



MONEY MASTERY

Beauty Business Essentials

———— *To Prosper And Grow*

Video #3

***THREE MONEY TOOLS
FOR INSTANT INCOME***



VIDEO #3

Instant Income Now

#1 Budgets

Notes

#2 AT Worksheet

Notes

#3 Double Your Day Tool

Notes



Killer Consultation

Finding Your Clients Needs:

- When was the last time your *(hair/skin/nails/massage area)* was perfect?
- What made it perfect at that time?
- What challenges are you currently having?
- If you could change anything, what would it be?
- What products are you currently using?

Recap:

What I heard you say: *(repeat what you heard your client say, starting from the top.)*

Ask:

Would you like my recommendations based on what I am hearing?

Service Recommendations: *(Be sure to offer 2+ up-services to solve their challenges)*

- **What I recommend is:** *(Talk about the service they are scheduled for and then add on others to solve their challenges. This is service!)*
- **Why I recommend it is:** *(Tell them why it will serve them and meet their needs!)*

Bridge:

What would you like to get started with today?

Retail Introduction: *(Once you have agreed on the services to be done today.)*

Throughout the service today, I will be talking to you about the products I am using and how they will support your needs at home. When we are finished, you can choose what you need. Will that be OK with you?

Retail Recommendation: *(Educating through service)*

When providing the service, be sure to follow through with educating your guest on retail as well as tips and tricks you use to achieve the look. If you use a product, you just need to tell them **WHAT** it is, **WHY** you're using it, and **HOW** it will help them at home.

Just pick up the product and say:

- This is **WHAT** I am using.
- This is **WHY** I chose to use it on you.
- This is **HOW** you will use it at home.