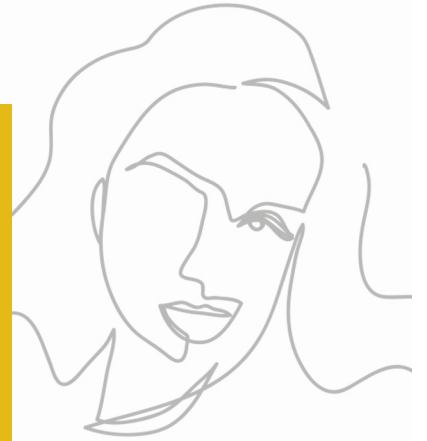




**BEAUTY
BUSINESS**
Blueprint



**BEAUTE
INDUSTRIE**

Welcome

to the Beauty Business Blueprint!

The following pages are the 4 key developments **you need to run a successful beauty business in today's industry landscape.**

These are the same steps I've personally taken in beauty spaces of my own, and in more recent roles, have lead other business owners to follow to **create a thriving beauty business, that not only boosts your self confidence about your business, but also keeps the doors open and your staff happy!**

Starting by looking internally at your mindset around business and money, progress onto understanding the foundations of running a beauty business and further onto learning about staff management and client experience.

This process works! Not only for the corporate businesses, but for traditional beauty businesses too!

So let's get started together as we approach your business with a new mindset of knowledge building, information learning and culture creation, empowering you to make decisions and confidently take your beauty business to the next level of success.

I'm so excited to share this with you!

Stay Connected,

Tamara Shaw

Founding Director, Beaute Industrie



BEAUTE
INDUSTRIE

Blueprint overview

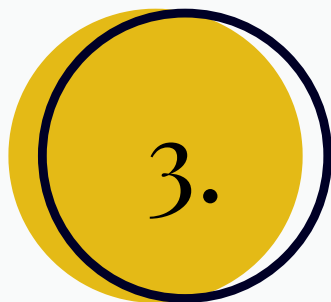
The 4 developments of success



Self



Business



Team



Clients



Self

- Your mindset is strong and cannot be ruffled
- The relationships around you are supportive and nurturing
- You understand the stories you tell yourself
- You have set SMART goals for the year ahead
- You maximise your time to help preserve your energy
- When faced with internal obstacles you know how to navigate them
- You are aware of how and why you can attract more money
- You have a sound understanding of the ego mind and true self
- Your values are strong and you use them to make decisions
- You are able to hold yourself accountable for what impacts you



2.

Business

- Your business has strong values which you use to make decisions
- Do you know your business Vision and Mission on how to get there?
- You understand where your business fits the industry landscape
- Your Business Model is complete and you re-evaluate it quarterly
- Your figures and projections are accurate and you understand them
- Your treatment menu specialises in one area, not multiple areas
- The products you stock provide you great results and mark up
- You thoroughly understand your perfect client avatar?
- Your brand message speaks directly to your clients
- The space you work from reflects functionality and style
- Your advertising spend is strategic, measured and monitored
- Your social media channels are planned and educational
- Policies and procedures around your brand are understood by team
- Every treatment you perform is outlined in the operations manual

3. Team

- Your team has analysed at the current industry landscape
- Your team are meeting and exceeding client expectations
- You understand your teams dynamics and behavioural types
- The incentives you give your team are fulfilling their needs
- Your training foundations are organised and easily implemented
- Learning styles are noted when carrying out training
- When creating training you have a prepared plan for the year
- Team meetings are calculated and run effectively
- You know how to effectively manage your manager
- You confidently communicate to every staff member
- You start every morning with a mini morning meeting
- Your interviewing process is based on will rather than skill
- Letting team go is something you know how to do comfortably
- The team culture is positive and supportive
- There is a sense of belonging and community in your team
- Therapists understand and adhere to presentation standards

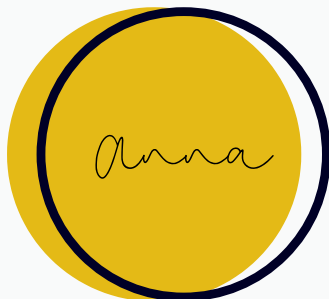


Clients

- Your team know how to talk to clients of all personality types
- Answering the phone is consistent and focuses on booking a consult
- Your team understands first impressions and their impact
- Consultations focus around asking open ended questions
- The Diagnosis is performed in every treatment
- Your treatments are always highly rated on feedback forms and reviews
- Your team is making 30% retail to service percentage
- Your rebooking rate is 30% for every team member
- When faced with a client objection, your team communicates around it
- Your procedures are consistent no matter the therapist
- Your feedback form are regularly completed with glowing reviews
- Mystery shops are regularly carried out and reviewed
- Your clients leave happy and have great rapport with your team

Words

from our community members



Since taking over a salon 2 years ago, filled with mind-boggling negative thoughts and feelings of not being good enough, constantly comparing my business to others and not knowing how to grow and improve, **Beaute Industrie and Tamara have been my saving grace!**

Since becoming a BI PRO member **there has been a breathtaking amount of support and knowledge**, not only from Tamara, but others in all different areas of my business that I can connect with at any time for advice and direction.

From the webinars and podcasts that I can watch and listen to in my spare time - I always have with something new to think about in my business!

I'm so impressed and grateful too as a spa owner at the **information and support** available to me thanks to Beaute Industrie.

Just before I discovered the BIPRO membership I wanted to give up and throw in the towel, but when I discovered all this support and information I'm now **more inspired than ever.**

I don't feel so alone in business and can't wait for the future in meeting like minded people that only want to flourish. **You've nailed it** and i'm so grateful!



BEAUTE
INDUSTRIE

Are you ready to

Boost your beauty business?

That's it, our Beauty Business Blueprint!

I hope this blueprint has been able to excite you around your self, your business, your team and your clients. **When these developments are not only learnt but understood and performed, they put you on track for a successful beauty business.**

When your business is in a good place everyone around you (including your friends, family and clients!) can feel and notice the change. This is what I want you to be striving for!

If you're excited and motivated by what you've learnt and are ready to start creating culture and change within your business, then I urge you to take a look at our [Monthly Membership Programs](#).

Not only will your membership program create pathways to boost your beauty business, it will also connect you with like-minded beauty business owners who are completing the program at the same time so you never feel alone on your journey.

It's a completely transforming program, that is designed to boost your beauty business to the next level.

Questions?

Email our support team to find out more
support@beauteindustrie.com