



# Beauty Think Tank

**Australia's Leading 1-Day Business Accelerator**  
**Designed specifically to see your beauty**  
**business through a different lens.**

**This MUST-ATTEND event is quite simply the best**  
**Business Growth Event for the spa and beauty industry**

**If you're experiencing any of these issues, you**  
**NEED to find solutions before they seriously**  
**affect the bottom line of your business:**

- ✓ You're not making enough money
- ✓ It's hard to find good staff
- ✓ You don't have enough clients
- ✓ You don't know how to market your business effectively
- ✓ You're working way too hard
- ✓ You feel stressed and overwhelmed
- ✓ You don't pay yourself a decent wage
- ✓ You have no time to work on your business
- ✓ You are tired and exhausted

Owning and working in a business in the beauty industry is far from a bed of roses. It's client-dependent and your focus should be on attracting and keeping enough clients to keep your salon or spa thriving. Many business owners experience financial challenges and never-ending staff problems, but they have no one to turn to. Consequently the burden they carry can weigh heavily on their shoulders and lead to other issues, like stress and the feeling of being overwhelmed.

The one-day **Business Accelerator** will give you the knowledge and the power to make big changes to your business – right where you need them most. Connecting with like-minded industry peers is also a great way to share and learn from each other.

At The Loft Studio, we are all about building community so we love seeing new friendships develop at these events, not to mention the support networks that people take away with them to further fuel their business growth and offer a supportive sounding board when challenges arise.

**"ACTION is the Foundational Key to all SUCCESS"**  
**Pablo Picasso**

**Secure Your Spot Now**



## Meet Vanessa

Vanessa Main, has over 20 years of experience in the beauty, spa and hotel industries and she is the Managing Director of The Loft Studio. Vanessa is dedicated to the growth of the industry, and to that end she helps businesses to develop and implement sustainable growth strategies.

As a presenter, she is a powerhouse. Her approach is collaborative and open. Vanessa will captivate your imagination and motivate you to take action in your business, giving you the information you need to do this. She's helped countless business owners to implement sustainable strategies for success – and she can help you too.

Vanessa believes it is important to have a community of people in the beauty industry who are supportive of each other, and she'll share her plans for working towards making this a reality.



# The Program

The program starts with an overview of trends, best practice, the latest innovations, changes to government legislation, and more. You'll also receive some gift vouchers. Then you'll get into the 3 key sections that are so important in your business

## 1. THINK PROFIT

Making a business profitable is a big challenge to many spa and salon owners, because it's not something you learn in your beauty courses. But it is vitally important that you know how to grow your business and increase its profitability.

- Learn 3 easy-to-implement strategies to increase your profit and grow your business
- Understand the importance of a Profit & Loss statement – how to read it and what to do with the information
- Discover the 3 most important growth levers to use in your business, how to measure them – and most importantly when to use them to increase your revenue

### DON'T MISS OUT!

This one-day event is sure to sell out and numbers are strictly limited so be sure to take advantage of our great Early Bird offers! One day out of your business could be the ultimate Game-Changer for you!

## 2. THINK TEAM

Staff issues can seem insurmountable. When staff have an attitude problem or don't respect you, they affect not only you as an individual but also your clients. No one wants to spend time in a salon when the customer service is lacking, and the team are dis-engaged. Improving team performance can feel like a never-ending story and often we feel overwhelmed and frustrated after consistently trying to please them but to no avail. This session will empower you to take control of your team and learn key leadership techniques to effectively manage your employees, so they support your endeavours and help the business to grow.

- Learn 3 techniques to increase your team's performance and make them more productive
- Discover how to get into an effective Communication Rhythm to increase engagement, energise your team and keep them focused
- Incentives. Do they work? Should you offer them? And how do you know if it's right for your business?

## 3. THINK MARKETING

If your idea of marketing to date has been to give your customers a loyalty card, get ready to turn that idea on its head. Smart marketing will have you attracting your ideal clients – and retaining them. Make sure you have your notebooks at the ready, so you don't miss a word.

- Discover how to attract your ideal clients – the ones that will become your raving fans. Smart marketing is about attracting more of your ideal clients. You'll find out who these are and how to best attract them.
- Learn how to stand out in the spa and beauty market – and be seen by your ideal clients before they decide to go elsewhere. The spa and beauty landscape is more competitive than ever, so how do you create a compelling offer that is irresistible to your potential clients?
- Understand how to measure your marketing so you know what works and what doesn't. Building profitable promotions is key to delivering sustained long-term business growth.

## When and Where

10am – 4pm (Registrations open at 9.30am)

DATE	CITY	VENUE	ADDRESS
Mon 18 June	Brisbane	Quartz Room Victoria Park Golf Club	309 Herston Road Brisbane City QLD 4006
Tue 19 June	Gold Coast	Malibu Room QT Hotel	7 Staghorn Ave Surfers Paradise QLD 4217
Mon 25 June	Melbourne	Sketch Room The Atlantic Group	Central Pier, 161 Harbour Esplanade, Docklands VIC 3008
Tue 26 June	Sydney	The Loft Doltone House	Jones Bay Wharf - Level 326/32 Pirrama Road Pyrmont NSW 2009

## Prices

All prices include full catering (including vegetarian and gluten free). Please notify of any other specific dietary requirements at the time of registration.

**Early Bird \$295** Bring a friend and parking is on us (buy 2 tickets)  
Ends 13 May 2018

**Standard \$395** Bring a friend and parking is on us (buy 2 tickets)  
Until Sold Out

**VIP \$795** Includes:  
Limited Numbers

- A ticket for you and a friend to the Business Accelerator
- Complimentary Parking
- Reserved Seating
- Personalised Workbook
- Personal Meet and Greet with Vanessa
- PLUS, access to two of our most popular workshops – 'Marketing Mastery' and 'Get Sales' – another full day of amazing learning (valid for 1 person).

[Secure Your Spot Now](#)