

HIGH END TREATMENT

*Launch Guide*

*for the*

BEAUTY BUSINESS

PROFESSIONAL<sup>©</sup>

Give your clients everything they've been asking for: *Results.*

*Delivering high-end services and treatments is the fastest way to create residual income in your esthetician practice.*

This guide can be used for any high end modality or treatment that yields profound **RESULTS**. Without profound results - it will be hard to ask for top dollar for your service as well as have the ability to book repeat appointments.

In this guide, we'll break down the following for ultimate goal setting and success:

1. How to Purchase High End Equipment
2. Build Excitement With Clients
3. How to Price Your High End Service
4. Pre-Launch Formula
5. Introductory Formula With Event
6. True Price - remain at that price as long as you wish or until your new treatment is in greater demand.

### *How To Purchase High End Equipment*

Be sure the service you wish to add is in demand in your community. Not only is it in demand but people are willing to pay your asking price.

I don't believe you should put yourself in debt when you add new equipment or treatment services to your practice. If your investment requires you to open a line of credit, the best option is to get a 0% card with the intention of paying it off before the 0% promotion ends. Close the card once your purchase is paid for.

### *Build Excitement With Your Clients And Community*

Build Excitement before your new treatment arrives to your practice and focus on the benefits. People only want to know "what does this do for me? How does this change my life?"

To GET your clients excited - You must be excited. Remember, selling is only a transference of energy. Your clients will feel your enthusiasm and that is what helps increase bookings. If you believe in it - so will your clients.

Remind clients about your new offering each appointment with Email marketing campaigns, and social media. Watch **How to Launch A New Product Or Service** (inside the Esthetician Business Academy training center) and take nuggets from that training for further guidance. Click here to join if you're not a member already. :-)

## *How To Price Your High End Treatment*

What will your market bear? What are your clients willing to pay? Who is your target market?

If you need help uncovering your target market, watch **Create Your Client Avatar** located in the Esthetician Business Academy membership dashboard for step by step guidance.

Keep in mind the different demographics for each city. Do a little market analysis in your area to see who is doing this particular treatment. I'm not suggesting you price yourself right in there with everyone else - especially if your treatment delivers stands alone results.

### **Example Formula:**

Let's say in your analysis you've determined that \$250/treatment will be your **True Price**. Let's also say that you need to do this treatment in a package or series of 10. Which would make your package/series \$2,500. So your true price is \$250/treatment.

*Note: This is not what you will set at for your Pre-launch pricing.*

## *Pre-Launch Formula*

The objective with your pre-launch is to collect full payments or deposits from your clients to pay off your machine, certification training, or product investment. Your pre-launch pricing should be priced a bit less for this strategy.

### **Example Formula:**

Pre launch pricing is \$195/treatment. (Remember - your true price is \$250)

Package of 10 is \$1,950. It's up to you if you want to take a deposit and possibly have your client pay the other portion at the ½ way mark in their series. I suggest working with people. We want to give them every opportunity to say yes to this treatment. So ½ upfront will be \$975 and by their 5th treatment they pay for the other ½. Try to get the entire investment upfront - but again work with people.

Help your clients reach their objectives with their skin.

**Make your list of your “A Clients”** - this should be 10-20 people. Call each client and give them a private invitation to this exclusive offering that normally goes for \$250/treatment. Let these A list clients know that you are not opening this price to the public. This is super hush hush pricing and you are only taking 10 clients. Once you have your 10 clients - the pre-launch option is closed. Do they want in? You won't be offering at this price again.

**NOTE: If you don't have 10-20 “A clients”** - then I suggest holding off on any high end purchase until you do. You want to kick start this new treatment with at least 10 people on board to give you the confidence and build momentum. The last thing I want for you is to have you give up and another piece of equipment ends up in the closet never to be used again.

**I would also suggest to have your A Clients commit to the following:** Allow before after photos so that when you build out your new web page for your new treatment you can sprinkle in some before/after. If you have 10 from your pre-launch. You will set yourself up for continued success when you do your Introductory offer next. Because remember after these 10 clients are finished - you are no longer offering this pricing.

### *Introductory Formula With Event*

This is where things are going to really take off really fast for you if you've followed the pre-launch correctly. You've booked your 10 pre-launch clients. You're feeling confident and seeing results! Now it's time to launch your new treatment to the public. You are still reminding clients that this treatment sells for \$250/treatment but for you are going to be offering special pricing at your event.

Show all the before/after images that you collected during your pre-launch. You might not have enough of your own built up yet, but grab images from your manufacturer if applicable.

Watch the recorded Masterclass - **How to Host A Profitable Event** inside the Esthetician Inner Circle membership dashboard to grab any additional marketing nuggets. There is a ton of info in there! All of these Masterclasses play well with one another and build off of each other for your continued success.

**For a High End Treatment Event Launch** - you want the focus to totally be around your high-end treatment and nothing more.

For the intro pricing you still want to offer a deal but not as good as the pre-launch making those A-list clients feel incredibly special.

**Event Launch Pricing Example:**

\$210/treatment - a 10 pack would be \$2100 still saving them \$400 off the regular package price.

Keep in mind when you're selling packages at the Event you only have so much time to deliver the treatments when booking these services out. Sell packages/series in waves.

**For example:** The first 10 packages sold starts on X date. The next 10 packages sold starts X weeks after that. They still are locked in with that special pricing.

10 packages sold - \$21,000

20 packages sold - \$42,000

Clients who took advantage of the pre-launch pricing - their monthly maintenance will be at the \$210 price until you decide to charge full price. (\$250)

If you need additional guidance or want to learn more, [click here](#).

Best wishes for your continued success,

Love,



Maxine