



**The Top Five Mistakes
To Avoid At All Costs
Or Risk Having No Clients!**

Andrea Welch

FORWARD

Thank you for your interest in Beautiful Image Microcurrent Facial Sculpting. We take being a part of your business very seriously. We DO NOT want to only sell you a microcurrent machine, but want to help you grow your business by providing powerful tips and strategies that have worked for others and will work for you too...as long as you apply them!

Having used our microcurrent machine for over seven years, we are grateful that Andrea is willing to share her knowledge in easy, step-by-step ways in order to help you too.

Please enjoy and apply the information in this e-book.
We wish you the very best of success.

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It's a given that you have to advertise and market your business to get new customers. Whatever you are using, such as magazines, local coupon, local newspapers, radio, television and even social media, doesn't matter as long as it is working for you. The real money is made when you get those new customers to come back again and again.

What are you doing right now to turn your first time customers into loyal clients? More importantly, what are you doing to keep those loyal clients coming back more often?

I am sure you offer your clients products and services that provide amazing results; but are you delivering to them exactly what they want?

Do you want your prospective customers to be just satisfied with your business? Of course not, you want to WOW them!

Are you willing to do everything you can to turn them into loyal clients that are always thrilled with you and your business and make their next appointment immediately after their service or treatment? Yes, absolutely you are!

With a lot of trial and error, too much time lost and way too much money spent, I learned exactly what to do to grow my business quickly and almost effortlessly using simple, profitable and affordable systems.

So you **don't waste any more time or money** trying to figure it all out on your own, I would like to share with you the exact tips, strategies and information that I know will work for you too. Apply what I share with you and your business will grow almost automatically.

My name is Andrea. I am a licensed esthetician and business owner. When my youngest daughter began high school I started working part time for a local spa as the receptionist. I already had a passion for the health and beauty industry and thought it was time to go back to school evenings and weekends to become a licensed esthetician.

As luck would have it, the spa that I was working as a receptionist became available. With one of the women that I met during esthetics school, Maria and I decided to give it a go and went into business together. No longer was I just the receptionist. My many hats besides 'owner' now included esthetician, marketing department, housekeeping, receptionist, and as a business owner...the list goes on!

Those few years made such an impact on me and what it takes to own and operate a business. It really opened my eyes to understanding that working less in it and more 'on' it was crucial to sustainability in business and to achieve success and the lifestyle every entrepreneur desires: "To do what we want, when we want and to have the money to do whatever we want."

Fast forward a little bit... life changed and I sold my part of the business to Maria. I then began traveling around the country training and consulting other spa and salon owners to incorporate body wraps into their business.

These travels then led me to owning and operating a wellness spa in North Carolina, which I quickly grew to three locations. I focused on and offered mineral body wraps, infrared body treatments, and Beautiful Image Microcurrent Facial Sculpting...all natural ways to detox, heal, and help people feel and look better... naturally.

Just as it is so important to provide your clients with products and services that deliver visible results after their very first treatment; it is equally important as a business owner to **see quick results in profits** through your marketing efforts.

Through many mistakes in the beginning of starting my business, a lot of trial and error and time lost and too much money spent, I did my due diligence and finally figured it all out! I learned exactly what to do to grow my business **quickly and almost effortlessly using simple, profitable and affordable systems** that will grow your business automatically.

Little side note: It is also important to bring in products and services into your business that offer you, as the business owner, a complete step-by-step program that has a guarantee, exceptional training, and on-going

Being in the beauty industry for almost two decades now has allowed me to learn the systems that work like gang busters to get your clients coming back more often and spending more money and bringing in their family and friends with them.

I will share with you exactly what I did...

- to turn 50 clients a month into 700 clients a month for just one type of service?
- to take one location and effectively expand to three locations?
- to add products and services that deliver immediate results?
- to create systems that can ultimately double your income each and every month?

And I WANT TO HELP YOU TOO.

At the beginning of January, 2010, I had decided it was time to head back to Chicago, Illinois where I am from and where all of my family lives. I sold the business in North Carolina and I just started to look for a location in the suburbs of Chicago and my daughter, Kathryn was diagnosed with cancer. A soft ball size tumor in her chest was cutting off the blood supply back down from her head.

Long story short...emergency radiation was needed. Saturday May 29, 2010 was yet another turning point in my life and for the next 18 months I was caregiver 24/7 to my 27 year old daughter.

Fast forward a bit again... Kathryn has now passed her two year mark in remission. What is funny, in a crazy sort of way, is that never reopening my brick and mortar business again in Chicago because of Kathryn getting sick, has led me to an even greater passion.

You see, I can help a lot more people look and feel better (your clients) through you and your business by sharing with you the proven simple, profitable and affordable systems I developed over the years for my business.

Having a passion and the belief in yourself that you can make a difference because of your passion is what drives you as a spa or wellness spa business owner. However, that passion can slowly decline if you only built your business on the belief of "build it and they will come."

You can have the most beautiful spa, the absolute best products, cutting edge services, the nicest staff with the cutest uniforms, and the most expensive teas you can serve your client while waiting for their service.

Yet, you and your team members are sitting there, sipping the expensive tea, dusting off the gorgeous product filled shelves, and actually listening to an echo as you ask your receptionist if any calls have come in. There is nothing worse than waiting and hoping for people to walk through your door.

Well there is one thing that is worse! That is, having all of those wonderful things I just described, beautiful surroundings, wonderful products and services and spending your

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advertising budget and people are coming through your doors enjoying your beautiful spa or wellness center, loving your products and service, but sadly they are not returning. THAT is even worse than no one coming through your door.

Let me explain. Most advertising that you spend your money on, you will most likely break even. Now, of course, breaking even doesn't seem all that great, but at least you had enough new customers to come through your doors to pay for that advertising for the month.

How long do you think you will stay in business if all you keep doing is spending your advertising budget on getting new customers only to get enough new customers to break even on that advertising? Not very long and that depends on how deep your advertising budget's pocket is!

There are only three ways to grow your business: to get more new customers, to get your current clients to come back more often, or get them to spend more money!

Simple, Right? It absolutely can be!

A successful spa business owner uses consistent advertising and consistent marketing to get new customers through their doors. However, what I hear all of the time from business owners just like you is, *"It costs too much and I can't afford to keep spending all this money trying to keep my business going just to get new customers in all of the time. And never knowing if the advertising I am using will work again the next month."*

That is absolutely true! Unless you learn to convert those new customers into loyal clients, you will constantly be paying 6 – 10 times more to get that new customer than it costs to keep the one that came in one time to come back again and again.

Although you do need to initially advertise your business when you are just starting your business, those outside advertising costs should begin to taper off as your client data base continues to grow.

What are you doing to turn those first time customers into loyal clients? And more importantly, what are you doing to keep those loyal clients coming back more often?

Take a look at your current client data base. Tell me, what would your business look like if each of your current clients

- came back just one more time
- referred just one of their friends
- purchased just one additional product or enjoyed an additional service the next time they made an appointment

Better yet, what would your business look like if your appointment book was full every day? Pretty good, huh?

Absolutely and with the simple, profitable and affordable systems I will be sharing with you, you too can have a full book every day!

Listen, a good advertising and marketing plan is a must. However, implementing **‘in house’ marketing strategies** guarantees that you will always have in place the best possible client retention systems working for you. The systems I will be sharing with you a bit later are the ‘in house’ marketing systems you must consider using.

Having solid ‘in house’ marketing systems in place will keep your business growing automatically each and every day.

It’s funny how life throws you a curve, and sometimes that curve actually turns out to take you on the path that you were meant to travel. It takes you to the place that allows you to live your passion and your purpose.

Although I was able to help a lot of people look and feel better (and I still do as I take my services mobile), I can help thousands more by helping you to grow your business to get more of those loyal clients.

“My passion is to inspire, share, teach and empower you to have an incredibly successful business using the exact same systems I use.”

Before we get to the [Systems](#), it is imperative that we delve a little bit into the mistakes that the majority of you are making...so you do not!

First, let's take a look at the "5 Most Common Mistakes" you may be making and how to keep your business open and growing for many years to come!

(Please note: all of these mistakes are equal in importance and not in any particular order!)

Mistake #1 - Not Giving Your Clients More Than They Expect

Have you ever heard of 'under promise and over deliver'?

Meeting the expectations of your clients is of utmost importance. For example, our expectation for a \$25 haircut would not be the same as for a \$100 haircut.

The \$100 haircut is from a beautifully decorated salon, where they offer you a beverage in the waiting area. The hair technician takes a moment for a consultation to make sure you are getting exactly what you want.

Your hair is washed prior to the service, a scalp massage during the conditioning treatment, you lay back and relax and almost doze off to the sweet smell of the aromatherapy of the product your tech is using. Your hair is then expertly cut, perfectly dried and beautifully styled.

What if you went to a place that advertised that \$25 haircut? You probably are already thinking, you will most likely not get your hair washed prior to the cut (YUK!), or that the place will be a bit shady and although it may be clean, it won't have up to date décor or even the latest equipment. Or the hair stylist is undertrained or right out of school.

What is the bare minimum you need to do to meet your customers' expectations so they're satisfied? Once you find that out, make sure that you do what is necessary to exceed it. Always strive to over deliver!

Write down any ideas you can think of right now how you can over deliver.

Mistake #2 - Not Giving Your Clients an Awesome Experience Every Time

You can get so caught up in the everyday goings on in your business that you may not be “seeing” what your clients are seeing.

IT'S THE *little* THINGS THAT MATTER!

When was the last time you ‘acted’ like a client in your own business? This is time well spent. Plus, it really is important to receive treatments from your team members and get a ‘bird’s eye view’ of what is going on behind closed doors.

You may also want to consider hiring a “Mystery Shopper.” There are plenty of woman and men who would jump at the chance for a free service for a confidential and honest evaluation of the service, the technician and the overall look and feel of your business.

Picture an Open House at a brand new home expertly decorated. You are invited to be the first person to enter for viewing. Everything is bright and shiny and clean. There is not a spot of dust or dirt anywhere and the sweet homey scent of just baked cookies is in the air. How do you feel?

Now picture an Open House at a brand new home expertly decorated. You are the 38th person to enter. There are dirty footprints on the beautiful imported tile in the foyer. You notice the ‘little’ hand prints on the wall and the nose prints on the sliding glass door in the family room and leads to a gorgeous yard where someone has knocked over a potted plant and tracked in a bit of dirt on the light cocoa colored carpeting.

And even though people are asked not to use the rest rooms on the upper level, someone did andwell.... this expertly decorated new home has not been appointed with an air freshener! I think you catch my drift, right?

Ok, so as the first person to enter what is your experience? As the 38th person walking into the very same home, what is your experience? Quite different as the 38th to enter because now all of those ‘little’ things are distracting you from the full and gorgeous experience you could have had if you had been the first to enter.

Your clients need to feel, see and smell that same experience every time...as if it were the first time they entered the room they will receive a treatment in, or the space they will occupy while receiving their service.

I probably drove my team members crazy most of the time when they were first hired. I am sure I did, but a little crazy about cleanliness in your business is actually very sane.

My personal motto is: "Leave everyplace I go and everyone I meet a little better than when I found it or met them." Which means that every treatment room a client enters should look and smell as if they are the first ones to be treated in that room.

Here is a list to get you started as to what you should be checking out from a "client's point of view."

IS EVERYTHING AS CLEAN AS IT SHOULD BE?

1. **Equipment and Supplies.** Is all equipment and supplies clean, sanitized and stored properly?
2. **Dress Code – Attire.** Are your team members in their required uniforms or attire? Are they clean and wrinkle free?
3. **Client waiting area.** Are seats all clean and comfortable? Are the magazines less than three months old and are they in 'like new' condition?
4. **Beverages?** Do you offer a beverage? Do you offer cream for their coffee or honey for their tea? Is beverage service area tidy and clean and is there a waste basket available and not overflowing?
5. **Mirrors, Doors and Walls.** Are all mirrors streak and fingerprint free? Take a look at the walls and doors for marks, paint chipping, wallpaper peeling or dents.
6. **Look Down.** Is the floor clean of and free of dust, dirt, stains, fuzz, hair, etc. While you are looking down, check out the baseboards and in the corners.
7. **Look Up.** If you have overhead lighting and/or fans, are they clean and free of dust? Do you see any cobwebs hanging from the ceiling or in the corners?

8. **How about your restroom?** This is a really important one! My rule is that if a client used the restroom after a treatment or service, the technician must check to see that everything is sparkling again once the client leaves. It is also a rule that anytime any staff member is passing the restroom they must go in and check just to make sure it is clean and fresh for the next person.

And never, never, never put your clients in the position of having to change an empty toilet paper roll! They do enough of that at home and probably, more often than not, even at their friend's house when they visit.

Be the client for a day. Check out your business from their point of view.

You will set yourself apart from so many other spas and wellness centers that neglect this simple strategy.

AREAS YOU CAN THINK OF RIGHT NOW YOU SHOULD LOOK AT.

1 _____ 2 _____ 3 _____
4 _____ 5 _____ 6 _____

Mistake #3 - Not Creating a Relationship with Your Client

Although I said all of these mistakes are of the same importance, this one is definitely tied at #1!

Even with the most beautiful spa, with the best of the best team members, with the highest quality of products, with the latest technology and cutting edge of equipment and services, if you do not keep in touch and build a relationship with your clients you are not going to have as successful of a business as you would like. It is absolutely imperative you keep in touch with your clients. If you do not, it can be very detrimental to your income.

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Did you know that the #1 reason a client will not come back is lack of attention. The other reasons being; death, moved out of the area, poor service, and a family member or friend is now offering the same service or went to a competitor.

If you are not building a relationship with your clients on a consistent basis, you are committing the worst business sin of all sins.

Remember back a bit when I mentioned what the worst thing that could happen in your business? It was having your advertising work for you bringing in new customers, but NOT turning those customers into loyal clients that come back again and again.

You have to think about this as the 'personal' side of your business. Just like someone you meet outside of your business; a new friend. How about two new friends?

Friend #1 calls you or sends you an email to see how you are doing every week and once a month you set a lunch date or maybe a day of shopping, and this friend remembers your birthday and even knows the names of your children.

Friend #2 keeps in touch with you monthly, maybe calls when she only needs something, she or he never answers your calls or emails, has no clue what you do for a living or the names of your kids...or even knows if you have any children.

Tell me, which friend will you most likely be more attached to? In other words, which one would you most likely help if they needed you for something? Friend #1, right? Right!

Nurturing the relationship between you, your business, your team members and your clients is of the utmost importance.

In order to do so, you must have their email address, their phone number and their address in a data base system that allows you to send emails, monthly newsletters, greeting cards (Thank you, birthday, anniversary, motivational when needed, personal loss, etc.).

Although is it not the most effective way, sending emails is the absolute cheapest way to keep in touch with your clients and something you must be sending every week.

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There is a correct way to be sending emails. With one simple mailing, you can promote your services, offer coupons, educate your clients, and give them something to share with potential new clients. The rule of thumb is an email a week.

You must, however, send them valuable information that promotes your services, educates them about your services, share team member successes, client testimonies, household tips, recipes and even little personal stories and local community events.

Three of those information filled emails can be sent. Then in the fourth email you can promote a product or service and ask for a sale. Sending emails in this sequence works the best.

A monthly newsletter sent via “snail mail” is highly recommended. However, once you start sending a newsletter, you MUST be faithful and send it out every month at the same time.

Most importantly, by keeping in touch with your clients, you become someone they remember, someone they value and someone they have a loyal and trust filled relationship with!

LIST THE WAYS YOU ARE KEEPING IN TOUCH WITH YOUR CLIENTS.

Mistake #4 - Not Being Consistent in Delivering Your Services or the Total Experience for your Clients

To make this easy to explain I will need to talk about food here for a moment. Think about McDonalds, Olive Garden, and The Cheesecake Factory. No matter which of their many locations, you will receive the exact same food and prepared the exact same way every single time. Right down to the number of pickles on the hamburger, the amount of olives in the salad or basket of breadsticks at Olive Garden, or the size of the piece of cheesecake at The Cheesecake Factory.

If things are not the same each time you go, your experience is left to chance. Piece of cheesecake smaller than the last time you were there....well, don't even get me started on that one! Cheesecake is my absolute favorite and although it would be a bonus if the

piece were bigger the next time, odds are it would not be the same size I went on the third time or even the fourth.

The inconsistency, even with something as small as this makes a huge difference in the quality of the product and service delivered.

Make sure that all of your technicians are delivering the treatments in the exact same fashion. Make sure everyone answers the telephone with the exact same message. Make sure everyone describes the products and services in the exact same manner.

Of course, all team members have their own personality, but the message that is always delivered must be the same. Provide scripts for answering the phone.

Make sure all of your staff has a product and service manual that describes each product and service in detail. You and your staff must know everything about the products and services; their benefits, their contraindications, any possible side effects, and what your client can expect from using them or expect from each treatment you offer.

Consider weekly or monthly testing to make sure everyone is delivering the same information when prompted.

CHANGES YOU NEED TO MAKE TO OFFER CONSISTENCY:

Mistake #5 - Not Offering a Guarantee

This mistake is the other one tied for #1!

Most likely you will hear me talk about this again. Why, you ask? Because it is so important! Are you using a guarantee in your business yet? Boy I hope so!

Listen, you really do need to think about offering a guarantee on all your services and products. Not a vague guarantee, but a 100% Solid No Risk Money Back Guarantee! Yep, I know offering a guarantee like this in a medical business may sound a bit crazy and it may look like a big risk; but it is quite the opposite. It brings in new business!

Having this total confidence in your business by offering a “Solid No Risk 100% Money Back Guarantee” instills confidence in new customers to know that they are making the right choice in choosing your business instead of another business offering the same type of service without a guarantee.

You might be thinking: *"I can't afford to do that. I'll get people complaining and they will want their money back because I offer this 100% Guarantee."*

This is just not true; in fact, it will actually help you build your business more quickly and consistently get new clients into your business.

**People will come to you BECAUSE of your
100% Solid No Risk Money Back Guarantee.**

A 100% Solid No Risk Money Back Guarantee will show to prospective customers that you totally believe in the products and services you are offering. Their complete happiness is what matters to you most and shows them by the confidence you have in everything you do for them and sell to them.

In my first spa, which was an Aveda Concept Spa and Salon, we guaranteed everything. It was simple, “If you aren’t happy, we aren’t happy...so let us make it right. We will do it over, give you another service, exchange a product or refund your money!”

With my body wrap business I guaranteed the body wrap itself. The guarantee stated, “Lose at least 6 inches or your wrap is FREE!”

Of course with the Beautiful Image Facial Sculpting Treatment the guarantee read, “No Pain, No Redness, No Downtime and Very Relaxing, Guaranteed!”

As a business owner, you want your customers to be so pleased with what you did for them or what they bought from you, right? Absolutely! Because if they are pleased,

then you know that they will most likely come back again...and hopefully many more times; especially if you have the right 'in house' systems in place; but more about that later.

If someone did happen to complain about something, wouldn't you want to know so that you could address the issue? Yes, of course, because that will make you, your staff and your business better.

The truth is that only a tiny, very it'sy bitsy, amount of people will try to take advantage of your guarantee.

You must always remember that you are in the business of relationships, not just transactions.

Is offering a 100% Solid No Risk Guarantee bold? **YES.**

Is offering a 100% Solid No Risk Guarantee risky? **NO; not at all.**

In fact, for 99.99% of your potential customers your 100% Solid No Risk Money Back Guarantee gives them the security to walk through your doors and give you, your services and your products a try. Then it is your job to WOW them and keep them coming back for more.

Think about this. How many people who might have otherwise have been hesitant about trying your services will now confidently go ahead and try your business because of the guarantee?

Having a 100% Solid No Risk Money Back Guarantee gives you a huge competitive advantage.

Look around. Are any of your competitors offering a 100% Solid No Risk Money Back Guarantee? If not, then great! You will definitely have the advantage. If yes, OMG, I urge you to begin today to see how you will offer a guarantee.

Like I mentioned a moment ago, if given a choice for a first time customer to choose between two businesses offering the same service, they will choose the one with the

guarantee! Remember, they are first time customers so they don't know you or your competition. Soooo, see what I mean?

Do you want your prospective customers to be just satisfied or are you willing to do everything you can to make them loyal clients that are always thrilled with you and your business?

ONE WORD OF CAUTION. Offering a "Satisfaction Guarantee" is just not a strong enough guarantee. That does not give you a competitive advantage over your competitors, as it is just too vague.

Think of it this way...if you are not confident enough in the products and services that you are offering to be able to provide a "Solid No Risk 100% Money Back Guarantee," then how can anyone be confident in you, your business, your products or your services?

Take a look at this guarantee:

I'm (NAME), as the business owner, I and my staff want our clients to be super-pleased – in fact, we want you to be totally excited and pleased with everything we provide. That is why all of our work and products come with a risk free, totally solid guarantee...A 100% No-Risk 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."

Now take a moment and develop your own guarantee. Make sure all of your products and services and your overall business will hold up to that guarantee. Stick with it, stand by it and most certainly flaunt it! Post it in all of your marketing, on your website, in your emails, on everything!

Make it a no risk proposition for all of your prospective customers to want to do business with you with complete confidence. **Write YOUR Guarantee:**

Congratulations!

By taking the time to correct these “**5 TOP MISTAKES YOU MUST AVOID AT ALL COSTS,**” you have just made a great big step in your continued success.

**Now let’s talk about the PROVEN SYSTEMS
I use in my business that I mentioned at the beginning of this report.**

I know you are a smart and savvy business owner. How do I know? Because you read this far! So I know you will most definitely want to gain access to the proven business and profit building systems that will put your business on autopilot.

Following the exact proven systems I use will save you time, money and the stress of trying to figure it all out on your own by not making the same mistakes I did. This will make it easier and quicker for you to grow your business.

You will have immediate access to a FREE Video Series:

***“Discover the Simply Systems to Sky Rocket Your Business
that You are Probably Not Doing. . . and YOU Should Be!”***

One of the strategies I will share with you in this [Free Video Series](#) are the “**Three Little Words**” that can increase your sales **10 – 25% every day**. Don’t waste another day with empty appointments...get ALL of the simple systems I use that you absolutely need for consistently growing your business! After all you didn’t go into business just to have a ‘pretty place’ and say you own a business, did you?

Absolutely not! So please take the time and at least snag my FREE Videos of all the simple systems I use and now you can too!. I know they will bring you more business.

Wishing you happiness, great health and abundant success.

Andrea

Andrea Welch

[Spalon Techniques, LLC](#)

P.S. If you don’t have a service that provides IMMEDIATE RESULTS, then you need Beautiful Image Microcurrent Facial Sculpting System. Just email me: Andrea@SpalonTechniques.com and begin seeing higher profits in as little as five days!