

Success Tips Newsletter

Introductory Issue

Month 1

Special Note!

We are looking for experienced salespeople to help us introduce a new equipment innovation nationwide. If you have sales and marketing experience, please reply back with a cover letter and resume!

Dear Mike,

Congratulations on your new profession and welcome to **Success Tips!** This is the first of a monthly series of advanced business coaching techniques that will help you become more profitable, marketable and effective in your health and beauty career.

Sincerely,

Mike McIntyre

Defining Success

Dermaglow's newsletter, **Success Tips** is a free resource to help you build a successful practice. *Success Tips* is condensed from trainings directed at Fortune 500 executives and business owners like you. Each month you will receive a condensed, concise summary of a Business Building, Product Training and Personal Application technique that can help you Be Successful *and* Enjoy Your Success. Each issue is designed to build upon the previous issues with the intention of helping you build a solid personal foundation to expand your career.



The three topics include:

Business Tip to help you expand your clientele and the ultimate profitability of your actions.

Product Tip to keep you on top of the technology wave.

You Tip to help you enjoy your success.

Think of these three tips like a three-legged stool. If one leg is missing or less developed, the stool falls. The same thing happens when we build a successful business. Each leg of our business needs to be developed so that the foundation is strong.

-More-

What I want for you is complete success.

So lets get to it! Before we dive into the first three tips, lets make sure we have a common definition. Take a minute and define success and once you have your definition, compare it to the definition below.

If you have defined success as an ultimate outcome like a big house, nicer car, or "then I will be happy" etc., then you have defined it as most people do. These are great ultimate outcomes, but ultimate outcomes can take years to achieve. Who wants to wait for years to reach a subjective benchmark to tell us we are successful? What I want for you is to find success in every moment and through each activity. Here is a definition that might be helpful:

Success is a series of small steps that build continuously and incrementally upon themselves over time.

Success is not the outcome, it is the process that leads to the outcome. You can never become successful, you can only **Be** successful. When we view it as a process, we let go of the impossible expectation that at some time in the future we can relax and enjoy life because "we made it". This letting go allows us to focus our attention on **each** "small incremental step" that we complete. It allows us to be present with the process and in that presence reach into the greatest reservoir of our soul. Small steps are controllable and typically easily accomplished. These small successes orchestrate an overall **attitude of confidence** which creates an inertia to move to and through the next objective. When those steps are designed to build upon eachother, they create a solid foundation to achieve our ultimate outcome.

Ultimate outcomes are great, and it is essential that we fully envision the end game (strategy) from the start. Next month we will write about how to develop and visualize the end goal. While this is hugely important, getting there is a continuous process of tiny steps.

A process best enjoyed!

Business Tip **Small Steps, Big Outcomes**

Working Smarter not Harder

Small steps or business tactics, refined and improved over time generate big outcomes in the ultimate success of any undertaking. It is the 2% gain here and 5% gain there that will build an effective and fast growing business. When your focus is on the making small changes that influence the inflow of clients or the profitability of each client, we call this is called incremental marketing. For the purposes of our future *Business Tips* discussions we will focus on those things which you can improve that require **no** financial investment. The

investment you make is in effectiveness, not dollars.

Incremental marketer's use a systematic review process that focus's on one particular tactic each week, and then they set aside and invest a preset amount of time, say 30 minutes every wednesday into looking for and implementing ways to improve upon the tactic of the week. Over the course of this coaching series we will share with you what areas you might address and how best to influence them. You will be presented 12 areas of your business to work on to improve for 12 consecutive weeks. Each quarter you would start the 12 week cycle over again. So, on week one for example, lets say you chose to look at how you set your appointments. On the first week of each new quarter you would:

(1) review your previous appointment setting goals to see whether the changes were made and if they were made, evaluate the impact of that change.

(2) Based on your assessment of the actions from the previous quarter, you would make the revisions or improvements as you see fit.

Here is the key benefit of doing this. By sitting down for 30 minutes each week and focusing on improving one facet of our business, we get a handle on our business. We **proactively run our business**, rather than **reactively allow our business to run us**.

So let's take an example. Let's say that you have identified 12 marketing tactics and you invested 30 minutes each week into each improving that one tactic. Let's say that your results yielded an average change in your business of 2% every 6 months for each of the 12 tactics reviewed. You can expect that some areas of influence will be more, some less.

In 24 months, these small improvements in how you perform the "little tasks" would have more than doubled your income, for the same time and monetary investment.

If your current earnings are \$40,000, then in 12 months you could be over \$60,000, and in 24 months over \$80,000 without investing any more time or money into your business. That is working smart, and it is precisely how Fortune 500 companies double their sales volume without changing their ad budgets.

Over the next 12 months, **Success Tips** will guide you through process of developing, analyzing and improving the tactics you use to market your business.

Product Tip Procedures that Earn Money Without You

There are a number of available services that are driven by machines that do not require you to administer the application, meaning you can continue to make money on your customers after your primary treatment is over, or better yet, while you are earning money from another.

There is one big one, a really big one, in fact the biggest!

All of the services of entire day spa and salon industry combined are estimated to generate around \$12,000,000,000 in annual revenues for spa and business owners like you.

Teeth Whitening, a single service is in itself, is a \$12,000,000,000 + industry, and **it** is growing. Teeth whitening generates as much revenue as all of the services of the day spa and salon markets combined.

This one service, when properly presented will change the spa industry! This one service could double or triple sales revenues for an owner or esthetician. The spa industry has been inundated with teeth whitening systems since around 2006 that are overpriced underacheivers and expectedly the industry has rejected their introduction. That is about to change and the spa industry is about to become the leader in the teeth whitening business. You have the

opportunity to capitalize on a single service that is as big as your entire industry.

This one service, in a spa setting, is *self-service*. It generates money for you without your oversight. It presents a second or third revenue opportunity for each customer you acquire.

Over the next 3 months we are going to focus our product tips on showing you how to sink your teeth into the profit potential of this huge, and succeed in a service that the industry has been cautious in attacking.

The two primary markets for teeth whitening now are the retail/grocery and dental procedures. Crest White Strips for example costs about \$45 in a grocery store. It takes 10 days of twice a day applications to complete the process, and according to *Consumer Reports*, Crest White Strips (their best choice) averaged only 2 shades of whitening. Dental procedures cost around \$500, require gum dams and mouth retractors and the clients sit in a chair for an hour to be poked, prodded and scraped by a dentist reaching into their mouth...fun right! While the dentist presents the greatest whitening results (8.35 shades on average according to the JADA), dental treatments are expensive, time consuming, uncomfortable and inconvenient.

A new machine on the market delivers near dental results in 20 minutes for 1/3rd the cost of an uncomfortable dental procedure. You will be able to offer your clients a single 10 minute treatment for \$79 that outperforms the 20 applications that retail grocery products charge \$45 for. You will be able to truly offer your clients a better way and make a lot of money doing it. For more information on this new technology, go to www.theraglow.com

You Tips **Attitude**

Q: What is the single most important element in You *Being that Success* which you seek?

A: You!

A Stanford University study suggested that the single most important element in success is **Attitude**. In fact, the study concluded that attitude accounts for 80% of a person's ability to achieve success. 80%, that is huge! That means that all the training, all the product, the spa setting and spa experience combined account for 1/5th of what it takes for you to really succeed. If this is true, if this is even a half truth, then this has to be the single most important "tactic" that anyone in the business of public interaction should focus on.

Think about this real life example. You are in a hurry and you are stuck behind a new checkout person at Starbucks. She is happy, smiling and she sees you in line, smiles and apologizes to you for the wait. She tells you that she is new, promises you wont have to wait tomorrow and "thanks you for your patience". How do you feel and what is your reaction to this?

or

You are in line at the same Starbucks, in the same hurry and behind the same new person at the checkout. This time she isn't smiling, in fact, she is acting like it is a chore to have to wait on customers. She barks out at the customer in front of you and as she wipes her nose she puts the customer's scone in the bag. Slowly she pouts her way through the cash exchange waiting for her tip, and now you are up - did you really want that scone?

Same person, same skills, same coffee, same scone, same location, same price -

different attitude.

Attitude - it is big!

Success Tips will present a series of Life Coaching modules over the next 36 months that have been professionally designed to help each of us to build a more positive and fulfilling attitude. Small steps over time make the big difference and attitude is perhaps the most important factor we can influence. A 10% change in attitude is 5 times more powerful than a 10% change in everything else you do combined! It may not have anything at all to do with technical skills, pricing, product or wisdom, but it has everything to do with the success you enjoy in every aspect of your life.

Thanks for joining us! See you next month.