

# THE BEAUTY CEO SUCCESS LIST

A TAKE ACTION GUIDE FOR BEAUTY PROFESSIONALS



*Savvy Strategies  
for a Successful  
Beauty Business*

*[RickinaVelte.com](http://RickinaVelte.com) | [TheLashCEO.com](http://TheLashCEO.com)*



## SUCCESS IN BEAUTY IS YOURS...

*If you have the right strategies, and utilize your time  
ON your business right!*

You've jumped in...both feet in this amazing beauty industry. Poised and ready to be the success you've dreamt of.

But hold on a sec...did you Really get the solid business foundation to truly grow and be a success?

I hear from hundreds of beauty professionals and this is what I hear. I spent thousands on my skill...and I'm still not busy enough.

Or I invested in some service to help me get more clients, only to lose money every month.

That stops here beautiful. I've built a successful multiple 6 figure beauty business without employees, without advertising, and without begging on social media.

And now after 7 years in the beauty industry it's only right that I'm sharing how I did that. So if you don't want to waste more time and money doing things that don't work. Keep reading

because I want to help you reach your goals...and then make some more!

But here's the thing...what I teach requires you to be an action taker.

Some things may even be super uncomfortable...but if it was easy...everyone would be wealthy...right!??

But if your WHY is strong enough...you'll be able to reflect back to it and persevere. The most successful entrepreneurs know this...and do it all the time.

And those same success stories also fail...and keep on going again. Until they get what they desire.

This has to become YOU now...  
You have to make a decision...  
Is your business worth it?  
Is your happiness worth it?  
Are your goals...worth...it?

If you answered YES...than it's time to get started!

If success were easy...no one would ever fail or lose. You have to lose and fail alot...to Win big!

-Rickina



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## 1 GET YOUR MIND RIGHT

The secret to running a successful business is all in the mindset – without having a clear direction on where you want to go and what you want to achieve, how will you know when you get there?

The most important part of goal setting is putting pen to paper. Jotting those goals down on paper, has been proven to set your brain on that attraction mindset.

When you make it real on paper...your brain begins the task of making it so.

More visually inclined? Build and construct a Goal Board...grab some magazines, or print out some visuals from your laptop and design your Beautiful Goals.

Don't underestimate this crucial step. You have to have this down and REAL. Without it...when things start to get rough...or when you're feeling overwhelmed it will be this board or list that will make ALL the difference.

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## 2 NAVIGATE YOUR TIME WISELY

We all say it, 'I'm so busy...I don't have the time'... But honestly I bet if you were to literally take 2 days to write down how much time you spend on every single task you do.

You'd be amazed at how much time you spend doing...junk joshin...What's junk joshin you ask?

You know the stuff that doesn't really contribute to your goals or mission of success.

Oh like hours of Netflix, hours of Instagram or Facebook, or hours of busy work that really isn't productive to the goal line.

Listen...being successful isn't easy...it's tough. And requires a mindset and work ethic unlike any other. But is it worth it...Hecks yeah it is. Is the time freedom (eventually) worth it? Yep...or what about the splurges (eventually) freaking dang straight!

So I know it's a pain...but your task here is to take 2 full days...and literally write down in a journal...(Not on your phone...it's more concrete in your brain if you write it) Every thing you do in those 2 days from the time you wake...till you lie your head down for bed. And see where hours of time can be re-dedicated to your goal mission and beauty business success. I promise you...you'll be surprised!



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## ACTION STEPS

1.

Goal Board  
or Journal



2.

Time  
Journal for  
2 full days



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## 3 NAIL THE CLIENT EXPERIENCE



You ever walked into a place...and felt like you didn't even exist? Yeah...it's the worst feeling as a customer client...whatever.

Our job as service professionals is to absolutely blow our clients away with warmth, service, all the good feels the moment they even encounter us whether on or offline.

To begin that you have to welcome them with your website, what they experience there. How you walk them through their getting to know you and your business and services. The language you use on your website. How they're guided to the booking page and how they navigate your website... it all matters.

And of course this then continues when they book the appointment, how their appointment is confirmed, and then how they are treated when they step into your space. Simple things like taking a client's coat, offering them a cold or hot beverage, and a healthy snack, or treat, can all help to leave an amazing impression. Aim to make each client feel as if they were the most important person in the entire world, treating them like royalty.

Make sure they have a warm welcome and when it comes to the treatment, that the conditions are just perfect. Even asking them if the room is the right temperature is something most professionals will not even ask. If it's not, offer them extra blankets or to boost the A/C. You need to make sure everything is suited to their needs so that they'll report positively about the experience in a review, to friends, coworkers and family.

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## 4 CONSULTATIVE SELLING



Our clients trust our experience, our judgement and the investment we've made in knowing more about products, services and trends to jump on or avoid.

So it's in our best interest to use that to our advantage and increase our bottom line, by getting comfy selling in a consultative way.

How do we do this? Well first by stocking items you either know your clients will like, enjoy or are great for gifts. Or by stocking items that you've tried, enjoy yourself or that will benefit them in some way.

Then when you see an opportunity to suggest something because it's a good fit for them. It's not pushy or salesy...it's natural. And our clients actually expect it.

I mean how rude if we know of something that could benefit them...that works and we keep it to ourselves?

So get comfortable with selling in a suggestive type of way. And watch your bottom line increase with retail sales!

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## ACTION STEPS

### 3.

### Nail the Client Experience

Walk through every step your client goes through. Write down where you can warm it up. And how you can make it one to talk about.



### 4.

### Consultative Selling

Start thinking of things you enjoy that clients may enjoy too. What about easy quick take me home items? Make a list of things you like that maybe your clients would enjoy too. And stock them up.



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## 5.

### CHARGE WHAT YOU'RE WORTH...AND MEAN IT



Too many times I see new beauty professionals charging prices so low that I wonder...do they REALLY know the message those prices send to potential clients?

Because it really DOES send a message. And it's usually this:

**1. I don't value the service I bring...so I charge next to nothing.**

None of us want to send this message. But when you or I see a service and we expect to pay a certain amount...and someone comes along offering waaay less.

What do we think? Oh man...they must not be good...or what's wrong with that one?

Here's a good way to look at how much to charge. Take inventory on what other professionals in your area are charging.

Then take an honest look at your total expenses to do your service. Include supplies, products, rent, water, electric, internet for music, to cash them out...anything that is used to make that appointment what it is.

Then divide that number by the number of appointments you want to have in any given month. This is a quick way to give you an idea of what you need to make to cover expenses...

Now take that number...and see where it is in terms of what your per service cost is. Is it \$25 away from how much you're comfortable working for? Or \$100?

It's not an exact science but it will point you in the right direction. Either way, please charge what you're worth...and then mean it!

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## 6.

### NO WEBSITE

It really is like throwing money away...no website...is the quickest way to being barely booked!

And I'm pretttty sure you didn't start your business to be that.

So what gives? Why do so many beauty CEO's still choose to forego a website? Is it time? Money?

Honestly, I'm not sure but I'm here to tell you that if you're gonna hang with me...You ARE going to build a high performing website, and it will bring you more clients.

If you don't want to do this, or think you can't, or don't have the time or savvy to do it(which is NOT true)...than stop reading right now, and close this guide down...my strategies are not for you my friend.

I want you to be a powerhouse of success and growth, you cannot be this without a website. And not just any ole website but one that works really really hard to bring you new clients every single week.

Yes I know this can seem like a huge under taking...but trust me. It doesn't have to be. Matter of fact...hang tight and I'll put a tutorial out to show you how to build a quick one pager so we at least get you something on board and live online.

Wix is my platform of choice and they have free options that you can kept free or affordable options beyond that.

I will suggest you buy your domain name through them, to save extra steps later. Your domain name is the URL that clients will type in to go to your website.

For example: [www.mybestlashspot.com](http://www.mybestlashspot.com)



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## 7.

### USE DISCOUNTS CORRECTLY

it's right along the same lines as charging what you're worth. Incorrectly using discounts in your beauty studio is a quick way to lose out on profits, and again send the wrong message to loyal and new clients.

I mean cause if you're always discounting...you're essentially telling clients that hey...don't pay my full price. Because in a week or so I'll just run another deal.

So not the message we want to send out and be known in our community for.

But there is a right way to use discounts. Let's dig in on that here.

So for example, you're new to your industry. You know you wanna charge say \$85 for a manicure or an artistic nail set.

But when you're gaining your experience and building your portfolio you don't feel ready to charge that. So if you run a promotion, with a definite or sliding timeline in mind. You can discount that full set till you're ready. If that's 3 months, or 6 months be sure clients know this Up Front.

You can even call it your portfolio building price. But be sure they know this, so when that time arrives they're not surprised.

Yes...you may lose a client or 5, but look at it as making room for clients that are a better fit for you and your business.



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## 8 KNOW YOUR NUMBERS



Most simply, the mark up is the profit calculated on the price you sell your services at. It's used to figure out what the return of investment will be on anything you serve including retail products.

In contrast, the margin is the profit calculated on the price you sell services and products at. This comes in handy when you're getting to know your numbers in your business. As you do not want to accidentally sell below buying or cost.

So how does this apply to a real-life situation?

For example, if your service cost is \$100,(all in with all expenses, rent etc) and you sell it for \$200, you have a markup of 100% and take home a gross profit of \$100.

$\$100 \times 200\% \text{ markup} = \$200$ , which means you make \$100 gross profit on that service.

If it was only a 50% markup, it would be: \$150  
meaning your profit is \$50.

Understanding your numbers is huge in understanding your business.

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## CLAIM & VALIDATE YOUR GOOGLE MY BUSINESS PROFILE

The Lash CEO | a Brow & Lash Studio  
3,787 views in the last 28 days

EDIT INFO CREATE POST ADD PHOTO REVIEWS CREATE AD

Limited functionality  
Google My Business may not operate as usual at this time due to COVID-19

Coronavirus (COVID-19)  
Let customers know about any changes to your business due to COVID-19

Get more reviews

Learn more

Share review form

Visible only to you

www.yelp.com › Beauty & Spas › Skin Care

The Lash CEO - 88 Photos & 46 Reviews - Skin Care - 1060 ...

★★★★★ Rating: 5 - 46 reviews - Price range: \$\$

The Lash CEO - 88 Photos & 46 Reviews - Skin Care - 1060 Lynnhaven Pkwy, Virginia Beach, VA - Phone Number - Yelp.

You've visited this page 2 times. Last visit: 3/31/17

From your places

Google Account

Where you'll find tools to secure and manage your Google Account and control your data

GO TO GOOGLE ACCOUNT

Video Game Heaven

The LASH CEO (The Lash CEO | a Brow & Lash Studio)

Website Directions Saved

4.9 ★★★★★ 164 Google reviews

Beauty salon in Virginia Beach, Virginia

You manage this Business Profile

Located in: Lynnhaven Place

Address: 1060 Lynnhaven Pkwy #111, Virginia Beach, VA 23452

You visited in November 2019

Hours: Closed · Opens 9:30AM Sat

Hours or services may differ

Products and Services: thelashceo.as.me

Export CSV Add All

I could sit and praise Google My Business(GMB) for days...it really has been one of the key reasons my beauty business continues to grow and thrive, year after year.

Essentially GMB is a free resource that Google provides businesses so that people can find you and your services when they're looking online. It's pretty great, and it's the way a huge number of new clients find me week after week.

If you haven't claimed yours yet...or worse you've claimed it and don't use it. STOP right now...type in Google My Business in a web browser and claim yours now. If you've claimed it already, start posting to is ASAP. Because if you've verified it...and you Don't use it...you run the risk of being stripped of your verified status. And I know this CAN'T be a good thing. Not sure what to post check out RickinaVelte.com for a video on how easy it really is.

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8

## CLAIM & VALIDATE YOUR GOOGLE MY BUSINESS PROFILE

The screenshot shows two browser windows. The left window displays the Google My Business profile for 'The Lash CEO | a Brow & Lash Studio'. It shows 3,787 views in the last 28 days and options to edit info, create posts, add photos, reviews, and create ads. There are also sections for 'Limited functionality' (due to COVID-19), 'Coronavirus (COVID-19)' updates, and a 'Get more reviews' section. The right window shows the Google Account page for the same business, with a 4.9 star rating and 164 Google reviews. The address is 1060 Lynnhaven Pkwy, Virginia Beach, VA 23452. The business is located in Lynnhaven Place. The screenshot also shows a Yelp page for the same business with 88 photos and 46 reviews.

Another good reason to hop on the GMB train...it' WORKS.

I mean I've sat on Instagram trying to comment for hours, like for hours and then post...only to get maybe 25 likes, and zero appointments booked...For weeks on end in Instagram.

if I relied on IG to keep me booked..I'd be a sad broke stylist...worse than broke....barely booked. But when you understand how to use GMB and post to your profile...you get seen! And being seen means getting Booked! Just look at how many times one of my photos was seen on Google...

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# 8

CLAIM & VALIDATE  
YOUR GOOGLE MY BUSINESS PROFILE



Google My Business



Your 66 photos got 74613 total  
views in the last month

This was your most popular photo in that period:



1674 views

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You'll learn soon enough why GMB took up 3 pages...and why I sincerely want you to jump on board with me!

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# TIME MANAGEMENT WORKSHEET

**Top 3 goals for:**

**Today**

**In 6 Months**

**By December 2020**

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## What I did

## Better use of that time

6am

7am

8am

9am

10am

11am

12pm

1pm

2pm

3pm

4pm

5pm

6pm

7pm

8pm

9pm

10pm

11pm

12am