

Everything you need to know about Offers

Why create Special Offers?

- They keep your clients interested, to the point where they are waiting for the next one to be released, so your clients come back more regularly.
- You can use your offers as content for your Social Media / your emails etc, which keeps your business fresh and interesting.
- But don't you lose money? No you make more money - because clients book more regularly, and you're not actually discounting anything.

How do you create a Special Offer?

- Look at all of the treatments you currently offer - and work out if you can package them together.
- Consider what else you can add or change to make it more unique, it can be a very simple change.
- Eg. If you offer beauty and massage - package together body brushing, a back massage and a mini facial, plus add an inhalation bowl with a few drops of essential oil. You can also use a unique mask such as a heated eye mask, or a collagen sheet. (which you don't usually use)
- If you offer aesthetics then you might offer a free consultation (but still take a deposit and knock it off the treatment price) or a free aftercare product.
- If you offer Eyebrow microblading you can offer a free brow shape.

THE KEY - and what you mustn't do

DO NOT add your Special Offers to your regular menu - otherwise they are not special offers.

DO NOT slash your price

LIMIT THE TIME - so they are only available between 2 dates eg. for 4 or 6 weeks.

LIMIT THE NUMBER - sometimes if you have very high value offers then limiting the number can work very well. Eg We are only giving 3 clients the chance to purchase this limited offer - as it's a complete one off and won't be repeated.

SPECIFY THE STAFF - you can use Special Offers to direct clients to staff who you want to get busier! Remove yourself from the special offer if you want to. When you post out the offer on email / social media etc. specify 'February Limited Edition Offer - with Julie'.

DO NOT LET THE OFFER CONTINUE ON AND ON - if you limit the time - then you are training your clients to come for your special offers during the available weeks. And if they don't book they'll miss it. Allow some of them to miss your offers, as it will make them realise they can't get things on demand - and then you start to get more bookings as they don't want to miss out. This might take a few months to build up.

EXTRA BONUS - you can make your offer available as a VOUCHER. So if they don't want to have the treatment/offer within the time scale then you can get them to BUY IT ANYWAY! 😊 So they can save it for themselves or they can buy it as an actual gift for someone else.

EXAMPLE 1 - Beauty / Massage	EXAMPLE 2 - Face / Eyes
<p><i>You usually offer massages and facials, so package them together differently, for a unique offering which isn't on your usual menu.</i></p>	<p><i>A Facial with focus on the Eyes or Neck</i></p>
<p>EG. Rose & Lavender Body Ritual</p> <ul style="list-style-type: none"> ● Use Rose/ Lavender essential oils into a diffuser or steam water under bed ● Marry together 3 treatments eg. Body Brush, Back Massage, Face Massage 	<p>Eg. Rose Quartz Eye Lift Facial</p> <ul style="list-style-type: none"> ● Do a facial and focus around the eyes ● Add Non-surgical faradic/galvanic around eyes, or RF tightening
<p>Nothing is really different - your are just packaging mini treatments together</p> <ul style="list-style-type: none"> ● If you already carry out massage then nothing is really different - you have just created a package which brings together a bit of everything. ● The way you talk about it is different. 	<p>Do what you already know - but just concentrate more on specific areas of the face or neck</p> <ul style="list-style-type: none"> ● Devise the treatment to make it last however long you want it to. ● Add something you've not used before such as Rose Quartz Eye Mask.
<p>What do you charge?</p> <ul style="list-style-type: none"> ● Since this package doesn't exist on your menu ... you are going to charge for your time. So you decide, and you can still give them 'an offer'. 	<p>What do you charge?</p> <ul style="list-style-type: none"> ● Work out the time it takes and charge for the time. If you have any expensive consumables then factor this in. (Eg if you have single use RF tips)

EXAMPLE 3 - Laser

EXAMPLE 4 - Anti-Ageing

If you offer high value treatments, you can still create special offers

If you offer injectables / Laser / high value treatments you can still create packages

Laser Me Smooth

- You are focusing on hair removal - and talking about your clients getting rid of their hair and getting smooth skin with no bumps and no shadows.
- You can maybe offer a FREE consultation (instead of a paid consultation) and a free test patch

Over 40s Complete Anti-Ageing Package

- Tailor 3 or 4 non-surgical solutions for the face, to tighten, lift and improve the overall appearance of your client's skin.
- Include a combination of your best treatments - and you'll guide the client as to which will be best for them

What's different?

- The consultation / test patch is free.
- Or you might give them a better course price.
- The way you talk about it is different - Nothing much else. You're saying do you want smooth hair free skin, with no shadows by Summer?

What's different?

- You're not selling treatments - you're giving them a result they want - younger looking skin!
- You could include:
- RF Microneedling (Morpheus 8) / 1 or 2ml Filler / IPL / RF / Skin Booster / Profhilo / Polyneucleotide etc.

What do you charge?

- Your usual laser hair removal prices (I give a discount if booking a course)
- Or give them one extra treatment free at the end.
- Or give them a second area half price - if you're already doing laser then adding a second area is cheaper for you in terms of time.

What do you charge?

- Work out what it would cost you if they had the 3 most expensive treatments.
- Work out what time it would take you to carry out the treatments.
- Then work out how much you need to charge to cover the cost / time and to make a profit. Eg. I've charged between £700 and £800 for 3 treatments.

EXAMPLE 5 - Microblading

EXAMPLE 6 - 2 for 1 or Perfect Duo

If you offer Microblading eyebrows - you can still create special offers

Package together 2 or more treatments which are easy to add together or which are quicker if you do 2 at once.

Eg. 1 Perfect Brows - Limited Edition Offer

- You are offering them the perfect Microbladed eyebrows - so they don't have to pencil or powder in their brows any more!
- You are giving them a free brow consultation plus a free brow shape (when you do a review/top up)

Eg. Blemish Removal 2 for 1

- If you treat pigmentation or remove skin tags / milia you can offer 2 for 1.
- They book and pay for 1 blemish and you include another 1 free of charge on the same day. The 2nd blemish would actually cost you no more money and very little extra time. But the perceived value is large.

Eg 2. Perfect Brows - Limited Edition Offer

- The same as above but you can give a £20 voucher to spend on another service (instead of saying free brow shape) which encourages them to come back sooner.
- You could also add on a Dermalux / LED treatment. LED can help with the healing process

Eg. Perfect Duo

- Come up with 2 lists of treatments of similar value and time
- Charge a fixed price - and they get to choose a treatment from list A and one from list B.
- Clients love this - as they create their own package.

What do you charge?

- Your usual microblading price - but you can talk about what they're saving (the price of the brow shape / aftercare product/ £20 voucher)
- If you want to add a small amount of discount you can - but don't start saying 20% off as a standard offer.

What do you charge?

- With Perfect Duo - add up the most expensive combination and use this as the value of the package.
- Then add some discount. This is what they're saving. You'll find that not everyone chooses the highest value.

Additional elements you can add into treatments to make them different from your usual treatments;

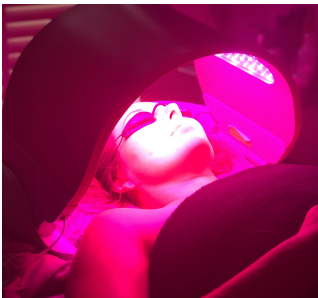
MESSAGE TOOLS: Ice Globe Massage balls, Gua Sha, Rose Quartz Wands



UPGRADED MASKS: Collagen Sheet Mask, Rose Quartz Eye Mask - can be added after any facial including Radiofrequency skin tightening. Dermalroller sheet mask for after Microneedling.



LED / DERMALUX: Can be added to almost any treatment as you can choose the light which best suits the treatment you've done.



ESSENTIAL OILS: Add drops of essential oils to a bowl of steaming water and put under the face hole of a massage. Use the mix of oils to inspire the name of your offer. Try and use similar smells in your treatment.



OTHER UPGRADES: You can just add a little extra time or an extra area if you can't add another mask/massage/tool. So if you have staff who are quiet - you can say book 'XYZ' treatment and we'll treat you to another 20 mins extra free - and you can choose to use your extra time for 'X, Y or Z'

Or if someone books a full face treatment - you can say you'll add their neck area on for free, or their hands. Most of the time, adding an extra area has huge value to them, but very little extra cost to you. So make sure you say the offer gives them a free upgrade to include 'neck, hands etc - worth £xxx'