



ENCHANTED

BEAUTY INSTITUTE



FULLY BOOKED AND MAKING BANK

Learning Activity Book

DISCLAIMER

Enchanted Beauty Institute reserves the right to revise this documentation and to make changes in content from time to time without notice. Information provided in this documentation could include technical or other inaccuracies or typographical errors. There may be changes in circumstances after publication that require amendments to be made.

Enchanted Beauty Institute may make improvements and/or changes in the services or facilities described in this publication at any time. These changes are periodically added to the information in this publication and incorporated in new editions of the publication. Before relying on the information provided you are advised to seek confirmation of its currency by contacting Enchanted Beauty Institute.

© Enchanted Beauty Institute Pty Ltd

Enchanted Beauty Institute owns or licenses all copyright rights in the text, images, photographs, graphics, and all other material provided in this documentation. Where a third party holds copyright in any material provided in this documentation, Enchanted Beauty Institute has made all reasonable efforts to ensure that the copyright owner has consented to their material being included in this documentation. Apart from any use as permitted under the Copyright Act 1968, all other rights are reserved.



RESET YOUR MINDSET: YOUR DREAM LIFE BLUEPRINT

How To reset Your Mindset & Build The Life You Love

Wheel of Life	<input type="checkbox"/>
Tolerations	<input type="checkbox"/>
My Dream Life	<input type="checkbox"/>
My Dream Bio	<input type="checkbox"/>
Letter to Yourself	<input type="checkbox"/>
Creating Better Habits	<input type="checkbox"/>
Goal Setting	<input type="checkbox"/>
But Why?	<input type="checkbox"/>

Tick when completed



TIME TO SET ASIDE:

Allow 5 Minutes

THINGS YOU WILL NEED:

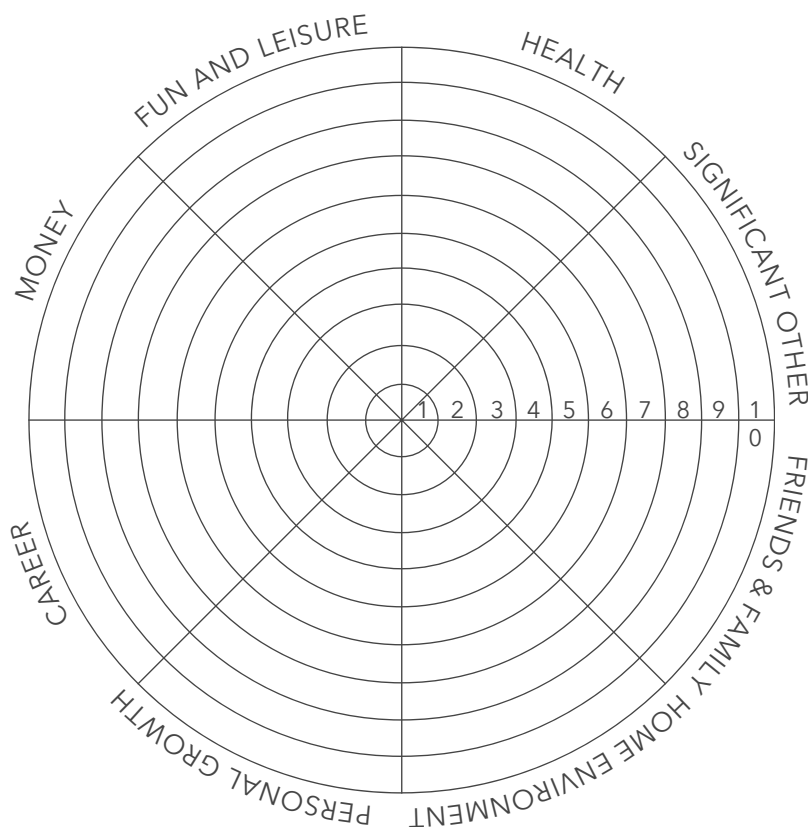
- Pen, Pencil or Texta (coloured pencils or textas optional)

TIPS TO COMPLETE:

Use the FIRST number (score) that pops into your head, not the number you think it should be! This is a five-minute exercise, don't overthink it!

Instructions

The wheel of life is a great tool that helps you better understand what you can do to make your life more balanced. Think about the 8 life categories below, and rate them from 1 - 10 by drawing a line or colouring it in.





TIME TO SET ASIDE:

Allow 10 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

Instructions

We tend to get dragged down and overwhelmed by things that accumulate over time - and end up cluttering our minds.

You may not want to do anything about them right now, but just writing them out here will raise your awareness and you'll naturally start handling, fixing and resolving them. So, make a list of what you're putting up with and see what's cluttering your mind, draining your energy and slowing you down!

Examples:

Incomplete tasks, frustrations, poor processes and procedures, unresolved issues or problems, other people's or your own behaviour, clutter, 'shoulds', unmet needs, crossed boundaries, poor morale, overdue bills or invoices, outdated design, guilt, exercise/eating/sleep habits, office cleanliness/tidiness, undone filing, indecision, procrastination etc...

Let's start clearing your mind!

Step 1

What are you putting up with?? Now is the time to identify what you're tolerating!



Write as many items as you can, then over time as you think of more, simply add them to your list.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.

Step 2

Of the above items in your list of what you tolerate, which 3 do you dislike/want out of your life the most?



1.	
2.	
3.	

Why not put your completed list somewhere obvious - so you can refer or add to it over time?



TIME TO SET ASIDE:

Allow 15 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

TIPS TO COMPLETE:

You need to be in a quiet room with no distractions - no phones, no one barging in. Sit upright in a comfortable position. Take 3 long deep breaths. Feel your shoulders relaxing and your body calming and quietening. There is nothing else to focus on, this is all you need to be doing.

Instructions

What do you want your life to look like? Imagine that money and time are no object. You CAN have everything you imagine! Don't think about 'how' right now, just give yourself permission to dream big.

You need to think about what you want your life to look like so you can map out meaningful goals and a strategy that will make your vision reality.

To do this, sit in a quiet space for a few moments and run through this activity. It might seem a bit different or even a little weird, just remember you'll only get out of this what you put into it.

This activity is incredibly powerful but if you don't follow through and do it properly, the goals and strategy you develop will not be aligned with where you want to take your business.

Relax and begin laying the foundation of your vision for your business and your life.

Step 1

Look at the vision statements below. Think about them as you lay out your big vision, your dream life.

These are just a starting point. Dream and wildly pursue what you feel is calling you in your heart!



DREAM LIFE VISION

- I live in [type of house and area]
- Our children go to [school name/s]
- I drive [type of car/s]
- We go on holiday [to X destination/s Y times per year, i.e. if you want to travel to England each year for 1 month, note this]
- I work [X number of hours per week]
- When I'm not working, I'm [insert hobbies/ things you'll be doing during the week]
- I primarily help my clients by [e.g. being a leading lash or brow artist and salon owner who creates beautiful, safe lash sets or brows and has a dedicated and highly skilled team of staff that do the same]
- My business looks like [explain how you see what you're focusing on in your business to help your community]
- I have a team of [X number of staff, doing Y roles - will you keep your team small and dynamic, or do you want to build a corporate entity? Note that if you're building a corporate entity, it'll require more from you and give you less flexibility and freedom as there are more departments to manage]
- My monthly revenue is [\$X]
- I pay myself [\$Y per year - note that to live a million-dollar lifestyle you only need around \$20k a month after tax]



TIME TO SET ASIDE:

Allow 15 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

TIPS TO COMPLETE:

You need to be in a quiet room with no distractions - no phones, no one barging in. Look at the guiding questions in this activity to help you get started. What does your dream bio sound like?

Instructions

Let your imagination run wild. You have jumped five years ahead in time. Pretend you are getting interviewed by a journalist from a magazine. They are doing a four-page spread on you, because you are amazing!

Write down what they are going to cover about you. What are your achievements they are going to write about? What do you want people to know you have done?

Write your Bio on the following pages. Don't hold back and don't limit yourself to the guiding questions if there is more you want to achieve - this is for you.

If you can't imagine it, even in your Dream Bio - you won't achieve it, so dream big!

Step 1

Look at the vision statements below. Think about them as you lay out your your dream biography.

My Dream Biography



DREAM BIOGRAPHY VISION

- What is your most outstanding accomplishment so far, the one you are most proud of? (list one personal and one business-related)
- Have you won any awards or received honours or recognition? What are they? What for?
- Do you do something that is unique in business? Did you invent or influence the development of a technique or product?
- If you were to describe yourself using only five positive adjectives (describing words), what would they be? (e.g. persistent, adventurous, ambitious, compassionate, reliable etc.)
- Do you give back to the community? How? Donations of money? Time? Something else?
- Are you a leader in the industry? What are you a leader of/for?
- Do you have public speaking engagements? Where? Who to? What do you speak about?
- Think of your dream business hero or influencer. Imagine they have been asked for a quote about you for this magazine story. What do they say?

Step 2

Now write down your Dream Bio on the following pages using the prompts to guide you.



My Dream Biography



YOUR NAME: _____ **TODAY'S DATE:** _____

My most outstanding business accomplishment is:	
My most outstanding personal accomplishment is:	
I have won/been recognised for:	
I am unique in business because:	
Five positive adjectives that describe me are:	

My Dream Biography



YOUR NAME: _____ TODAY'S DATE: _____

I give back to the Community by:	
I am a leader in the Industry by:	
I have public speaking engagements at/about:	
My dream business hero/influencer said this about me:	
(Other Achievements)	

My Dream Biography



YOUR NAME: _____ TODAY'S DATE: _____

(Other Achievements)	
(Other Achievements)	
(Other Achievements)	
(Other Achievements)	
(Other Achievements)	

**TIME TO SET ASIDE:**

Allow 30 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Paper

TIPS TO COMPLETE:

Be honest with yourself. What is your 'Why?' Your letter will help guide your business strategy

Instructions

Write a letter to yourself.

Include what you are feeling right now. What are you happy with? What are you not happy with? What do you want to do in the next six months? Don't hold back, get it all in there.

Pop your letter in an envelope, write your name on the front and write down and open date 6 months from today.

HABIT LIST



Habit	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Goal	
Read for 1 hour	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			3 x a week	😊 😊 😊
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
Habit Number	Important Details								

My reward for being awesome this week is _____

Because _____



TIME TO SET ASIDE:

Allow 15 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

TIPS TO COMPLETE:

Use the example prompts as well as your Dream Life and Dream Bio outcomes to help guide you to complete this activity.

Why Goals matter

Having Goals gives you control of your direction, something to aim for and keep motivated. Setting a goal and keeping it constantly in your mind as you plan your daily tasks helps you focus on what will help you to achieve it - and just as importantly, to be able to identify any roadblocks.

Plus, we feel happy and rewarded when we achieve our goals, it motivates us to push on, keep going, do more! Winning!

What we focus on, expands. Or as Tony Robbins (an internationally known life coach) says, 'Where focus goes, energy flows'.

Let's get focussed!

**TIME TO SET ASIDE:**

Allow 10 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

Instructions

Whether we achieve our goals depends on whether we take action. But what decides whether we take action in the first place? How motivated you are!

So, simply pick your Top 3 goals, then answer the questions below. Keep writing even if you repeat your answers.

The information you complete on the next page will help you feel clear, focused and more motivated to achieve your goals.

Instructions



Complete each section below using the prompts to guide you.

Write Goal No. 1 Here:

Write Goal No. 2 Here:

Write Goal No. 3 Here:

Why do you want this Goal?
What does it give you?

↓

Why do you want this Goal?
What does it give you?

↓

Why do you want this Goal?
What does it give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

And why do you want that?
What does that give you?

↓

What will this goal help you feel?

What will this goal help you feel?

What will this goal help you feel?

BEAUTY BUSINESS SET UP: YOUR GUIDE & CHECKLIST

Starting Your Business and Going Legit

Tick when completed

Business Set Up Checklist	<input type="checkbox"/>
---------------------------	--------------------------



BUSINESS SET UP CHECKLIST

TIME TO SET ASIDE:

Ongoing

THINGS YOU WILL NEED:

- Pen or Pencil
- Textas, coloured pencils or markers

Optional: you can complete on your Ipad/
PC/ Laptop if preferred

Checklist

Tick the box when you have completed the task and fill in the information so you have it all in 1 place. Use the table on the next sheet to compare payment gateways and booking systems to decide which will be best for your business.

<input type="checkbox"/>	My Business structure is..	
<input type="checkbox"/>	My ABN is...	
<input type="checkbox"/>	My registered business name is ...	
<input type="checkbox"/>	My Insurance is with...	
<input type="checkbox"/>	I have council approval with..	
<input type="checkbox"/>	I will take payments by...	
<input type="checkbox"/>	I will use this booking system...	

Payment Gateway Comparison

Name of Gateway	Set up fees	Ongoing fees	Transaction fees

Booking System Comparison

Compare different booking systems to decide which will be most beneficial for your business.

BENEFIT
Price			
Consultation forms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo upload	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intergration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branding customisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Booking link customisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of setting up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deposit/ booking fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client reminder emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reschedule limits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THE BEAUTY BUSINESS MONEY BLUEPRINT: DESIGN YOUR DREAM INCOME

Run Your Business, Don't Let Your Business Run You!

Tick when completed

What makes you, YOU!	<input type="checkbox"/>
Ideal Week	<input type="checkbox"/>
Household Income and Expenses	<input type="checkbox"/>
Know Your Business Costs	<input type="checkbox"/>
Setting Your Prices	<input type="checkbox"/>
Know Your Product Costs	<input type="checkbox"/>
Financial Forecast	<input type="checkbox"/>



WHAT MAKES YOU, YOU!

TIME TO SET ASIDE:

Allow 30 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Textas, coloured pencils or markers

Optional: you can complete on your IPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

This is not a test and there are no right or wrong answers. Understanding what your values are means you can shape your business to your strengths and passion points.

Instructions

By tapping into what you love most - what makes you, YOU - we're able to uncover the greatest Unique Selling Point (USP) for your business. Your values!

When we align your actions in your business with your values, you'll always feel fulfilled and motivated.

For this activity, it's all about having fun!!!

All you have to do is brainstorm all the things you love. No emotions, just things you love to do and have.

Use the questions on the next page to help guide you, but don't think about it too much, this is not a test!

Use these questions to guide you:

- If money were no object, what would you do each day? Go wild! Money, time and location are no object here!
- What clothes do you love most? (If this doesn't vibe with you, switch out the word "clothes" with something that does)
- What foods do you love?
- Where do love to go?
- What kinds of things do you love to do?
- Is travel important for you? If so, where is your favourite place to go? Where would you love to see that you haven't seen yet?
- How about adventurous activities? If this is your thing, give specific examples of the exact activities.
- What do you like to do by yourself?
- What do you like to do with other people?
- What makes you feel good, what lights you up?
- What are the things you can't live without?
- What do you already do each day that no one has to tell you to do?
- What would you do even if you didn't get paid for it?
- Do you like making craft objects or being artistic?
- If you could create anything, what would you want to create?
- Where do you like to hang out?
- What are your favourite foods to cook?



**DON'T THINK - JUST WRITE FOR AT LEAST 10 MINUTES, NON-STOP.
COMPLETE ALL THE BOXES IN THE TABLE ON THE NEXT PAGE.**

Step 2

Group the things you love into categories and highlight them with markers, pencils or textas.

Now take out 6 different coloured markers (or coloured pencils/textas, whatever you can find!)

Each marker colour represents a different category. It's your job to now read through your list and group together each thing you've noted into a specific category. You'll notice that there are common themes where the things you love can be grouped together. Circle each thing you love with a specific colour to add it to a category.

Your categories could include:

- **Luxury/ glamorous:** handbags, shoes, getting your hair done, smooth legs, getting your nails done, nice clothes, matching underwear, glowing skin, make-up
- **Travel:** tropical holidays, sun, surf, relaxing, seeing new places, Europe, Italy, Bali etc
- **Adventure:** bungee jumping, cliff diving, sky diving, base jumping, surfing, etc
- **Romance:** picnics with my partner, being romanced, candle lit dinners, seeing a concert
- **Relationship:** being with my partner, going on holiday with my partner, making things for my partner, going for walks with my partner, affection, etc
- **Family:** spending time with my family, creating a family, playing with my kids, hanging out with my sister and boyfriend, helping my family, connection, etc
- **Health/ wellness / fitness:** green smoothies, exercising, going to F45, Pilates, yoga, nutrition, cycling, getting into nature, surfing, swimming, running, HIIT classes, etc
- **Food:** chocolate, spaghetti, lamb roast, quinoa, nut milk, coffee, eating out, fine wine, etc
- **Partying:** girls' night, dance music, bar hopping/clubbing, flirting, meeting new people, etc
- **Fashion:** reading fashion blogs, going to fashion shows, buying new clothes, being on trend, looking amazing, standing out from the crowd, etc
- **Interior design/home décor:** home décor accessories, cushions and throws, new linens, painting walls, buying new furniture etc
- **Business/ career/ wealth creation:** investing, building my business, hitting my revenue goals, leading my team, learning and growing, working with my clients, etc
- **Connection:** hanging out with friends, going for coffee with the girls, group holidays, attending networking events, quality time with family, hosting BBQs for my loved ones, etc
- **Learning/ development:** listening to podcasts, reading self-development books, watching YouTube, engaging with a business course, being part of a business community



What makes you, YOU!



Step 3

Now that you've grouped your 100 things you love most into categories, what are your top 5 categories? (Not in any particular order):

1.	
2.	
3.	
4.	
5.	

These categories represent what you value. Do you live into each of these values each day?

YES / NO

Of the above 5 values, which 3 do you actively live most days?

1.	
2.	
3.	

These 3 values are likely your top 3 values, the things you do no matter what.



No one would need to pay you or tell you to do it, it's stuff you just love no matter what! Where you can, you want to infuse these into your branding, social media, and marketing - so your business is aligned with your highest values.



IDEAL WEEK

TIME TO SET ASIDE:

Allow 5 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

Optional: you can complete on your IPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

Be selfish for once and think about what YOU really want to do with your time.

Instructions

You are setting up your business to enhance your life so be honest with yourself from the start, what hours do you actually WANT to work?

By having structure in your business, you set boundaries for you and your clients so you can benefit from a great work/life balance.

If you like to go camping every weekend, you will need to be closed every Saturday and Sunday. If you like to go to the gym at 9am, you shouldn't open at 8am or you lose the time to do what you love. Do the school run? Let's factor it in.

Step 1

What are my 3 non negotiables that I need to/want to work around?

--	--	--



Ideal Week



Step 2

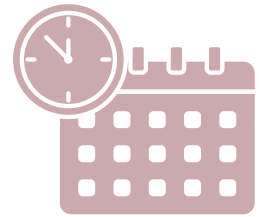
What does your perfect week look like?

Include your non-negotiables and things like walking your dog, school run, kids activities, gym time, family time, partner time, catch ups with friends. Build the life you want first and the business should fit around it.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7AM							
8AM							
9AM							
10AM							
11AM							
12PM							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							
7PM							
8PM							
9PM							
10PM							
11PM							

Step 3

What are the best times for you to take clients?



MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	



HOUSEHOLD INCOME & EXPENSES

TIME TO SET ASIDE:

Allow 1-2 hours +

THINGS YOU WILL NEED:

- Pen or Pencil
- Your bill folder or expense records

Optional: you can complete on your IPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

This is not a test and for some people it might seem mind-numbingly painful. Still, we encourage you to tough it out and complete this task. A budget helps make sure you have enough money for the things you need and any extras that are important to you.

Instructions

Understanding your personal costs as well as your business costs is especially vital to a home salon business. Depending on where you live, there can be tax deductions and other benefits available on the business part of your costs - but how can you claim if you don't know what it is and can't track it?

Even if you have a commercial space, as a small business owner/entrepreneur, your overall expenses (personal and business) will drive your available funds for business investment - things like new stock or renovations or additional staff salaries when it's time to grow.

Your budget is not something you do one time and then forget about. It should be a daily tool to help you make good decisions about your life, your business and any new ventures you're thinking about!

So, let's get started!

Review your bills and documents, income statements or bank statements.

You will need to go back at LEAST one month to get a feel for your household expenses. But the further you go back, the more accurate your income and expense estimates will be.

For example: is your electricity always the same price? Or does it spike in summer with your air- conditioning, or in winter with your heating? If it does, you will want your averaged cost to cover the low bills AND the high ones.

So, if you have 6 months’ worth of electricity payment records, add them all up and multiply by 2 to get your annual electric cost.

For each section, review your records and see what your averaged spend is for each line item.

You have three options for how far back you go with your review, remembering the more information you have, the more accurate your expenses will be:

Basic *	1 month
Intermediate	6 months
Advanced	12 months

*not recommended

Step 1

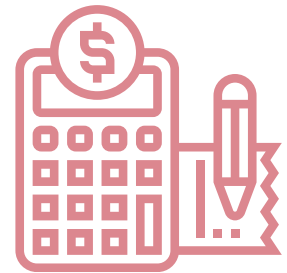
Complete your income, including regular payments you receive, as well as your partner’s (if appropriate).



INCOME	\$ AMOUNT	FREQUENCY	YEARLY
Your take-home pay			
Your partner's take-home pay			
Bonuses / overtime			
Income from savings and investments			
Government Assistance benefits			
Child support received			
Other			
TOTAL ANNUAL INCOME			
DIVIDE TOTAL ANNUAL INCOME BY 52 = WEEKLY INCOME			

Step 2

Complete your expenses for each section, including all payments you make for every line item, as well as your partner's (if appropriate).



HOME & UTILITIES	\$ AMOUNT	FREQUENCY	YEARLY
Mortgage or rent			
Council rates/Strata/HOA Fees			
Furniture & appliances			
Renovations & maintenance			
Electricity			
Gas			
Water			
Internet			
Pay TV			
Home phone			
Mobile			
Other			
TOTAL ANNUAL HOME & UTILITIES			
DIVIDE TOTAL ANNUAL HOME & UTILITIES BY 52 = WEEKLY COST			

FINANCE & INSURANCE	\$ AMOUNT	FREQUENCY	YEARLY
Car insurance			
Home & contents insurance			
Personal & life insurance			
Health insurance			
Car loan			
Credit card repayments			
Other loans			
Paying off debt			
Savings			
Investments & super contributions			
Charity donations			
Other			
TOTAL ANNUAL DEBT & INSURANCE			
DIVIDE TOTAL ANNUAL DEBT & INSURANCE BY 52 = WEEKLY COST			

Household Income & Expenses



Step 2 .../ctd

GROCERIES	\$ AMOUNT	FREQUENCY	YEARLY
Supermarket			
Fruit & veg market			
Cosmetics & toiletries			
Deli & bakery			
Other			
TOTAL ANNUAL GROCERIES			
DIVIDE TOTAL ANNUAL GROCERIES BY 52 = WEEKLY COST			

TRANSPORT	\$ AMOUNT	FREQUENCY	YEARLY
Petrol			
Parking & Road Tolls			
Bus/Tram/Train/Ferry			
Vehicle License & Registration			
Repairs & Maintenance			
Airfares			
Other			
TOTAL ANNUAL TRANSPORT			
DIVIDE TOTAL ANNUAL TRANSPORT BY 52 = WEEKLY COST			

HEALTH & PERSONAL	\$ AMOUNT	FREQUENCY	YEARLY
Hair & beauty			
Medicines			
Dental			
Doctors & medical			
Hobbies			
Clothing & shoes			
Jewellery & accessories			
Computers & gadgets			
Sports & gym			
Education			
Pet care & vet			
Other			
TOTAL ANNUAL HEALTH & PERSONAL			
DIVIDE TOTAL ANNUAL HEALTH & PERSONAL BY 52 = WEEKLY COST			

Household Income & Expenses



Step 2 .../ctd

ENTERTAINMENT	\$ AMOUNT	FREQUENCY	YEARLY
Books/Magazines			
Movies			
Concert tickets			
Holidays			
Celebrations & gifts			
Restaurants			
Bars & Clubs/Alcohol			
Takeaway Coffee/tea/juices			
Store bought lunches			
Uber Eats/Takeaway dinners			
Cigarettes			
Other			
TOTAL ANNUAL ENTERTAINMENT			
DIVIDE TOTAL ANNUAL ENTERTAINMENT BY 52 = WEEKLY COST			

CHILDREN	\$ AMOUNT	FREQUENCY	YEARLY
TOTAL ANNUAL CHILDREN			
DIVIDE TOTAL ANNUAL CHILDREN BY 52 = WEEKLY COST			

Step 3

1. Take the Weekly Total for each Expenses section and write it in the Table below.



SECTION	WEEKLY COST
1. HOME & UTILITIES	
2. FINANCE & INSURANCE	
3. GROCERIES	
4. TRANSPORT	
5. HEALTH & PERSONAL	
6. ENTERTAINMENT	
7. CHILDREN (IF APPLICABLE)	

2. Add each of the figures above together to get your total weekly expenses. Enter the total in the table below.

TOTAL WEEKLY EXPENSES \$	
--------------------------	--

3. Enter your Weekly Income figure from the first table in this exercise into the table below.

TOTAL WEEKLY INCOME \$	
------------------------	--

4. Calculate your net weekly household position in the table below (+ if you have money left over, - if you are in a negative position)

TOTAL WEEKLY INCOME MINUS TOTAL WEEKLY EXPENSES = \$	
--	--

Congratulations, you just completed your household budget!

KNOW YOUR BUSINESS COSTS



TIME TO SET ASIDE:

Allow 1-2 hours +

THINGS YOU WILL NEED:

- Pen or Pencil
- Your bill folder or expense records

Optional: you can complete on your IPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

This is not a test and for some people it might seem mind-numbingly painful. Still, we encourage you to tough it out and complete this task. A budget helps make sure you have enough money for the things you need and any extras that are important to you.

Instructions

Knowing your costs in business is key. Sounds obvious, but so many small businesses don't know exactly what their overhead costs are, meaning they have no idea exactly whether they are making money, or how much is real profit!

Some service-oriented businesses will endeavour to get down to a cost per service - but often they only focus on the product cost for the service and forget about things like rent, or insurance or office supplies.

We aren't going to get fancy here. We will work out your weekly cost, which you can then use to drive your business budget, revenue targets, upsells and growth goals. Plus, help work out your own personal business pricing model of course!

We all know the saying 'Time is money'. Now is the time to find out how much!

Step 1

Work out your overhead costs.

For new business start-ups:

Some of this exercise will be educated estimates. Try and make sure you are as accurate as possible, but don't stress too much. Your figures will clearly change as your client base grows and you will get more of a feel for your costs as the months go by.

We encourage you to revisit this exercise in 6 months and again at 12 months to keep your figures up to date.

For those who have been in business for some time:

Review your bills, documents and bank statements to complete your overhead costs. For your business overheads, you will need to go back at LEAST six months to get a feel for your overhead costs, particularly consumables and office items. But the further you go back, the more accurate your income and expense estimates will be. A full 12 month's history to review is ideal.

For both:

If you are operating a home salon, you will be able to use some of your household budget figures to work out your overheads.

For example: for electricity, if your annual electricity cost in your household budget was \$1700 and your salon uses 20% of the electricity, then your annual electricity expenses for your salon will be \$340 (20% of \$1700).

If you are renting a shared commercial space, add your rent-a-room/bed costs in one of the 'Other' fields. If you are renting your own commercial space, add Outgoings, parking or any other regular charges in your rental agreement in one of the 'Other' fields.

Complete the table on the next page.



Step 1 .../ctd

BUSINESS OVERHEAD COSTS

COST ITEM	\$ MONTHLY	\$ YEARLY
Mortgage or rent		
Equipment lease/purchase		
Equipment maintenance & repair		
Electricity		
Gas		
Water		
Internet		
Phone Charges (Mobile/landline)		
Insurance (Public & Products Liability, Medical Malpractice)		
Business Registration/Licensing		
Legal Fees		
Accounting Fees		
Memberships or Subscriptions		
Product Costs (e.g. Adhesive, lash trays, tints, wax, cleanser, consumables - mascara brushes, sponge applicators, couch roll, eye pads, cover stickers, gloves)		
Printing costs (Brochures/business cards/gift vouchers/referral cards/aftercare)		
Advertising costs (Paid Facebook adverts/Google Ads/magazine inserts or advertorials)		
Marketing		
Office supplies		
Postage & Courier services		
Merchant Fees & Payment Processing Fees (EFTPOS/Square/Paypal/Stripe)		
Bank charges		
Apps/Software Licenses & Purchases (Spotify, Microsoft Office, other)		
Consumables		
Training		
Other		
Other		
Other		
TOTAL ANNUAL OVERHEAD COSTS		
DIVIDE TOTAL ANNUAL OVERHEAD COSTS BY 52 = WEEKLY COST		

Step 2

Work out your staffing costs.

If you have staff, either direct employees or contract labour, please record the details in the following table.

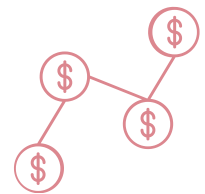


Note: if you do not have staff, skip this step.

STAFFING COSTS	\$ MONTHLY	\$ YEARLY
Salaries		
Independent Contract labour hire		
Payroll (Taxes, Payroll service fees)		
Benefits (Superannuation/401K/Health Care/Insurance)		
Other		
Other		
Other		
TOTAL ANNUAL STAFFING COSTS		
DIVIDE TOTAL ANNUAL STAFFING COSTS BY 52 = WEEKLY COST		

Step 3

Work out your total business overhead cost.



1. Enter your Total Weekly Overhead cost in the table below.

TOTAL WEEKLY OVERHEAD COST \$	
-------------------------------	--

2. Enter your Weekly staffing cost from the table in this exercise into the table below.

TOTAL WEEKLY STAFFING COST \$	
-------------------------------	--

3. Calculate your total business overhead costs in the table below.

TOTAL WEEKLY OVERHEAD PLUS TOTAL WEEKLY STAFFING = \$	
---	--

**TIME TO SET ASIDE:**

Allow 45 minutes

THINGS YOU WILL NEED:

- Pen or Pencil

Optional: you can complete on your IPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

Make sure you have completed your 'Know your Costs' Activity before you start, as you will need the calculations from that exercise!

Instructions

There are many conversations and opinions about pricing in our industry. Some constructive, some not so much!

Our position is that you should make educated decisions on your pricing model based on your own personal circumstances and goals. No one else matters! (unless you're price fixing, but that's a whole separate article!).

We will show you how to work out your pricing, and then leave the rest entirely up to you!

Let's get started!

Step 1

Read through the below explanations of each exercise



A) Set your Revenue Targets.

When you are building your business, you will naturally have some lower weeks where you don't have return clients or many new bookings. Business has peaks and troughs anyway for many different reasons. Especially premium personal service industries like ours where we are providing a definite WANT to our clients.

Sometimes you can earn ridiculous amounts of money (hello December when everyone wants to look their best for the Christmas parties!). Other times are not that great (hello January when clients are away/broke!). As a small business owner, you feel the peaks and troughs a fair bit more - and it can be a bit of a rollercoaster ride!

For this reason, we suggest having three separate weekly revenue targets. This helps to manage your own expectations and give you good base and stretch targets to measure your performance against as you go through those peaks and troughs.

Our suggested targets are as follows:

1. Your base 'have to earn or can't pay the bills' target
2. Your 'want to earn so you are putting some extra money away' target
3. Your 'OMG that was an amazing week!' target

Step 1 .../ctd

Calculating your Base Target

Your base target is your Weekly Business Overhead Cost, plus any shortfall figure from your Household budget.

For example:

Your Household budget is running \$200 a week in the red and your weekly business overhead cost is \$400.

Your Weekly Base target would be \$600. At this point, you're not technically making a profit, but that's what you need to earn to pay all the bills.

Note: You are in business to make money, so you should include EVERYTHING in your costs as we have done in the Household Budget and Know Your Costs Activities. However, when starting out, keep in mind things like you're paying yourself rent as a home business, but your other self has already paid it!

Calculating your Want Target

This one is all you. Your Want Target is your Base Target + X, with X being a figure that would make you happy on an average week.

For example:

Say you would be really happy to bring in an extra \$200 to the household each week so you can put it aside for a family holiday/renovations/Botox/savings.

Your Weekly Want Target would be \$600 (Base) + \$200 = \$800.

Calculating your OMG Target

This is your stretch target. A stretch target is by definition not too easy to get. You have to work for it. But when you hit it, you are super excited and celebrate hard!

Your OMG Target is your Want Target + Y, with Y being a figure that would make you dance around the house.

For example:

If you made an extra \$400, you'd get your best Beyonce moves on.

Your Weekly OMG Target would be \$800 (Want) + \$400 = \$1200.

These figures will vary significantly depending on whether you are in start-up mode, an established business, your personal idea of successful profit and even your personal financial circumstances and reasons for being in business. As you achieve your business goals and grow, your targets are likely to change, especially your Want and OMG targets. We recommend you review your targets every 3-6 months.

Step 1 .../ctd

B) Establish your Hourly Rate

Using the 3 example targets, we will demonstrate how to make an educated decision on establishing your hourly rate.



Here they are below:

Base Target	Want Target	OMG Target
\$600	\$800	\$1200

You know the hours you can work from the Opening Hours activity in Chapter 1 Setting up your Business for Success. Now work out how much money you can make once you are fully booked and see the difference your hourly rate can make.

Hours I can work: 20

HOURLY RATE	X MY WORK HOURS (E.G. X 20)
\$30	\$600
\$40	\$800
\$50	\$1000
\$60	\$1200
\$70	\$1400
\$80	\$1600
\$90	\$1800
\$100	\$2000

My chosen hourly rate: \$100

Step 1 .../ctd

D) Establish your Price

To calculate your service price, multiply the time the service takes by your minute rate. That way, you are always earning the same rate per hour, no matter what service you are performing.



Example:

For a 15-minute service, the price should be \$25 ($15 \times 1.66 = 24.9$)



When you are calculating your pricing, here's something to keep in mind .In pricing psychology setting prices just under a round number can make the price feel more attractive to customers

e.g. \$49 sounds cheaper than \$50. Dropping that dollar or two could make the difference in breaking your client's mental money barriers.

Using an example hourly rate of \$100 and average industry service times, we will demonstrate how to establish your price, rounding up or down to the nearest dollar.

HOURLY RATE	MINUTE RATE
\$100	\$1.66

SERVICE	TIME TAKEN	PRICE
Classic Eyelash Extensions - Full Set	1.5 to 2 hours	$90 \times 1.66 = \$149$
		$120 \times 1.66 = \$199$
Classic Eyelash Extensions - Infill	45 minutes to 1 hour	$45 \times 1.66 = \$75$
		$60 \times 1.66 = \$99$
Lash Tint	30 minutes	$30 \times 1.66 = \$49$
Brow Wax & Tint	30 minutes	$30 \times 1.66 = \$49$
Lash Tint, Brow Tint and Brow Wax	45 minutes	$45 \times 1.66 = \$75$
Full Brow Design	1 hour	$60 \times 1.66 = \$99$
Russian Volume Eyelash Extensions 2-3D - Full set	2 to 3 hours	$120 \times 1.66 = \$199$
		$180 \times 1.66 = \$299$
Russian Volume Eyelash Extensions 2-3D - Infill	1 to 1.5 hours	$60 \times 1.66 = \$99$
		$90 \times 1.66 = \$149$

Step 2

NOW ITS YOUR TURN!

A) Set your Revenue Targets



Base Target \$	Want Target \$	OMG Target \$
-------------------	-------------------	------------------

B) Establish your Hourly Rate

You know the hours you can work from the Opening Hours activity in Chapter 1 Setting up your Business for Success. Now work out how much money you can make once you are fully booked and see the difference your hourly rate can make.

Hours I can work: _____

HOURLY RATE	X MY WORK HOURS (E.G. X 20)
\$30	
\$40	
\$50	
\$60	
\$70	
\$80	
\$90	
\$100	



My chosen hourly rate: \$ _____



KNOW YOUR PRODUCT PER SERVICE COST

TIME TO SET ASIDE:

Allow 1-2 hours +

THINGS YOU WILL NEED:

- Pen or Pencil

Optional: you can complete on your IPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Don't over think this. It is a rough guide to just check the profit per service is on point.

Instructions

Fill the table out for each service on an online spreadsheet so you amend and check overtime.

A	B	C	D	E	F	
Product	Cost	Applications	Unit cost $B \div C$	Units per service	Cost per service $D \times E$	
Tube of lash and brow tint						1
Bottle of oxident						2
Mascara brushes						3
Cleansing applicators						4

$F1 + F2 + F3 + F4 =$ **PRODUCT COST PER SERVICE \$**



TIME TO SET ASIDE:

Allow 15 minutes

THINGS YOU WILL NEED:

- Pen/pencil
- Calculator
- Previous Activities

Instructions

Its a good idea to have a financial forecast in your business to see what is actually reachable and realistic to see if it is viable to continue.

While nothing is ever guaranteed and you might have more or less clients or change your prices through the year, a financial forecast gives you a way to try and predict how your business will look financially in the future.

A financial forecast also helps with setting objectives and budgets and can help you make better business decisions.

The tables on the next page show you the simplest way to work out a financial forecast.

Lets get started!



Read a financial report



TOTAL REVENUE	\$1,000,000
Cost of Goods Sold	\$426,200
GROSS PROFIT	\$573,800
EXPENSES	
Accounting and Legal fees	\$11,700
Advertising	\$15,000
Depreciation	\$38,000
Electricity	\$2,700
Insurance	\$15,200
Interest and Bank charges	\$27,300
Postage	\$1,500
Printing and Stationary	\$8,700
Professional memberships	\$1,800
Rent for premises	\$74,300
Repairs and maintenance	\$21,100
Training	\$6,900
Vehicle operating costs	\$20,000
Wages and Salaries	\$223,500
Workers compensation	\$6,500
All other expenses	\$14,100
TOTAL EXPENSES	\$488,300
NET PROFIT	\$85,500

Step 1

Summarise your weekly hours, rate and costs.

Using the answers from previous activities, complete the table below.

Question	Answer
How many hours a week will you work? See Activity - Your ideal week	A
What is your projected hourly rate? See Activity - Setting your prices	B
What is your total overhead weekly cost? See Activity - Knowing your business costs	C

Step 2

Calculate your annual sales, expenses and profit.

Using the answers from the table above, calculate your annual figures to establish your financial forecast.

Annual Sales	$A \times B \times 52 =$	D
Annual Expenses	$C \times 52 =$	E
Annual Profit	$D - E =$	F
MANUAL ADJUSTMENT Note: these figures are based on fully booked status 52 weeks of the year. If you want to allocate a set amount of time off for holidays (e.g. 4 weeks) or take into account build time before you could achieve fully booked status, take it away here.		G
NET PROFIT	$F - G =$	H

THE FULLY BOOKED BEAUTY BUSINESS: START WHERE YOU ARE, GROW QUICKLY

Get fully booked with a small client list

Tick when completed

Mean Business	<input type="checkbox"/>
---------------	--------------------------

MEAN BUSINESS

TIME TO SET ASIDE:

Allow 10 minutes

THINGS YOU WILL NEED:

- Time to read

You have to mean business to be in business!

4 KEYS TO GROWTH

1. Getting new clients
2. Turning them into Regulars
3. Keeping them as long as possible
4. Getting them to bring you more clients

You can't do any of the above with a careless attitude. You have to mean business in all aspects of your business if you want to build a successful business.

People make the mistake of putting so much effort into getting new clients, they don't have the time, focus or energy to concentrate on keeping the ones they have.

It's a lot easier to keep clients you already have an established relationship with and upsell to them to increase your income. Plus, word of mouth recommendations are one of the biggest ways to get new clients in the beauty industry.

If you can look after your existing clients and give them a consistent experience with a few happy surprises here and there, you will keep them coming back and bringing their friends along for the ride too!

You have to mean business.../ctd

Clients come to you for a professional service. The answer lies right there in the word professional. If you stay professional throughout their appointment with you and with any contact made... ever.... You will build a beautiful business relationship.

- Make sure your client is your priority. ALWAYS
- Do a consultation. ALWAYS
- If you start work at 9, don't see clients until 9.30 so you have 30 minutes to get everything prepped for the day and make bookings
- NEVER leave your client unattended
- Have a message bank, instant Facebook replies and get back to people at designated times throughout the day
- Make your environment professional, clean and inviting. ALWAYS
- Be warm and inviting, make eye contact and be happy. Your clients are not here to listen to your troubles
- Always provide the best possible treatment and client experience that you are capable of
- Never talk about politics, religion or sexual orientation
- Dress professionally
- Wash your hands often
- Reapply your lipstick. You are working in the beauty industry. Make an impression
- Always have your armpits covered
- Wear flat closed-in shoes
- Deal with complaints seriously, straight away and never through text. Call them and LISTEN
- Thank your clients. They don't HAVE to choose you
- Be the AMAZING business owner you are destined to be

THE BEAUTY BUSINESS BRANDING PLAYBOOK: ATTRACT YOUR IDEAL CLIENTS

How to Attract Your Ideal High Paying Beauty Clients with
Modern Business Branding

Tick when completed

My Ideal Customer	<input type="checkbox"/>
-------------------	--------------------------



TIME TO SET ASIDE:

Allow 40 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil

Optional: you can complete on your IPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

Be very honest with your profile. Think of real people you would love to work with who are willing to pay you for the work you do.

Instructions

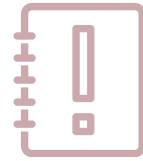
Understanding who your Ideal Customer is allows you to build your entire business, services, products, sales, support and marketing around attracting them.

By clearly identifying the very best customer for YOUR service, then focusing all your branding and marketing efforts with that person in mind, your potential customers will feel like your marketing is speaking directly to them and that your products and services have been created specifically for them and will solve their exact problems.

Brilliant!

To create your Ideal Customer profile, you need to get into the mindset of your potential customers. Ideally, you would survey your customers and answer these questions. But if you can't/don't want to (or you don't have customers yet), use your imagination and answer each question as if it was from their point of view.

Important note:



Ideal customers should look, feel and act like real people, not magical unicorns who float into your business with a big wad of cash in their pocket, with no objections and no barriers to buying from you.

- If you don't have customers yet, you make it up
- If you have customers, base it off the common factors between your existing clients

Take the time to do it right, and they will come to you!

Step 1

What are the defining characteristics of your Ideal Customer? List below.

Focus on characteristics that are specifically relevant to your products/services (i.e., age, occupation, are they full-time or part-time, a parent, gender, location, marital status, social status, education level, what's their self-esteem like, income level etc.)

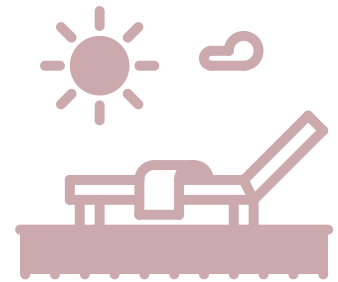


What's their age?	
What's their gender?	
Where do they live?	
Do they work?	
What's their income?	
Where are they right now in their lives emotionally?	
Are they married? Single? Kids?	

Step 2

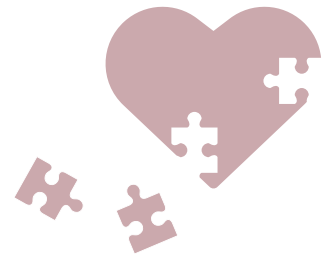
**Where do they like to hang out? What do they do on weekends?
Write it all down in the box below**

(e.g. do they prefer a cocktail lounge with friend, going for coffee, the beach, rock climbing, seeing a live band in a pub, catching a Sunday session or going to the latest music festival, going for a walk around the river, going to their kids' sports - people often do many different things on the weekend, the more detail you include the better!)



Step 3

What are their hobbies? Any special interests? What exercise do they do? Write it all down in the box below



Step 4

Where do they hang out online? Where do they get their information? What websites or forum groups or apps do they look at each day?

(i.e. state specific websites they like to search, where are they reading blog posts, what kind of social media are they checking out)



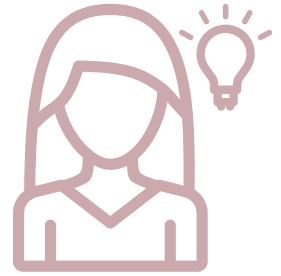
Step 5

Who do they follow on Social Media?



Step 6

This is where you REALLY need to step into your Ideal Customer's shoes. What are their biggest daily frustrations, fears, dreams, challenges and aspirations?



5 x Biggest Daily Frustrations

1.	
2.	
3.	
4.	
5.	

5 x Biggest Dreams (long term dreams your Ideal Customer has)

1.	
2.	
3.	
4.	
5.	

5 x Biggest Fears (long term fears, things that if they don't fix now, will keep them in the same 'stuck' position they're in now)

1.	
2.	
3.	
4.	
5.	

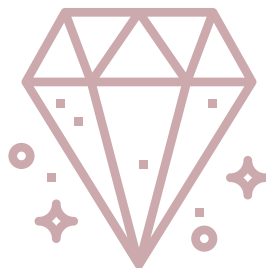
Step 6 ...cont'd

5 x Biggest Challenges (their biggest challenges right now)

1.	
2.	
3.	
4.	
5.	

5 x Biggest Aspirations (short term aspirations that they'd love right now)

1.	
2.	
3.	
4.	
5.	



Step 7

Now that you've profiled who exactly your Ideal Customer is, describe them from their perspective, as if they are speaking about themselves.

If you're struggling to pull it together, use the prompts below (if you don't need them, just cross them out!)



MY IDEAL CUSTOMER PROFILE

My Name is _____ and I am _____ years old.

Right now, _____

When I wake up in the morning, _____

I know I want _____

Deep down I _____

I'm looking for _____

GET CLIENTS ON SOCIAL MEDIA: YOUR BEAUTY BUSINESS MARKETING BLUEPRINT

How to create endless content for Social Media that
converts to paying clients

Tick when completed

Social Media Tips	<input type="checkbox"/>
Investigate Competitors	<input type="checkbox"/>
Instagram Story Highlights	<input type="checkbox"/>
Your Business Values	<input type="checkbox"/>
Your Business USP	<input type="checkbox"/>
Elevator Pitch	<input type="checkbox"/>
My Story	<input type="checkbox"/>
My Service USP	<input type="checkbox"/>
Content Library	<input type="checkbox"/>
Content Schedule	<input type="checkbox"/>
How to Create Great Video Content	<input type="checkbox"/>
Hashtags	<input type="checkbox"/>



TIME TO SET ASIDE:

Allow 10 minutes

THINGS YOU WILL NEED:

- Time to read

40 ways to make social media count

1. Use video
2. Do live videos
3. Put all contact details on bio pages
4. Pick 1 filter and brightness exposure for your photos and use on all of them
5. Show emotion not just products
6. Get great engagement, ask questions - use polls
7. Use stories for behind the scenes and keep your public feed clean and crisp
8. Make your profiles public
9. Use hashtags - Instagram find 60 relevant to your industry, make 2 groups of 30 test on same pic whichever works best, use those!
10. Keep hashtags as a note on your phone so you can easily copy and paste
11. Make friends
12. Build relationships
13. Stand out from the crowd, give people a reason not to forget you
14. Be confident
15. People need to respect your value, tell them why you are worth it

16. Don't over post
 17. Make sure the post is relevant, helpful or entertaining
 18. Plan your content for at least a month at a time
 19. Have a marketing plan, what are you trying to sell and when
 20. Always have your target market in mind when writing posts
 21. Make photos pretty and interesting to look at
 22. Use flat lays
 23. Have automated messages
 24. Create inspo posts on Canva with a template so they are consistent
 25. Conduct yourself on every platform in the way you want to be seen
 26. Don't include your home address just use general location
 27. When you have a good post that is selling services well... boost it or use it to create an advert and put money behind it
 28. Talk in your authentic voice
 29. Create a group for your clients and potential clients
 30. Reshare other interesting posts but give credit, a great app for Instagram is REPOST
 31. Use apps like Facetune to touch up blemishes or smooth client's skin (but not too much!)
 32. Check your angles of photos - will it look right on a page?
 33. Get your clients to smile in after photos and brush their eyebrows
 34. Make sure all your social media is business ready - if you are inviting clients to your personal page too, remove any drunken fallen-over pics!
 35. Have something that shows it's your business in any photos or add a watermark of your logo
 36. Be responsive, answer all comments and messages
 37. Use story highlights to show off your services and abilities
 38. Ask for reviews and recommendations
 39. Collaborate with Influencers
 40. Keep an eye on what's trending, but only use it if it works for your business!
-



TIME TO SET ASIDE:

Allow 45 minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Access to the internet and social accounts

Optional: you can complete on your iPad/
PC/ Laptop if preferred

TIPS TO COMPLETE:

Look at these with an open mind, it might not be marketing directed to you so you may not personally like it. look at how they talk to their Ideal customer and see how easy it is to find information.

Instructions

Using the table below, carry out some research in your local area of a minimum of TWO Beauty salons. They can be home salons or commercial.

Investigate as much as you can, find out pricing, availability, and location, as well as information on their online presence.

Let's get started!

Investigate Competitors



Salon 1

Salon Name	
Location	
Home/Commercial	

Available Services	\$ Pricing

Instagram Story Highlights



What is their online presence? Can you find them on the following..

Social media	Yes	No
Website		
Facebook		
Instagram		
Twitter		
Tiktok		
Youtube		
Snapchat		

Provide a brief explanation of what the business posts about on their social media platforms? What do you like/ dislike about their feed? Was the information easy to find? Did it give you inspo on what to do or what not to do?

Investigate Competitors



Salon 2

Salon Name	
Location	
Home/Commercial	

Available Services	\$ Pricing

Instagram Story Highlights



What is their online presence? Can you find them on the following..

Social media	Yes	No
Website		
Facebook		
Instagram		
Twitter		
Tiktok		
Youtube		
Snapchat		

Provide a brief explanation of what the business posts about on their social media platforms? What do you like/ dislike about their feed? Was the information easy to find? Did it give you inspo on what to do or what not to do?



TIME TO SET ASIDE:

Allow 60+ Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Think about what look you would like, Do you want an icon or a photo for the cover for your highlight? What information do you want right there at the top of your Instagram so its easy for your clients to find the information they are looking for?

Instructions

Fill out the table by listing what your highlight title will be and then write a description or list of the type of content that will go there. Also write why it is important.



Highlight Title	Content and why its important
Reviews	Review images to show how we are trusted, how many clients come to us and how happy our clients are

Instagram Story Highlights



Highlight Title	Content and why its important



TIME TO SET ASIDE:

Allow 30 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

We want committed clients that will do what it takes to get results. To do this exercise, you need to get really fired up, connect with your inner fierce alter ego. Own your greatness and powerfully state what you do and don't stand for. Call out the enemy.

Instructions

This is about polarising you. We want to attract a ton of people that see your content and say "YES! I love what they are putting out." To get that, it means you'll have people that will also be repelled by you. That's perfect. We're not for everyone - that leads to painful clients that take all your time, don't respect your wisdom or advice and they never invest in themselves or you.

Some examples could be:

- charging your worth
- patch testing because you care about your clients
- investing in yourself and your business - the more you learn and grow, the more your clients benefit
- being non-judgemental

Your Business Values



What I stand for...



TIME TO SET ASIDE:

Allow 60 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

Instructions

Remember, no one is ever going to sing your praises as much as you can! No one gives you the title of an expert until you do! So, when you are gathering content bear in mind the fact that you:

- Are Awesome!
- Know your stuff!
- Are worth paying for!

My USP to my Target Market is:

Questions to ask yourself to identify your USP (Unique Selling Point):

1. Why should you do business with me instead of anyone else?
2. What can my product or service do for you that others can't?
3. What can I guarantee that no one else can guarantee?
4. What experience do you have?
5. Do you have any other skills you can bring?
6. Do you have a commercial salon? or home salon?





My Business USP's are...



TIME TO SET ASIDE:

Allow 20 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Remember, no one is ever going to sing your praises as much as you can! No one gives you the title of an expert until you do! So, when you are gathering content bear in mind the fact that you:

- Are Awesome!
- Know your stuff!
- Are worth paying for!

Instructions

Fill in the next page by writing What I do/ What's the Problem that I Solve/ how do I Help my clients:

This is your elevator pitch, you only create this once and it needs to tap into your WHY - it must be powerful, provocative, and totally polarise you. Be clear on exactly why you do what you do and be passionate and powerfully stand inside the amazing gifts you bring to the world and exactly who you help - explain your Ideal Customer. You can share stories about how you've come to this position and your evolution to serving your clients in your unique way.

Elevator Pitch



My Elevator Pitch is ...

**TIME TO SET ASIDE:**

Allow 30 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Remember, no one is ever going to sing your praises as much as you can! No one gives you the title of an expert until you do! So, when you are gathering content bear in mind the fact that you:

- Are Awesome!
- Know your stuff!
- Are worth paying for!

Instructions

Write a Story about how you got to where you are:

[example I powerfully serve my clients by [insert elevator pitch]. It didn't use to be this way. Before I started out with my salon, I felt like XYZ... I was getting these results...and this customer care.. then something happened and I had an ah- hah moment, I realised ABC... and now I [insert elevator pitch]]



Why I know how my clients feel..

**TIME TO SET ASIDE:**

Allow 60+ Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Be in the mindset of your ideal client. How does the service benefit her, what problems does it solve?

See our example in the first row below to get you started. Print off as many sheets as you need or add to an excel/Google sheet.

Instructions

Time to Break it Down.

Looking at your services and products, what are all the good selling points? What problems are you solving for your Ideal Customer? Go into as much details as you can, as this can then be used in your content building plan.



Service	Benefits/USP
Classic Lash Extensions	<ul style="list-style-type: none">• no need for makeup• wake up looking fresh• look younger• look more awake• natural look

My Services USP



Service	Benefits/USP



TIME TO SET ASIDE:

Allow 60+ Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Don't get hung up on this, its literally throwing some ideas down on paper!
Reprint the documents as many times as you need, write it down into a book or create a spreadsheet on googlesheets or excel.

Instructions

- Fill the table in with content ideas for each SERVICE/ TREATMENT you offer
- Fill the table in with content ideas for your business USP's
- Fill the table in with content ideas for your personal USP's

Think about Content types

Here is a list of ways you can build content:

- Flatlay photos
- Behind the scenes
- Lifestyle shots
- Boomerangs
- Timelapse videos
- Create an advert and boost it
- Share industry articles
- Repost others content
- Show what you enjoy
- Client testimonial and reviews
- Before and afters
- Clients done up after
- How to videos
- Interviews
- Live events
- Business goals
- Video series
- Announcements of training and upskilling
- Product and service updates
- Inspo quotes
- Project shots - what are you working on?
- Bust some myths
- Tell stories about yourself or your clients
- What are your beliefs?
- What are your business values?
- Demonstrations
- Explainer videos quizzes
- Polls
- Reels

CONTENT SCHEDULE

Everyone has a story.

TIME TO SET ASIDE:

Allow 40 Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

Making your Content count!

Ok so you now have a monster amount of content, and the excitement is so full on you want to post it all right now... one thing after the other and get your awesomeness out to the big world wide web! But we need to be careful. We need to plan, and we need to be clever.

Every single post you do should have relevance in a bigger picture.

Let's think strategically:

Say it's October and for the month of November you will be doing a special on Volume because you have recently trained in it and want to build up your clientele coming to you for this service.

So, in October we want to start planting the seed. There is no point announcing the special for November in November because people won't have time to plan. You want to let them know it's coming. Build up the demand, make people look out for it and then create scarcity and put a time limit on it so they feel they must book right now, or they will miss out.

Making your Content Count .../ctd

You know what it's like, you really want to do something but if you don't commit right away you keep forgetting to take that step and book it.... You say to yourself "oh I need to book that tomorrow". Then the next day you say the same, but eventually life gets in the way, and you just simply end up forgetting what it is you wanted to do and why you wanted to do it!!

We need to be prepared once our clients are ready. We need to book them there and then so having your booking link on the posts is a massive must. If you put an amazing post out advertising the deal of the century - but they must look through your page and then click through your website to try and find a way to contact, you.... You've lost 'em.

So, we need to start gently posting in October, maybe a volume fan making tutorial or time-lapse, and a live video saying the difference between classic and volume with some inspo posts and before and afters mixed between.... AND THEN we announce our special.

The clients are exposed to volume, they know what it is, they understand the benefits over classic and now they see the offer and BAM they book straight in!!!!!!

If you just post 'VOLUME SPECIAL \$99' without preparing your audience, can you imagine all the questions and tyre kickers you'll get, plus all the people who ghost you and completely ignore the advert???

By sensible planning you are getting your ducks in a row and servicing the clients who are ready to commit.

There are apps you can use to organise your posts and make sure they flow and work well on your Instagram feed. Then you can set your Instagram feed to share direct to your Facebook page, saving heaps and heaps of time. But you can also draw up a basic table with a pen and paper, use a calendar, your diary, or a computer program you are familiar with like Excel or Word.

When you are getting started, its more important that you HAVE a schedule than the tool you use to map it out. You don't need to sit every day thinking about what to put on social media. You plan the content ideas, then build the content, then plan the posting schedule and Boom! you have a nicely organised social media strategy and schedule.

And there you are! You have become a Master of social media with an impressive plan and gold for content!



Instructions

It's helpful to plan 1-3 months at a time, then you can use your Facebook business page inbox to see all correspondence from Facebook and Instagram in 1 place, replying to messages and comments again saving you from having to sit with your phone in your hand constantly. THEN you can dedicate time each day to check correspondence from social media as well as emails.

Humans thrive with structure and there's freedom in structure. We recommend you map out your Social Media schedule in advance because it means that:

1. You have content ready to go every day of the week and don't have to be in a creative headspace when it comes time to post or go live.
2. You're able to ensure your content is aligned with your marketing and sales strategy; and
3. By preparing in advance, you'll be more creative as you'll know what you're focusing on for that day and your brain will be able to tap into greater information reserves about that content.

Regularly map out what you'll share, when, using the below template to guide you. Use this to align with any active marketing strategies you have. Once you've prepared your content, doing your schedule is quite quick and easy and you have an endless supply of content to use.

MONDAY [date]	TUESDAY [date]	WEDNESDAY [date]	THURSDAY [date]	FRIDAY [date]	SATURDAY [date]	SUNDAY [date]
[myth 1]	[what I do - elevator pitch]	[what I stand for 1]	[case study 1]	[testimonial 1]	Not essential but if you post on weekends, it should be an insight into your life.	Not essential but if you post on weekends, it should be an insight into your life.
MONDAY [date]	TUESDAY [date]	WEDNESDAY [date]	THURSDAY [date]	FRIDAY [date]	SATURDAY [date]	SUNDAY [date]
[demonstration 1]	[myth 2]	[what I do - story 1]	[what I stand for 2]	[case study 2]	Not essential but if you post on weekends, it should be an insight into your life.	Not essential but if you post on weekends, it should be an insight into your life.

Using the table on the following page, take all the content you have and plan it all out!

What will you post on what day? Work out the end goal first and then build a content schedule to execute it.





MY CONTENT SCHEDULE MONTH: _____



HOW TO CREATE GREAT VIDEO CONTENT

TIME TO SET ASIDE:

Allow 10+ Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

Video Tips & Tricks

If you want your Facebook lives, Instagram Reels, YouTube shorts or Tik Toks to powerfully connect with your clients and leads, follow these simple tips to create beautiful videos with punch!

Video Title

A video title is not always what the video is actually about. It needs to be catchy and spark intrigue, interest or excitement with your viewers (you want people to click on it!)

For example:

- How to X without Y
- The biggest secret about X and why it's holding you back

Camera Angle

Keep your camera at eye level or higher to avoid getting double chins or showing your audience inside your nose. You don't want your viewers to see that!

Sound

This is incredibly important! You want your viewers to hear you. Sound quality on a video is more important than image quality. Imagine where your viewers might be listening to your video, for example on the way to work, in the car, at home, or waiting for the bus. If you're somewhere noisy you must use a noise cancelling microphone. The key with video is the sound quality. You can get away with not looking the best so long as the audio is clear.

Tripod

It is essential to get a tripod for the best video result, if you don't have a tripod at hand, use props like books, an easel or cookbook to hold your phone up because you want it steady and for your hands to be free.

Lighting

Grab a study lamp, your Glamcor or a lamp from the living room and use this! Light shines into your face, from behind the camera and creates a better illusion. We also want our viewers to be able to see us and it sets the mood for the video experience. As you do more and more videos it's worth investing in proper lighting from a camera store.

Background

Before you start your video, look around you. This is what will be captured in the shot, take a couple of test photos, does your background look messy? Depending on what you want to portray to the audience, tidy up the background before filming. When you have as few distractions in the background as possible it is easier for your viewers to focus on you and what you have to say.

Distractions

Tell people before recording (that might be nearby) not to disturb you or walk around nude while you are filming(!) Be aware of shiny reflective surfaces because if you're not wearing all your clothes or things look shabby out of the shot this may capture it! You've been warned!



Horizontal or Vertical?

This is a huge tip. It's best to go live horizontal for Facebook, to do this you need to have your phone horizontal before you click 'go live' otherwise your video will appear sideways. Also, 'auto-rotate' needs to be 'on', otherwise your camera won't be able to turn to allow you to film horizontally. That way it will appear in people's feeds as a full-screen video rather than being cut off either side, and you can repurpose this and upload it later to your YouTube channel. You'll look far more professional to your audience.

For Tiktok and Instagram, you should go live in vertical.

Instructions

Map out a video shoot you can use on your Social Media.

Which social media platform will you post to? What will you do in your video? What is the objective? Where will your shooting location be (e.g. what background? your salon? a space in your home? Outdoors?) How long will it be? Do you need any props or equipment?

Write your answers below.

Social Media Platform: _____

Video topic/content: _____

Video objective: _____

Location/background: _____

Video duration: _____

Props or equipment needed: Yes / No

If yes, details: _____

**TIME TO SET ASIDE:**

Allow 60+ Minutes

THINGS YOU WILL NEED:

- Pen or Pencil
- Optional: you can complete on your iPad/ PC/ Laptop if preferred

TIPS TO COMPLETE:

Research other businesses what are they using for similar posts?

Instructions

Think about what words your ideal client will be searching for. List each service you offer and then write a group of hashtags you can use. You can create 3-4 groups for each service so you can alternate them. You can add these groups on the notes on your phone so its always quick and easy to copy and paste into your post.

Hashtags



Service	Hashtags

Hashtags



Service	Hashtags

