process can take you hours, weeks, months or years, when all you would have had to do is ask someone who has done it before and then it may take only a few minutes. Remember, your time can be better spent helping people...and, of course, time is money in the world of business.

The Most Powerful Concept from This Report

Now, obviously I can't cover everything you need to know about building and running a profitable spa or beauty related business in this small report. (Although I did try very hard to give you a clear vision on what you need to consider and implement.) But there should be one concept that's absolutely clear. It's so important that you must never forget it.

Because if you allow it to serve as your business building compass - distinguishing between what's **right** and **wrong**, you'll get closer to your spa or salon business dreams with each passing day.



Say this OUT LOUD! **“Opportunity Seekers Fail...Strategic Entrepreneurs Succeed!”** Seriously, the more you speak it,

hear it, and let your mind marinate on it - the greater its impact and the faster your progress.

Say this over and over, "Opportunity Seekers Fail...Strategic Entrepreneurs Succeed!" Write it down somewhere so you will be

Opportunistic vs. Strategic

Opportunistic	Strategic
An opportunity arises and you grab it.	You have an end in mind, a vision.
Most business owners who struggle, are busy with the day to day of their business and take action on what's appealing.	Successful entrepreneurs know their vision, develop different alternatives for its accomplishment, and choose the approach they think is most probable. They continually ask "what are my best opportunities to achieve my vision?"

able to see it daily. Really get this in your mind and your mindset will change. You will no longer be looking for everything to fit your business so that you can try to be everything to all people. Instead you will become a strategic entrepreneur focused on becoming the expert, setting yourself apart from your competition. This will lead you to the business of your dreams.

IMPORTANT: Now remember these principles and concepts can work for any size business you choose to have. It is ultimately up to you to decide, act, and achieve your desired lifestyle.

I thank you for taking the time out of your busy schedule and spending it with me here today.

I really do hope you enjoyed reading this report I put together for you, as much as I enjoyed writing it. My greatest hope is that you will take even a few of these suggestions and use them. Whatever you decide, I wish for you the very best.

To Your Greatest Success,

Andrea

Andrea Welch

