

Get Your Blogging Fairy Dust

After strategizing your content, **I'll write the damn thing for you.**

You heard it right. Every single month.

And the process is simple simple.

I. The Foundation

Before we become "official," we'll talk about your content needs and design a package that's right for you. We decide on the number of articles per month, agree on a word-count range, and set up your payment.

At the beginning of our engagement, we'll have a discovery call to discuss your content direction, establish your tone and voice, and give me an opportunity to get to know you so I can write in your voice and express your personality.

2. The Raw Materials (aka your brain dump)

Each month you send me your blog content ideas with knowledge and information you want to include (You're the expert in what you do so you'll be providing the raw materials.) It doesn't need to be fancy or polished.

Here are two examples of what a client sent me:

Estheticians feel overwhelmed when it comes to "working on their Business". Often times I will be on a coaching call and I hear: "I don't know where to start." The Internet can be overwhelming with information that may or may not be applicable to a spa business. Often time I coach to start with basics. To slow down and really be mindful of what you're trying to accomplish in your business. I hear the same thing over and over again. I want more clients. I need more business. The struggle isn't going to end if you don't pay attention to foundational issues. Most of these are internal and can be quickly resolved. If you can learn these TWO lessons you will be ahead of the game....You can't build your business alone and you can't build you business for free. It doesn't work that way. It's important to seek help in the areas of your business that have the potential to produce the most revenue. Most need help with business elements and marketing. Does marketing stress you out? I get it. It's unbelievably complex. There are so many tentacles to marketing these days because we have so many options. What should a spa owner do? All of it? No. Marketing is a lot of testing and measuring to see what works. One thing is certain...we are moving more digital. If technology scares you and you are putting up your hand to say no way...that's not for me then your business is going to fail. Estheticians love being in the treatment room working their magic with their clients. There is very few business's left that involve the human touch...but...you still need to grow your clients. Sure, referrals are one way. But what about everyone else in your community? How do you reach them? How do you reach the "potential clients" who don't even know who you are? Effective marketing. I can show you. Don't be scared. What if I made learning easy for you? What if I showed you how to

And...

After speaking with hundreds of estheticians in the last year this topic comes up time and time again. I will be on a coaching call with someone who is stuck in **their** business. There is a feeling of overwhelm and an uncertainty of what to do or how to get un-stuck.

Sometimes they claim to be that hamster in the wheel and they just don't know how to stop it!

I am passionate about this topic, because I too, have been a victim of my own "not so great ideas" in business. Nothing feels worse than an entrepreneur who creates something that isn't working in their business. I get it. We fall in love with our own ideas so deep that it's hard to let them go.

When I created the Esthetician Business Academy there were several things that weren't working. One was a program I thought every esthetician would love...**an** audio coaching program! Wrong! Epic fail. Just because I love audio learning and audio books, doesn't mean **the** whole world loves that learning style. **Not exactly.** Lucky for me, I use a quick formula to get me out of that rut and I'd love to share it with you! Most entrepreneurs don't know when they're stuck and they stay in the wheel longer than they should.

1. List out your top things you do in your spa practice to generate business. This could include: **Microblading**, LED, **Microcurrent**, product sales, etc.
2. Next break this list into 3 categories: What's working (monetizing), What needs fixing (or more training) and **What's** totally broken.
3. From there you will start to gain a clearer picture.

Take a closer look at what is totally broken. Why are you still trying to make it work? Sometimes it helps to have another set of eyes and invite someone to take a look at your business plan objectively. Sometimes it's time to say goodbye to those ideas that are totally broken or causing financial hemorrhaging. It will be ok to let them go. It will be ok.

Next, you want to examine the things that need to be fixed. What can be fixed? Put those in order of priority and create an action plan of what those needs are.

Lastly, you want to take the things that are working and see how you can make them better. I always say that best entrepreneurs prototype then iterate.

Once I **↓**took a step back and worked my formula, I got a clearer picture of wants and needs of my own clients. Whenever you're feeling stuck grab a piece of paper and do this quick analysis. It will save you time and peace of mind.

3. The Magic (aka I write the damn thing for you)

I'll review your input, and follow up with additional questions to help me craft content that is valuable and relevant to your audience, while positioning you as an expert whom they can relate and trust.

You give me the answers, and I get to work.

Typically turnaround time for a batch of (2) 1000-word articles is around 3-4 working days.

And I send the drafts to you.

Here are snippets of how those two articles turned out for the client:

Most estheticians and spa owners build their businesses out of their love for the craft and for delivering their “magic” to clients.

That means most of them are working *in*, as well as *on*, their businesses.

If that’s you, you’d know how crazy things could get when you not only have to deliver your service but also worry about the business and marketing side of things.

It’s heartbreaking for me to see people giving up because of business challenges that could be solved only if they had the right guidance.

Here’re four of these common hurdles, and what you can do about them:

Challenge #1: Overwhelmed by Information Overload

There’s no lack of business and marketing advice. If you’ve been in business for any length of time, done your share of Google searches, and subscribed to a few newsletters, you know what I’m talking about.

The good intention of growing your business soon turns into a collection of ideas and how-to information that pulls you in a dozen different directions.

Often times I’d be on a coaching call and I hear, “I don’t know where to start.”

Most estheticians and spa owners, especially those who’re just starting out, have trouble parsing through this sea of information to identify strategies and tactics applicable to the beauty industry as well as their unique circumstances.

As a result, they are stuck in analysis-paralysis, or frantically trying out different tactics – essentially throwing spaghetti on the wall and hoping something will stick.

Needless to say, neither one of those would yield predictable results with high return on investment (ROI.)

Solution #1: Get Curated Knowledge

The key to making general business and marketing information work for you is to have an expert with industry experience *curate and organize* it so you can get to the

most pertinent materials without spending an enormous amount of time reading through everything the Internet has to offer.

This is a critical step that will save you time and money while helping you identify the latest marketing trends and apply them to your business effectively.

Problem #2: Building On Quicksand

I hear the same thing over and over again, "I want more clients. I need more business."

To achieve that, I see a lot of estheticians and spa owners chasing their own tails with "advanced" (or just complicated!) marketing tactics without first creating a solid foundation.

It's like building a house on quicksand. It doesn't matter how many expensive software services you get, or how much you pay a designer for a fancy website – if you don't have a good grasp of the business and marketing fundamentals, you won't have meaningful input to make those tools and resources work for you.

Solution #2: Get Solid On the Fundamentals

It may not be as glamorous as the latest marketing gimmick, yet these fundamentals are going to serve you well for years to come.

They give you the solid foundation to build your business, in a way that can withstand changing market landscape, consumer trends, and technology.

"Fundamental" doesn't mean easy. More often than not, it's the part that takes the most work and needs the most support. The clarity you get out of the process will be so worth it.

Problem #3: Unwilling To Invest

If you can learn these TWO lessons you will be ahead of the game....

You can't build your business alone and you can't build your business for free. It doesn't work that way. It's important to seek help in the areas that have the potential to produce the most revenue.

And...

In fact, many successful entrepreneurs dedicate a day or two each week or each month to detach themselves from the day-to-day operation of their businesses so they can objectively evaluate and plan for the big picture.

You may want to block out a half day or a full day each month for this purpose. This will help you catch yourself before you get too far down the rabbit hole.

2. Take Inventory

It's almost impossible to have a clear view of what's happening in your business if everything is swirling in your head and ends up in a tangled mess.

Putting your ideas down on paper is the first step to getting clarity:

1. List out all the activities you do in your spa practice to generate revenue. E.g. ~~Microblading~~, LED, ~~Microcurrent~~, product sales, etc.
2. Break the list into 3 categories: what's working (profitable), what needs fixing or more training, and what's totally broken (not making money, or causing financial hemorrhage.)

3. Let Go of What's Broken

Take a closer look at the "what's totally broken" category.

For each item, answer honestly, "Why am I still trying to make it work?"

So often, spa owners or estheticians hold onto a hodgepodge of offerings that no longer serve their bigger picture out of fear...

- What if I lose clients if I remove this offering?
- What if clients think I'm not good enough if I don't have a long list of services?
- What would my peers think of me if I don't have the latest and greatest?
- I've invested so much in this tool or that training – I *have* to somehow wedge it into my business.
- Everybody is offering this service, I have to jump on the bandwagon... or else...

What they don't realize is that everything has an opportunity cost.

If you're spending time, energy and money on things that don't work, you're losing out on opportunities to pursue ideas that are in alignment with your strengths and vision or to make what's profitable work even better for you.

Furthermore, if you offer a hodgepodge of services without a focus, you'd look like a Jane-of-all-trades instead of an expert – which could dilute your marketing message and impact your revenue.

I'm not saying letting go of "what's not working" is going to be easy.

Often it helps to have another set of eyes so invite someone you trust to take a look at your business plan objectively, and help you decide which activities aren't in alignment with your goals.

When you've evaluated everything on this list, it's time to say goodbye to those that are not working, causing financial hemorrhage and/or not in alignment with your business goals.

It'll be ok to let them go.

4. Take Action On What Needs Fixing

Next, examine the items on the "what needs fixing" list.

First, you want to decide if it's worth the time and money to fix them. We don't have unlimited time and resources, so we want to make sure that when we fix something, we'll get a positive return on investment.

After you get clear on the items to fix, here're the steps to take:

1. Prioritize – create a list of criteria to help you decide which items to act on first. E.g. revenue potential, ease of implementation (low hanging fruits), improvement in your wellbeing (if something is stressing you out all day, you've gotta fix that! Your negative energy can absolutely impact your business.)
2. Create a plan – for each item, write down the steps and actions you need to take. Put a deadline against each milestone, and block out time on your calendar to do the work.

5. Make What's Working Even Better

Lastly, you're going to look at the list of things are working and see how you can make them better, e.g. generate more revenue.

4. The Wrap

You'll review the draft and provide feedback. If necessary, I'll make revisions, tighten everything up and send you the final version.

You do whatever you want with the content. It's a ghostwriting arrangement so you can use it anywhere as you please (e.g. some clients submit articles as guest posts on other sites.)

What To Do Now (aka CTA)

If you're still here, let's chat and design a package that works for you. (Packages start at \$108/mo.)

Shoot me an email: ling@business-soulwork.com and we'll set up a call to make sure we're a good fit. My fairy dust only works for people who have the intention to do good work, create meaning and deliver value to their peeps. (Otherwise, you turn into a frog.)

I don't bite, nor do I hard sell anything... it's safe to get on the phone.