

# 10 Questions to ASK YOURSELF

1

**Credentials that count:**

What's the experience behind your team that'll knock out the competition?

2

**Signature services:**

What unique services or treatments do you offer that no one else does? That's gold. *Flaunt it.*

3

**Experience they'll rave about:**

How do you make clients feel like VIPs and return time and time again?

4

**Top-tier talent:**

Do your pros have specialized skills that will turn heads? Make sure you talk about the highest quality service you can provide.

5

**Award-winning reputation:**

How is your practice recognized in the industry? If you've got the cred, it's not bragging. It's proof.

6

**Cutting-edge innovation:**

How is your practice staying ahead with the latest and greatest aesthetics technology?

7

**Tailored touch:**

How do you fit treatments to clients like their favorite jeans? Be personal. It matters.

8

**Knowledge is power:**

Do you teach your clients so they make the best call on their treatments? Knowledgeable clients are loyal clients.

9

**Safety first:**

Do you have a track record so clean it sparkles? Shine a light on it.

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**Beyond business:**

How do you give back to the community? Show them your heart is as big as your expertise.

Creating Your Unique Value Props:

# YOUR ANSWERS

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