



Coronavirus Aesthetic Business 10-point Survival Plan Released 19/03/20

As a small business owner, like many of our Consulting Room Members, we are shocked at the situation that we all face over the coming weeks and months. However, we also realise that we now need to make some of the most critical and difficult decisions that we are likely to have to make as business owners.

Myself and my business partner, Martyn Roe, have had the benefit of launching and running several different business models in the aesthetic sector. These include the FACE conference, HydraFacial and MediZen (a Midlands based aesthetic clinic). We have sought to educate ourselves and have invested tens of thousands of pounds in marketing & business training and mentorship support over the years... which has helped us in making (generally!) good decisions in all our business ventures.

Over the years, we have imparted some of this knowledge to our Consulting Room Members at our annual SMART Ideas events (<http://www.smartseminar.co.uk>), through the Training Academy, as well as 50+ business building and advice videos that are hosted in the Members' area.

Like you, we want to come through this as a business, and we are utilising the knowledge that we have accumulated from 25 years in the sector, alongside our trusted marketing advisors, leading clinics and suppliers in the aesthetic industry to provide clear, practical, and timely advice as the situation unfolds.

We hope that the following initial guidance will be of benefit to our Members, and we encourage you to come together as a community and share your thoughts, ideas, and suggestions in our Facebook Group: <https://www.facebook.com/groups/ConsultingRoomBusinessSupport/>

We certainly don't have all the answers!... but we have some incredibly successful Members who can share advice and information to stimulate ideas, creativity and solid practical advice that could help us all pull together as a group.

Here are our 10 critical points that you should address now, especially if you can no longer accept customers at your clinic/salon:

1. CONSERVE CASH

We are in a unique situation where many of us face the prospect of dramatically reduced, or no income around a time frame that we have no control over.

PRESERVATION of cash is PARAMOUNT.... you will need this for continued (lower level) marketing and to relaunch your business when the time comes.

Address large FIXED costs first such as premises leases, rates, bank loans, equipment leases etc. Phone them/write to them and request a payment holiday.

Contact HMRC on 0800 015 9559 and request deferred payment on PAYE, VAT, and any corporation tax that is due.

Contact all major suppliers and discuss the situation with them regarding outstanding invoices.

2. BORROW MONEY

If you're not lucky enough to be sitting on a cash pile, seek to borrow against any credit lines



that you already have (i.e. overdraft/revolving loans etc). Contact your bank to ask about Government backed loans and apply for one now, in case you need it. Transfer balances on credit cards to 0% ones and apply for new credit cards (even if you don't need them, at least you will have the facility).

In extreme circumstances you may want to look at personal borrowing and or remortgaging any property for additional cash resources that you will need for continued marketing and relaunch of your business.

Please also see the message below that I received in my inbox this week:

COVID-19: Clear Asset Finance are Open For Business and ready to lend.

We are focused 100% on ensuring our customers get the funding they need. Think of the **difference being connected to the 'right' funding at the 'right' time will make to your business.** [Learn More](#)

As the UK sails into uncharted waters, we have received a massive boost of confidence from our funding partners who have collectively pledged billions (£) to support UK businesses. Cash can be made available to help bridge cash flow gaps or make investments – within hours, not weeks.

To minimise and avoid the disruption of Covid-19, we can help support businesses through the provision of short-term interest-only facilities, with no set-up fees and with no obligation to use the credit facility. It is there if you need it!

We can also refinance New & Existing Unencumbered (Free of Finance) Assets, releasing cash back into your business or arrange competitive terms on Secured or Unsecured loans with no hidden fees.

Call us today on **01277 239943** or click here to [get your quote.](#)

We are here to help.

Kind regards,

A handwritten signature in black ink, appearing to read 'Steve Green'.

Steve Green
Director & Founder

3. INSURERS AND OTHER SOURCES OF ADVICE

Contact your insurer to see if you have any business continuity insurance in your commercial policy that covers a “notifiable disease”.

Contact Government Business Support Advice lines for any other help and advice that we may not have included in this document:

England – 0800 456 3565
Scotland – 0300 303 0660



Wales – 0300 060 3000
Northern Ireland – 0800 181 4422

4. STAFF – PLAN AHEAD

Take advice now from any HR provider that you have. Your team is probably one of your biggest expenses, and if you are no longer generating income you need to make some big decisions.

This will depend on the size of your team, and structure of your business, but you need to look at cash reserves and best/worst case scenarios around how long this could go on for (although we don't know, it looks as though this will be several months rather than weeks).

If you have limited cash reserves, you may need to decide sooner rather than later – and do what is best for the business as a whole.

Big businesses all over the world are asking staff to take unpaid leave – if it's necessary for the survival of your business, don't procrastinate and end up in a situation where any reserves have been spent on salaries – so that you have no money left to relaunch your business, and everyone loses their livelihood.

It's tough for all of us, and your team will understand if you consult them and ask for their advice and input. Generate a mentality of cooperation and support around the business, but if you do have to make any decisions DO NOT do anything without taking the appropriate advice (from a HR specialist) and ensuring that any process you should follow is done to the letter.

5. DO NOT STOP MARKETING!

Now, I've told you to conserve cash – but you also need to stay in touch with existing customers to see if you can generate any sales (i.e. skincare that you can post) alongside dealing effectively with new enquiries (via virtual consultations) so that you hit the ground running when customers can come back into your clinic/salon.

I traded through the last recession in 2008, and everything I experienced then as a clinic owner proved that doing what most people do (seeing marketing as an expense rather than an investment) is wrong!

80% of business owners will stop all marketing to their customers, and that is a BIG MISTAKE.

There are many things that you can do, and we will be exploring these in detail in future communications to our Members... but please DO NOT stop all marketing.

One benefit of Consulting Room Membership is that we are consumer facing. In an average year we have over 1 million visits to our website – and although these are down currently, we envisage that all those people at home will eventually start to think about the future and plan to restart their lives.

Some analysts are predicting a quick rebound where people have been unable to spend for a



few months and will want to treat themselves. Money that might have been spent on holidays, meals out, car upgrades etc could easily and quickly find its way into the aesthetic industry.

ENSURE that you are visible and ready when they are!

6. TRAIN AND MAKE USE OF YOUR TEAM

If your clinic/salon is closed for business, there are many things that your team can do.

If your receptionist hasn't completed the receptionist training course in The Consulting Room Academy, ask them to do this; the same with therapists for our CPD approved, "Art of the Aesthetic Consultation" course.

Set up and use a virtual meeting platform such as ZOOM or GOTOMEETING to stay in regular touch with your team for planning/training meetings and preparation for relaunch.

How about PHONING EXISTING CLIENTS or contacting previous clients who enquired. Most of them will be at home! The message to existing clients could be, "we just wanted to check in to see how you were".

For previous enquiries that you couldn't reach before, it could be, "you contacted us in the past, and we left a message, but I guess you were too busy – we just wanted to follow up to see if you had any questions about..." ... I'm sure you get the idea!

7. PLAN, READ, LEARN AND ADAPT

Look at all the things that you haven't done to work ON your business rather than IN it. Take a good long hard look at the profit margins for each service line, the quality of marketing that you do, your website, social media etc.

Get a copy of [YOU ASK, THEY ANSWER by Marcus Sheridan](#) for every member of your team. Then use your team to create content (as outlined in the book) that you can utilise on multiple platforms in preparation for your relaunch.

Visit the Members' area of Consulting Room and watch some of the 50+ business building videos that we have produced, or get your team to review the hundreds of clinical articles that we have in the site.

8. OPPORTUNITIES

Talk to local competitors/business owners with synergistic businesses. Share ideas and look at creative ways that you could work together maybe now and in the future. It might unveil a synergistic opportunity to share costs in certain areas of your business, or for a joint venture or merger... there's no harm in talking!

9. BE THE LEADER

Your team will be looking for you to be calm and decisive in this extremely difficult time.



Harness their support, ask for ideas, but ultimately it will be you who will have to make the critical decisions.

Be positive, address the situation as it evolves, focus everyone on communicating with existing customers (*absolutely imperative!*) and preparing for the future relaunch of your business.

10. AND FINALLY...

This will test us all personally; please ensure that you look after your own mental and physical health.

We plan to be here for the long haul with advice and support on a weekly basis, and via the Facebook Group: <https://www.facebook.com/groups/ConsultingRoomBusinessSupport/> which will be our hub for discussions and ideas amongst our Members.

The skill of getting through this will be the fine balance between cash preservation (when there is limited or no income) and still being able to invest in marketing activities. In effect, putting your business into a form of semi-hibernation, but one where you are ready and prepared as soon as restrictions are lifted.

PERSONALLY, I believe that the best businesses are the ones that really grasp the idea that EXCELLENCE in marketing is the solution to a profitable business, we will be exploring this theme, giving PRACTICAL advice and ideas about how to do this over the coming weeks.

Stay safe and healthy,

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