



BRIDAL BEAUTY BUSINESS BOOTCAMP

Course #2 Workbook Your Unique Industry Position



Your Ideal Client



Age

Income & Profession

Personal Style

How much guidance do they need?

Where do they shop & why?

Where do they hang out?

Where do they get their information?

What is their preferred form of communication?

What type of language do they use?

What is important to them?

What are their specific needs, wants & problems?

Your Unique Position



What style of hair and makeup are you known for OR want to be known for?

Who are some icons that represent this style?

What are 3-5 adjectives that describe your style?

Is there another niche that you are known for OR could be known for?

Your Unique Proposition



Is there a unique way that you package or present your business OR that you could in the future?

Do you currently offer any type of guarantee?

If not, what would it take to get you to the place that you would feel confident doing so?

Your Unique Selling Points 1



Answer the following questions. Cross off the answer if it is a yes, circle it if it's a no. All of the circled answers are things that could be discouraging brides from booking you and you need to work on either now or in the future.

HAIR & MAKEUP

- All of my hair & makeup work is of the highest quality.
- All of my staff's hair & makeup work is of the highest quality.
- All of my hair & makeup work is consistent.
- All of my staff's hair & makeup work is consistent.
- All of my hair & makeup work appeals to our ideal client.
- All of my staff's hair & makeup work appeals to our ideal client.
- I am able to consistently and effectively assess a client's needs.
- My staff is able to consistently and effectively assess a client's needs.

CONVENIENCE

- We offer both hair & makeup services.
- My website is easy to navigate.
- My website is mobile friendly.
- My website contains all pertinent information but isn't too wordy.
- My pricing is concise and easy to understand.
- It is clear on my website what is required to book a wedding.
- I have a way for brides to pay a deposit and book their wedding directly on my site.
- I have a place where a bride can book her preview appointment on my website.

CUSTOMER SERVICE

- I answer all inquiries within 24 hours.
- I answer inquiries from all platforms (email, website, social media, etc).
- I provide an emergency number where brides can reach me after hours.
- I follow up with ALL interested brides on a consistent basis.
- I guide brides through the process of booking, trials and the wedding day.
- I make all expectations clear to brides.
- I am always courteous and patient with clients.
- My staff is always courteous and patient with clients.
- I am careful not to go into the "friend zone" with a client.
- My staff is careful not to go into the "friend zone" with a client.
- I am always looking for ways to go above and beyond to please my clients.
- I am always looking for ways to go above and beyond to please my clients.

Your Unique Selling Points 2



EXPERTISE & SOCIAL PROOF

I have informative and/or educational information on my website, blog or social media.

I offer free guides and checklists for brides.

I have a bio of myself on my site BUT that is NOT the focus of my site.

I have a photo of myself and my team on my site BUT is that is NOT the focus of my site.

I have my accomplishments, accolades and media features featured on my website and social media.

I have my relevant experience on my website BUT not as the focus of my site.

I have a system for consistently obtaining and posting testimonials.

I have testimonials prominently featured throughout my website, business listings and social media.

I have a system for nurturing relationships with other industry professionals.

I follow up with an email, card or gift to anyone (bride or professional) who refers someone to me.

UNIQUE PRODUCTS

I use specific or unique products that appeal to my ideal bride.

I mention the use of these products on my website and marketing.

UNIQUE SERVICES

I offer specific and/or unique services that appeal to my ideal bride.

I clearly present these services on my website and throughout my marketing.

PERKS, FREEBIES & DISCOUNTS

I offer specific and/or unique perks, freebies or discounts that appeal to my ideal bride.

I clearly present these things on my website and throughout my marketing.

VALUES & CAUSES

There are certain values and/or causes that I share with my ideal client.

I articulate or share these values throughout my website and marketing.

Additional Notes

A decorative horizontal line with a central flourish consisting of two symmetrical, swirling, leaf-like shapes.