

A Few Simple tools and strategies that can make a huge difference in your aesthetic business

Entrepreneurs Circle Resources

Below you can access Entrepreneurs Circle's most comprehensive resources equipped with videos, downloads, templates and more. These are multi-module courses, toolboxes and products that will equip you with everything you need to get more customers, grow your business and hit your goals.

Your Resources



The Getting and Keeping Customers Convention 2021

The full recordings of the 2021 Getting & Keeping Customers Convention including all 12 sessions and celebrity guests...

ENTER



It's All About Your Numbers!

This resource is designed specifically to help number novices navigate through their numbers. If balance sheets & margins leave you cold, then this is what you've been waiting for!

ENTER



LinkedIn Masterclass

Discover the tried and tested methods to turn LinkedIn into a KEY marketing pillar. Get the tools, templates and tactics you need to build relationships, and convert those relationships into sales.

ENTER



The Entrepreneurs Marketing System

Built on over a decade of experience working with thousands of entrepreneurs, the SMS System gives you the proven step-by-step SYSTEM for business growth.

ENTER



Marketing to Money... Not the Many

Sick of people complaining about your prices? Discover exactly how to find, attract and sell to higher value customers for whom price is never an issue in this hard-hitting resource.

ENTER



The EC Clinics

Join Nigel each week for the EC Clinics where you can get your questions answered. In here you'll find the schedule, links as well as recordings of past Clinic Calls too.

ENTER



The Facebook Ad Accelerator

EVERYTHING You Need To Plan, Craft, Run and Optimise Profitable Facebook Ads For Your Business To Generate A Steady Flow Of Leads, Enquiries And Sales.

ENTER



The 2020 Convention Recordings

The full recordings of the three-day Getting & Keeping Customers Virtual Convention 2020 including all the main sessions, celebrity guests and breakout sessions...

ENTER



The Game Changer Templates

50+ done-for-you, fill-in-the-blanks, PROVEN marketing campaigns for you to swipe and deploy to generate a steady, predictable flow of new customers for your business!

ENTER

CLEAR Personal Objectives/Goals in relation to your business



Spend 90 minutes every day on
things that will move your
business to where you want it
to be

1 day extra/week



No disruptions

No emails/phone calls

Focus on IMPLEMENTING big picture stuff



Learn from the past to plan a better future!

12-Month Look-Back



PAST 12 MONTHS	RECURRING THEMES	NEXT 12 MONTHS
<p>I'm proud of...</p> <p>I regret...</p>	<p>BIGGEST OPPORTUNITIES</p>	<p>I'm excited about...</p> <p>I worry about...</p>

Life Lessons: What are some major lessons you learned that you plan to take into the next 12 months?

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Your 12 Key Numbers

Yellow cells are input cells - only type in yellow cells!!

All other cells will calculate themselves once the yellow are inputted

The breakeven column will self-calculate once the yellow cells are inputted

Where are you NOW... ①

Top Down Model...

	Now
1 Leads	1,560
times	
2 Prospect Conversion	55%
Equals	
3 Prospects	858
times	
4 Customer Conversion	35%
Equals	
5 No of Sales	300
times	
6 Average Order value	£1,000
Equals	
7 Total Revenue	£300,300
times	
8 Gross Margin %	50%
Equals	
9 Gross Profit	£150,150
Less	
10 Overheads	£25,000
Less	
11 Salaries	£75,000
Equals	
12 Net Profit (before tax)	£50,150

Small Hinges Swing Big Doors ②

Little Changes...

% change	After
2%	1,591
2%	57%
	907
3%	38%
	345
5%	£1,050
	£361,887
3%	53%
	£191,800
5%	£23,750
	£75,000
	£93,050

% Uplift in Net Profit 86%

Your Breakeven ③

Breakeven

1,039
55%
571
35%
200
£1,000
£200,000
50%
£100,000
£25,000
£75,000
£0

Profit First... ④

Bottom Up, Profit First Model

Tell me how many leads you need to achieve your target profit

	① Now	② After
No of Leads Needed	3,117	2478
Equals		
Prospect Conversion	55%	57%
Divided by		
Prospects	1,714	1413
Equals		
Customer Conversion	35%	38%
Divided by		
No of Sales	600	537
Equals		
Average Order value	£1,000	£1,050
Divided by		
Total Revenue	£600,000	£563,679
Equals		
Gross Margin %	50%	53%
Divided by		
Gross Profit	£300,000	£298,750
Equals		
Overheads	£25,000	£23,750
Plus		
Salaries	£75,000	£75,000
Plus		
Target Net Profit (before tax)	£200,000	£200,000

Invaluable when planning

Beyond Breakeven Point you can spend A LOT more to acquire customers as GROSS MARGIN contributes to **ALL OF PROFIT** due to fixed costs being covered

Can use this spreadsheet to model what you need to do for a target PROFIT that you want out of your business (shows whether realistic or not!).

Other Important Numbers re spending money on Marketing

- Average lifetime customer value
- Cost per lead
- Cost/sale

Scorecard

1. Identify very small number of key things your business has to achieve in order to make progress to where you want it to be
2. Compile a Scorecard of the right measures that track those key things on a weekly basis
3. Make your Scorecard visible to everyone in the business – and sit down once a week to review everything on it (even if sole trader)
4. Focus your 90 minute sessions on making the things in your scorecard happen

Overall Strategy/Target re capacity

250 women spending £1,000/year on
facials/skincare packages (Go Cardless)

Focus on critical drivers of profit

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Target Total	52	54	56	58	60	62	64	66	68	70	72	74
New Membership packages	2	3	4	1	3	5						
Cancelled packages	0	1	1	4	0	0						
Total	52	54	57	54	57	62						

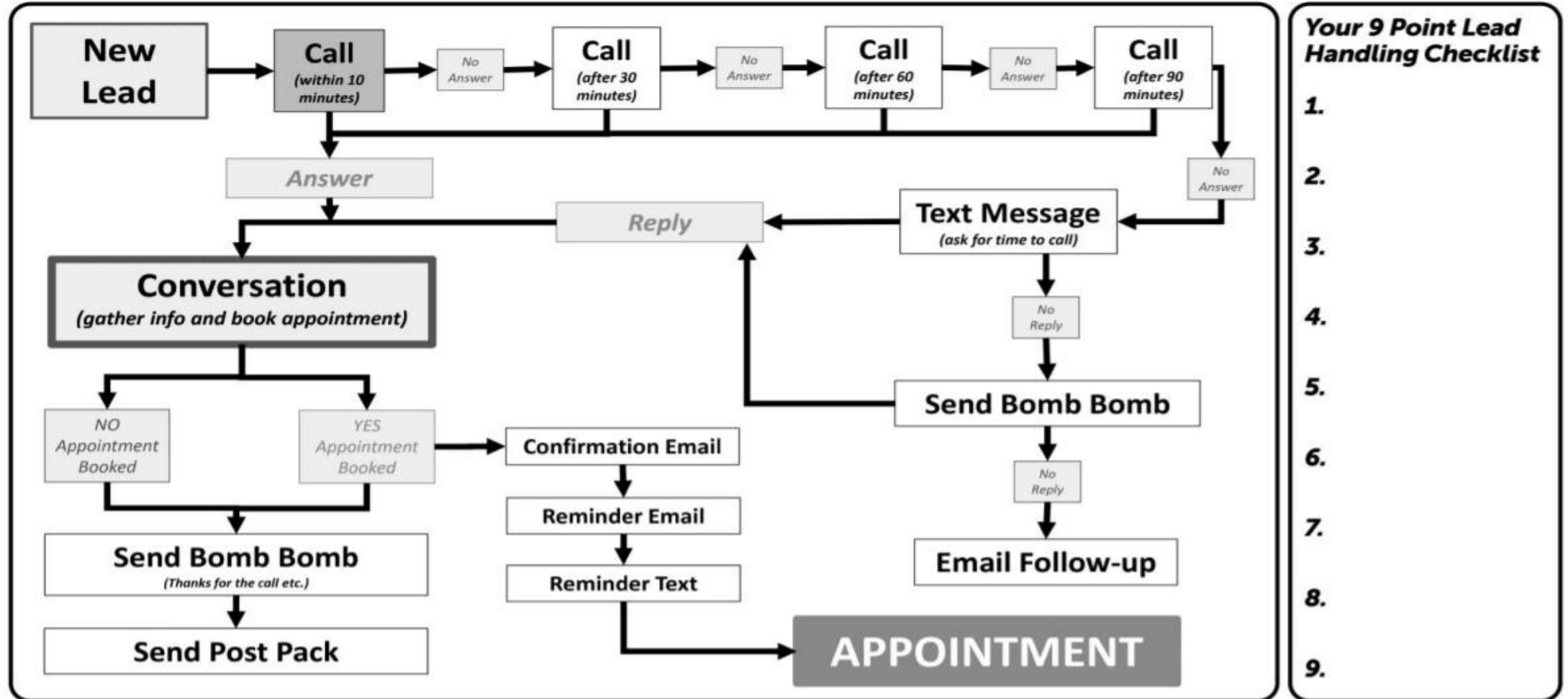
Can waste a lot of marketing budget here!

Professional out of hours?

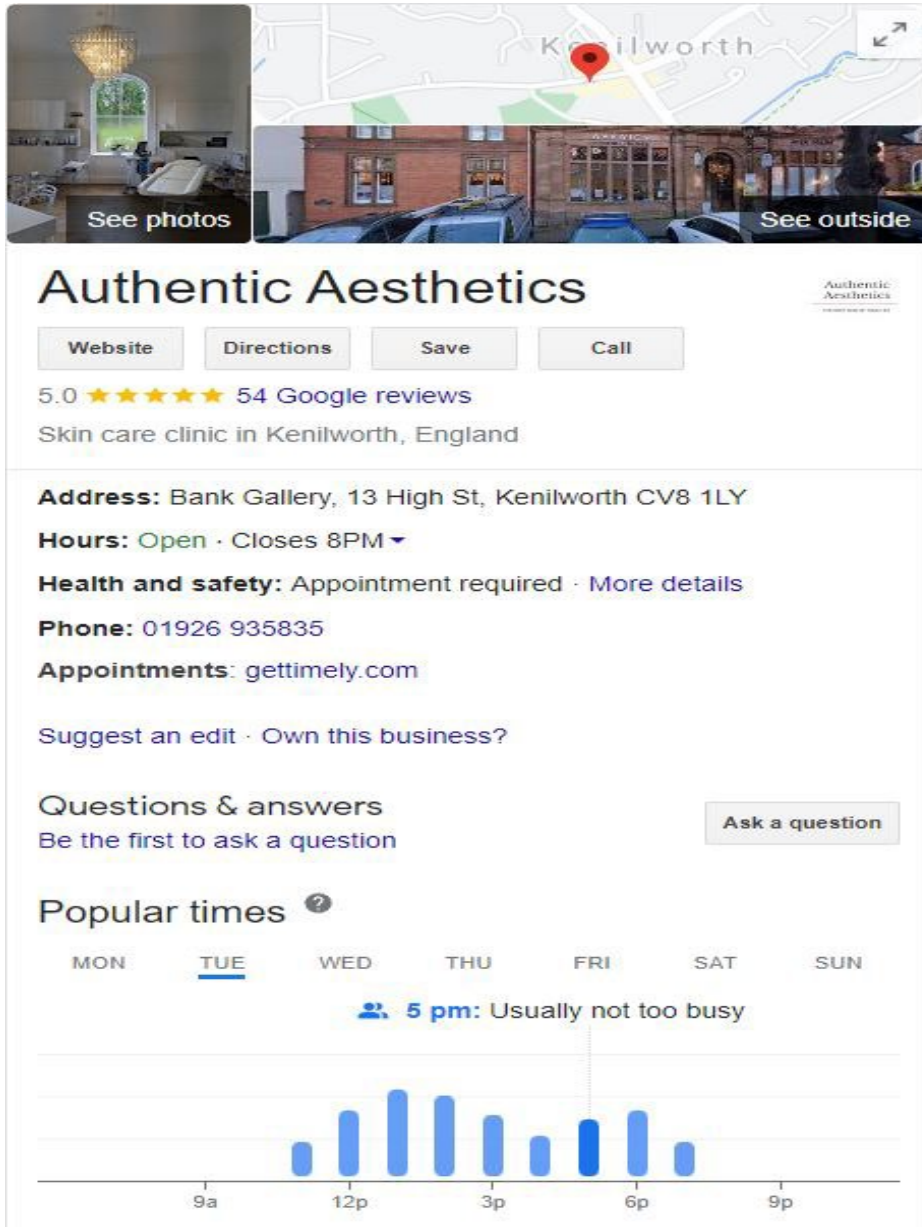
Trained receptionist in handling sales enquiries?



A World Class Follow Up System...



Free and effective lead generation tool!



Google Business Profile for Authentic Aesthetics. The profile includes a header with a photo of the interior and a map showing the location in Kenilworth. Below the header, there are buttons for 'See photos', 'See outside', 'Website', 'Directions', 'Save', and 'Call'. The profile has a 5.0 star rating from 54 Google reviews. The address is Bank Gallery, 13 High St, Kenilworth CV8 1LY. The hours are Open, closing at 8 PM. The phone number is 01926 935835. The website is gettimely.com. There are links to 'Suggest an edit' and 'Own this business?'. A 'Questions & answers' section is also present. A 'Popular times' chart shows the busiest times of the week, with a peak at 5 pm on Friday.

Authentic Aesthetics

Website Directions Save Call

5.0 ★★★★★ 54 Google reviews

Skin care clinic in Kenilworth, England

Address: Bank Gallery, 13 High St, Kenilworth CV8 1LY

Hours: Open · Closes 8PM ▾

Health and safety: Appointment required · [More details](#)

Phone: 01926 935835

Appointments: [gettimely.com](#)

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

Popular times ?

MON TUE WED THU FRI SAT SUN

5 pm: Usually not too busy

9a 12p 3p 6p 9p

Reviews ?

[Write a review](#)

[Add a photo](#)



"Amazing **service**, Emily was wonderful start to finish highly reccomend."



"I highly recommend her as she works with a **variety** of **skin conditions!**"



"In just two visits, I have learnt so much about my **skin** and **products**."



[View all Google reviews](#)

From Authentic Aesthetics

"We are an Aesthetic skincare clinic based in the heart of Kenilworth offering a range of clinically proven treatments to treat all skin conditions"



Authentic Aesthetics
on Google

February Offers

25% off all Sublative Resurfacing treatments and courses

The ultimate treatment to treat wrinkles, acne scars and stretch marks

[Buy 4 get 6](#) on all Mesopeel courses

Happy February everyone, 1 month of the year down already

91 A new month means new offers and we have 3 crackin...

10 hours ago



Frequently asked questions about microneedling... ? Doe hurt? 😊 We apply numbing cream 30 minutes before the.

2 days ago

Google My Business Checklist

		Who	Date
1. Info	Company name	<input type="checkbox"/>	
	Business category	<input type="checkbox"/>	
	Address	<input type="checkbox"/>	
	Service Area	<input type="checkbox"/>	
	Opening Hours	<input type="checkbox"/>	
	Special Hours	<input type="checkbox"/>	
	Opening Date	<input type="checkbox"/>	
	Description	<input type="checkbox"/>	
	Services	<input type="checkbox"/>	
	Products	<input type="checkbox"/>	
	2. Posts	Event	<input type="checkbox"/>
Offer		<input type="checkbox"/>	
Products		<input type="checkbox"/>	
Book		<input type="checkbox"/>	
Order online		<input type="checkbox"/>	
Buy		<input type="checkbox"/>	
Learn More		<input type="checkbox"/>	
Sign Up		<input type="checkbox"/>	
Call Now		<input type="checkbox"/>	
3. Website		Create if necessary	<input type="checkbox"/>
4. Messaging	Enable Messaging	<input type="checkbox"/>	
5. Photos	Cover Photo	<input type="checkbox"/>	
	Logo	<input type="checkbox"/>	
	Team Photo	<input type="checkbox"/>	
	Interior Photo	<input type="checkbox"/>	
	Exterior Photo	<input type="checkbox"/>	
	Art Works	<input type="checkbox"/>	
	Products	<input type="checkbox"/>	
6. Videos	Introduction Video	<input type="checkbox"/>	
	Promote items	<input type="checkbox"/>	
	Interior Video	<input type="checkbox"/>	
	Exterior Video	<input type="checkbox"/>	
	Products	<input type="checkbox"/>	
7. Users	Add Owner	<input type="checkbox"/>	
	Add Primary Owner	<input type="checkbox"/>	
	Add Manager	<input type="checkbox"/>	
	Add Site Manager	<input type="checkbox"/>	

Videos that educate and build VALUE to aid premium pricing

- Website
- You Tube
- Social media



Sign in to like videos,
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BEST OF YOUTUBE

does laser hair removal work forever?



Is Laser Hair Removal Permanent, Safe, Worth It? Dark Skin, Side Effects, Cancer, Home Lasers, Burns

738K views • 1 year ago

Dr Simi Adediji

Is Laser Hair Removal Safe, Laser for Dark Skin, Laser Hair Removal Side Effects, Does Laser Causes Skin Cancer, At Home ...



Dr. Clevens | How long does laser hair removal last?

4.4K views • 4 years ago

Clevens Face and Body Specialists

Dr. Clevens: Let's talk about how long laser hair removal lasts. First, a better term to laser hair removal would really be laser hair ...



Is laser hair removal permanent? All your questions answered

23K views • 2 years ago

Pulse Light Clinic London

How to book: We offer FREE consultations, this allows you to see a laser hair removal specialist and get all your questions ...



Does Laser Hair Removal Work Forever?

159 views • 1 year ago

Consulting Room - Your Aesthetic Partner

In this brief video we will be answering the question does laser hair removal work forever. Scientific studies in the early 1990s ...

Subtitles



#HFPositivity

Whats better HydraFacial or microdermabrasion?

2,930 views • 15 May 2020

36 DISLIKE SHARE SAVE ...



How can a woman stop facial hair growth?

13 views • 1 year ago



How can I remove my dark circles?

2 views • 1 year ago



How can I get rid of dull skin?

5 views • 1 year ago



How do you get rid of dry skin?

2 views • 1 year ago



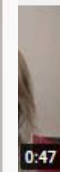
What is cosmeceutical skin care?

15 views • 1 year ago



Can you get rid of stretch marks?

4 views • 1 year ago



How do you get rid of fluffy facial hair?

6 views • 1 year ago



What is the best thread vein treatment?

5 views • 1 year ago



Why is moisturiser bad for your skin?

122 views • 1 year ago



How do I get rid of milia on my face?

16 views • 1 year ago



MARCUS SHERIDAN

THEY
ASK
YOU
ANSWER

REVISED AND UPDATED

A REVOLUTIONARY APPROACH TO
INBOUND SALES,
CONTENT MARKETING,
AND TODAY'S DIGITAL CONSUMER

WILEY

Increase revenue with *video messaging*

Get more replies, save valuable time, and add a human touch with BombBomb video email and video messages.

[Schedule a demo](#)

Record



Email or Share



Watched 100%

Free trial – then \$29/month

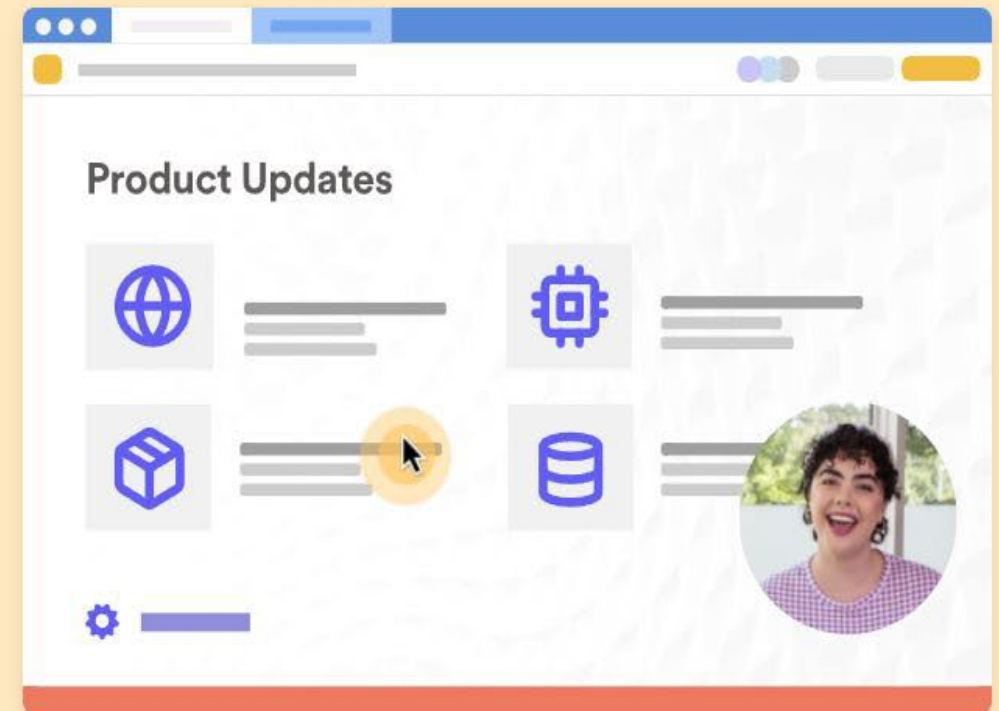
LOOM FOR MARKETING

Connect with customers and your team

Grow your audience and accelerate team collaboration
with video messaging.

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For Mac, Windows, iOS, and Android



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Humans Working Side By Side With The Best Speech-to-Text AI

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\$1.25 per minute

Convert audio or video to text



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Caption your videos



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The Right Chatbot

Response Robot



the consulting room group

The Front of House for Your Website

Conversations to Leads in one simple step...

Please complete the form to request a demonstration and free 30 day trial, for ConsultingRoom.com Members, of Response Robot.

Your first name

Your email address

Your website

Current enquires a month..

Your telephone number

☐ I agree and accept the terms of the [privacy policy](#)

[SEND FORM >>](#)



3 line email – use once or twice a year

SUBJECT: Quick Question.....

Hi (First Name)

Are you still interested in help with.....

Your first name

Increase
engagement
with email
campaigns


Free trial –
then
\$20/month

[Contact Us](#) | [What's New](#) Log in Sign Up Free

NiftyImages Features ▼ Pricing Blog

Personalized Images for Email Campaigns

Each recipient gets their own personalized image that demands attention.



What is a Personalized Image?

Personalized Images give each recipient their own unique image using any subscriber data you have in your email service provider.

- ✓ Works with any ESP using your existing merge tags
- ✓ Upload your own images and fonts to keep image on brand
- ✓ Use any merge tag including Name, Email, Account #, etc...
- ✓ Choose from over 100 templates to get going quickly

Welcome to Invoco Call Tracking

"Half the money I spend on advertising is wasted... the trouble is I don't know which half!"

In the 1930's when this quote was first coined, it was valid. But these days there is a great tool that allows us to get a good handle on how our advertising is performing.....[call tracking numbers](#).

Call tracking is a simple service that allows you to track and monitor how many calls you receive from each individual advert or piece of marketing you do and to measure your return on investment more effectively.

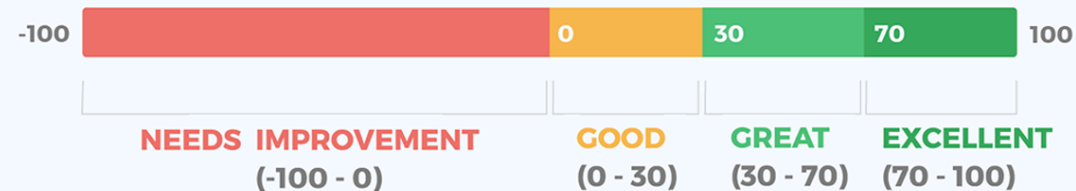


Net Promoter Score®

$$= \begin{array}{c} \text{😊} \\ \% \\ \text{PROMOTERS} \end{array} - \begin{array}{c} \text{😞} \\ \% \\ \text{DETRACTORS} \end{array}$$



Net Promoter Score Analysis





On a 0 to 10 scale, how likely is it that you would recommend us to a friend / family member / colleague?

0 1 2 3 4 5 6 7 8 9 10

What is the primary reason for this score?

.....

.....

.....

	Total Responses	Average Score	Promoters # (9 - 10)	Passives # (8 - 7)	Detractors # (6 - 0)	Weekly NP S
January						
12 - 22	24	9.67	21	3	0	88
23 - 29	74	9.76	61	10	3	78
Monthly Score	99	9.71	82	13	3	
					Monthly Score	80
February						
30 - 5	12	9.75	11	1	0	92
6 - 12	3	9.67	3	0	0	100
13 - 19	29	8.97	22	2	5	59
20 - 26	5	10.00	5	0	0	100
Monthly Score	49	9.60	41	3	5	
					Monthly Score	73

10

“I have happily recommended Medizen to friends and colleagues confident that they will receive the same high level of professionalism and friendliness that I have over the last couple of years. I fully intend to carry on using Medizen safe in the knowledge that I couldn't be in better hands, and I look forward to having more treatments/procedures in due course”

5

“I used to come regularly and had the same girl treating me who I really liked . I didn't have the same confidence in the operator who replaced her.”

3

“Didn't get a full explanation at the beginning of my expensive treatment”

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*Revised
and expanded
edition of the
Wall Street
Journal
Bestseller*

THE ULTIMATE QUESTION 2.0

How **NET PROMOTER** Companies
Thrive in a Customer-Driven World

FRED REICHHELD

Bestselling author of THE LOYALTY EFFECT

WITH ROB MARKEY

RAIN & COMPANY

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