

SL: Demand for Skin Care is rising in Alabama, will you miss this opportunity?

Hey Zainab

I saw you trained in London, I can totally understand why you left to go live somewhere else! I can't wait! Lol

I went onto your website and couldn't find any link to any of your social pages. As you don't have a newsletter, you need to show you have a place people can keep up to date with your business.

Doing this now will help you build a loyal customer base, the reason I say now is because of the rise in demand of skin care Alabama is having.

7.5% increase over the next couple of years, you will not want to miss out.

Having loyal customers will also considerably help you reach your profit goals, eventually surpassing them.

Before any of this, you need to start posting on your Facebook – it's been a year since your last post. Sharing relatable content to your audience will keep their attention and improve the chances of them returning.

I have made a super quick and easy guide to help you get started.

1. Put your Facebook link onto your website (make sure it's easy to find)
2. Start posting relatable content on your feed.
3. Watch your loyal community grow

I have left an example of what sort of content you need to be posting on your Facebook.

If you would like to know what sort of content you need to be posting, be sure to reach out.

We can set up a call next week and go over all the possibilities.

Have a fab weekend

Jack

Example:

Image: A radiant woman with beautiful, glowing skin, done by yourself. Text "Unlock Your Radiance" and "Get 10% Off!" below the image.

Text: 🌟 **New and Referred Clients Have 10% Off!** 🌟

Ready to embrace skin that glows with confidence? 🌸 ✨ Whether you're new to us or a valued referral, we're excited to offer you a fantastic **10% discount** on our skincare services!

🌻 Experience the magic of personalized skincare that brings out your natural radiance. Our expert treatments are designed to pamper and rejuvenate, leaving your skin feeling refreshed and revived.

**Limited time offer! Don't miss out - book now and let your beauty shine.**

👉 Click "Book Now" to schedule your appointment and take advantage of this exclusive deal!

We can go over this and other possible posts to fit them to your personal desires for your business.