



how many people I believe will walk through the door for each treatment each month (based on forecasted growth and current client retention rates, which sit at around 95%). Through this process, I could roughly forecast that by August 2017, I would need an additional staff member, and by April 2018, another one. I was then able to advertise for new staff early, take the time to find the right person, and ensure ample time for adequate training. Staffing is the single most important aspect of running your business. The right staff will help you achieve all your goals. The wrong staff will quite literally ruin you. Never settle for second best, it will only cost you more in the end. When you find the perfect team members, pay them well, reward them often and make sure they are happy and fulfilled. The right staff will make sure all the new clients walking through your door not only come back, but bring their friends with them next time!

"I'm ready!"

OK, you have all your plans in place, you know what you're aiming for and you have your dream team ready to roll. So how do you ensure consistent growth?

## 1. VALUE YOUR CLIENTS ABOVE ALL ELSE. BUILD THEIR LOYALTY.

The bottom-line cannot be your driving force. For true success in this industry, the desire to help your client must genuinely trump your desire for money. Of course, we run a business to make money, but if your clients feel like all you want to do is sell them everything you have, not only will they leave empty handed, they won't come back.

Alternatively, if you sell them the ONE treatment or product that you know will address their main concern (even if it's the least expensive item on

your shelf), they will go home, see results, and feel a sense of loyalty to you. They will appreciate that you were honest. That you were different to all the other people they have come across in their life that sold them a 7-step regime that didn't work. They will trust any suggestion you have in the future and come back year after year. Best of all, they will tell all their friends about you too!

Some of my longest running, top tier clients started their journey with me after I suggested just 1 cleanser for \$55. Which brings me to the 2nd most important tip (and my business philosophy):

## 2. GREAT SKIN IS ACHIEVED THROUGH SCIENCE, NOT MARKETING.

If your products are science-based, and I mean really formulated to work at a cellular level, you simply cannot go wrong. My \$55 cleanser strategy works because that cleanser really is the best thing anyone can do for their skin. It works for acne, dullness, congestion, pigmentation and for general anti-ageing. If what you sell doesn't work for at least 98% of your clients, don't sell it. Don't listen to all the hype from your sales representatives. Do your own research, look at the science, read reviews and most importantly, try it out for yourself.

## 3. BRANDING – WHO ARE YOU?

We live in a highly visual, social media driven world where everyone likes to indulge in a little self-promotion. Social platforms are saturated with aesthetically pleasing feeds, making it harder and harder to stand out from the crowd. Younger generations rarely watch free to air TV, they don't read the newspaper and they certainly don't listen to the radio – making old

school advertising strategies irrelevant. Strong, consistent branding, delivered effectively through the appropriate channels is the only way to connect with the next generation of potential clients. Unless you're a millennial or have a solid background in marketing and digital media, I strongly suggest you hire an expert to help you with this one.

Growing your business and building your brand takes time and dedication. You need to be prepared for a slow start, some boring days waiting for the phone to ring and a few stressful "cash-flow" moments. In the end however, if you're genuinely passionate about what you are doing, you can build something great.

*Kelly George is the Founder and Director of Kelly George Aesthetics, a cosmetic clinic based in Tamworth, NSW. In just 3 years Kelly George Aesthetics has become one of the leading skin and anti-ageing destinations of its kind. Kelly has successfully built her brand and seen rapid growth within her business.*



*Kelly graduated as a Registered Nurse in 2014 and launched Kelly George Aesthetics in early 2015. Now as a Registered Aesthetic Nurse, and with 12 years' experience under her belt, Kelly specializes in solely medical-grade preventative and anti-ageing treatments.*