



10 Principles to Elevate Your Success

Written by Dori Soukup

Business owners have good intentions to keep improving their business and succeeding, however; there are many that don't make it. Only 25% of businesses surpass 15 years. The question is, how can you ensure that you are among those who thrive and succeed. In this article you will discover 10 Success Principles to help you build a healthy and financially secured business!

Principle One: Having a Positive Mindset

Having a positive and a motivated mindset is a key factor to succeeding. You know the quote "it all starts at the top". If the top is not positive, driven and motivated to be the best, guess what? The rest of the team will not be. People are always trying to change things or change other people, but the fact is if you want to change your results and improve them you must change yourself. Get the right mindset,

be positive, enthusiastic, and grateful for all the blessings you have in your life. Don't be a whinner and a complainer, that thought process will only drag you down. Be uplifting, passionate and happy instead. Be a force for the Good!

Principle Two: Define Your Vision and Set Your Goals

Having a clear vision that is backed by targets and goals is essential to your success. Clarify everything you want to



accomplish as much as possible, make it crystal clear. When you combine a vision with goals you magnify the big picture of what needs to be accomplished. Share your vision with the team, so everyone is on board to help you make the vision a reality. Napoleon Hill, the author of one of my favorite books *Think and Grow Rich* said, “A person without a goal is like a ship without a rudder.” Define your short and long-term goals for your professional and personal life. Often when I go on locations to visit spas and medi spas, I ask the lead-

ers and the team about their goals and in most cases, they don't have any. Avoid this mistake, have a vision and goals to chart a successful path.

Principle Three: Have a Strategic Business Plan

People don't plan to fail they fail to plan. This is not a cliché. It's real. Without a plan you are winging it. Winging it is not a successful formula. Having a strategic business plan on paper provides you a blueprint on how to achieve success. It's wise to refresh and revise your business plan on an annual basis. In today's world the ability to pivot and adapt are necessary for continued success. That is why assessing, re-planning, and measuring is crucial to your success. Having a plan is a start but implementing is what drives success!

Principle Four: Implement an Effective Business Model

Most businesses do not have a proven effective business model that they follow and that is another reason why only 25% succeed. A business model must include the client journey and guest experience, operational guidelines, marketing strategies, financials, menu of services, team onboarding process and training, to name a few. The business model must include call management tactics, reserving the consultation, your revenue streams and conversion to a lifetime client. This principle is often skipped or is not very defined. If you don't have a clear business model now is the time to have one. Don't get stuck in a rabbit hole and failing. Implementing a proven effective and successful business model will lead your business to operate on auto pilot without you having to be there all the time! It provides you balance, freedom and success!

Principle Five: Professional Branding and Positioning

How you and your team show up to consumers can make or break your business. Yet many don't pay attention to the little branding and positioning details. The fact is consumers are searching for solutions and looking at your brand, what you do and what you stand for before you even

meet them. They are forming an opinion about the business from seeing your website, your social media platforms, your reviews and more. They are deciding if you are “the right choice for them”. This principle is key to attracting affluent consumers and to keeping them. Don't underestimate the importance of your brand, your image and what you stand for. It's well worth the investment to have a professional image to help position you and your team as experts in your field.

Principle Six: Marketing your Medspa and Spa

You can have the most beautiful interior, building, or skilled team but if you don't have consumers walking into your medspa or spa you have nothing. Your marketing efforts fuels the business, without it you flatline and go out of business. Some professionals still operate under the adage “build it and they will come” unfortunately that is no longer a valid method due to the competition that exists. You must launch effective marketing strategies, key differentiators, and attract affluent consumers who will benefit from your treatments and products. As a leader it's your responsibility to implement a lead generation strategy to help you build a client list and increase your capacity.

Principle Seven: Sales, Sales and More Sales

How much money are you leaving on the table because your team is allergic to selling. Not sure why the medical spa and spa industry is so anti sales, especially home care and making recommendations. Having a sales process is a must to ensure success. Everyone on the team must understand their responsibility and the value of their contribution to help the business thrive and be financially healthy. Each team member must know their goals, targets and be trained on how to achieve it. We believe that your consultation process is a big part of your sales model, yet many locations don't even have a designated consultation room. That's like having a car without tires. Perfect your sales model, your consultation and retails then watch your sales soar!



Principle Eight: Recurring Revenue Model

This is my favorite principle because it's so effective and takes a lot of the pressure off your marketing and new sales efforts. As a business owner you are constantly having to market the business, bringing in new clients and then trying to retain them. It's an endless cycle. That cycle can be improved with the VIP membership model. Having a membership model insures a steady revenue flow on monthly basis. We believe that you should generate enough revenue monthly to cover all our expenses and beyond. This principle will help you reduce your marketing cost, increase client retention, and revenue! Many industries have a recurring revenue model, yet when we first start working with medi spas and spas most don't have this model. We have clients who generate six figures per month from their VIP program, if they can do it, so can you!

Principle Nine: Personal Development and Training

The more you learn, the more you earn. Personal development is one of the most

important principles. When you have a learning culture and the entire team is focused on personal development you will improve skills, build a team of experts, crush the competition, and succeed. Currently, most training is focused on clinical skills, of course that is important, but you also need to train the team on how to generate revenue for the business and increase their value. A business must have a training curriculum for clinical and business to succeed. When we ask if the facility has training programs, manuals, modules, audios, videos, scripts, a success library if you will, unless they are members of InSPAration Management they usually don't have such business tools. It's like being a coach in the NFL and not having a play book. That will never happen, so why would you run a business without your play book and continuous coaching and training?

Principle Ten: Performance Measures and Rewards

Performance measures are key. Keep your eye on the ball, because if you don't it gets fumbled, and the competition

wins. Daily measures are necessary to monitor performance and to adjusting the plan when necessary. We recommend measuring performance daily, weekly, monthly, quarterly, and annually. This action will help you discover areas to improve, coaching and training opportunities. Also, recognizing and rewarding the team is essential. Most humans like to be recognized for the efforts they apply. Catch your team doing things right and reward them. Host a monthly reward and recognition meeting to highlight your super stars and give them the recognition that they deserve.

In closing, of course this article barely scratches the surface. We can talk about each principle for days but at least you can get started building your path to success. If you would like to hit the ground running and learn more about each principle, I encourage you to follow a successful medspa or spa business model rather than reinventing the wheel. Need help? Set up a Success Planning Session and my team can help you!



Dori Soukup

Author, Speaker, Business advisor, founder of InSPAration Management.

For assistance, call 386226-2550 or write to Info@InSPArationManagement.com

