



# Filling Your Schedule as an Aesthetician Without Burning Out

The quickest way to get clients is by \_\_\_\_\_

## Why Marketing Models Work

1. Hands-On Experience: The quickest way to get clients is by physically interacting with them.
2. Effort Investment: Shifting your time from social media to direct client interaction yields better returns.
3. First Step: Think about why marketing models haven't worked for you and share in the comments.

What are the Common Issues with Marketing Models

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

## Rebooking is the Main Goal

Issue: Models don't convert into paying clients.

Solution: Focus on rebooking models as paying clients.

### **Better Service, Higher Rebooking Rates**

Importance: High rebooking rates are key to success.

Self-Assessment: Go over the service you offer. Rate your rebooking skills (0-10):

\_\_\_\_\_

### **Improving Consultation Skills**

- Talk Less, Listen More: Let clients share their concerns.
- WOW Moment: Teach clients something valuable during the consultation.
- Offer a Plan: Present a detailed plan for their skincare journey.

## **Closing your Appointment**

Exercise: Craft No-Questions for Consultations

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Service Prioritization**

List your services from most to least favorite:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **Find the right Clients**

Main Issue: Models don't represent your target market.

Solution: Define your ideal client avatar before choosing models.

AND

Main Issue: Models expectations don't align with the services.

Solution: Ensure your model's needs align with the service offered.

## **Exercise: Define Your Ideal Client Avatar**

**\*\*Name:\*\*** \_\_\_\_\_

**\*\*Age:\*\*** \_\_\_\_\_

**\*\*Income:\*\*** \_\_\_\_\_

**\*\*Occupation:\*\*** \_\_\_\_\_

**\*\*Lifestyle:\*\*** \_\_\_\_\_

**\*\*Goals:\*\*** \_\_\_\_\_

**\*\*Pain Points:\*\*** \_\_\_\_\_

**\*\*Preferred Solutions:\*\*** \_\_\_\_\_

**\*\*Marketing Message:\*\*** \_\_\_\_\_

**\*\*Services Offered:\*\*** \_\_\_\_\_

## **Costs of Service**

Main Issue: Providing free services without returns.

Solution: Charge a minimal fee to ensure models go through the checkout process.

What is your cost of doing your service? \_\_\_\_\_

## **Marketing Strategy**

Main Issue: Lack of strong marketing strategy.

Solution: Create a comprehensive marketing plan, focusing on Google reviews. Do the networking.

### **Google Reviews**

- Immediate Action: Send a review request link right after the service.
- Simplify: Make the review process as easy as possible.

How to implement: \_\_\_\_\_

## **Follow Up**

Main Issue: No follow-up strategy.

Solution: Maintain regular contact and build a fence around your business. Use printed newsletters!

What are 3 topics I could put in a newsletter to educate clients on

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **Word of Mouth**

Main Issue: Models don't actively promote your services.

Solution: Create and provide social media content for models to share.

ACTION STEP: get Canva create it for them. Ask them to post.

Contracts work! Just tell them what you need

## **Reflection**

How can you improve your strategy?

- \_\_\_\_\_

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# Building a clientele is a marathon, not a sprint.

**Action Plan: Implement the strategies discussed and track your progress.**

## WHAT NOW?

Want to chat about where you are and where you want to be in your Esthetics journey. BOOK a free consultation call to go over where you are and where you want to be! I'm happy to help!



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