

7 STEPS TO

7 Figures

THE ESTHETICIAN CASH-FLOW FORMULA

01

ADOPT A WINNING MINDSET

Mindset Mastery is first because it's your greatest obstacle in scaling your business. You are motivated by two things: The avoidance of pain and the pursuit of pleasure.



CONNECT WITH HIGH-VALUE CLIENTS

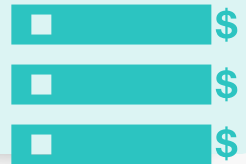
Leverage social media in a way you would meet new people at a social gathering. No ads.

02

03

CONDUCT A SERVICE MENU AUDIT

Eliminate services that do not serve you. Allow your reports to tell the truth.



CREATE A HIGH-TICKET OFFERING

Create treatment programs instead of a one-off facial.

04

05

ENROLL WITH A CONSULTATION

Close prospects into your high ticket offering through thorough consultation and conversation about the main pain points.



DELIVER EXTRAORDINARY CLIENT EXPERIENCE

Overdeliver by utilizing super operating procedures

06

07

GUIDE THE CLIENT TO YOUR NEXT TREATMENT PROGRAM

Based on the client's main skin problems. Rinse and repeat (to step 5)

