

GEMMEDIA
MARKETING



Aesthetics
Marketing
Masterclass
Workbook 1

Ideal Client

Is your client Male or Female?

What is your client's occupation?

Where does your client live and what is their exact location?

What does your client do in their spare time?

Does your client have a partner?

What is your client's hobbies?

Why would the client benefit from your service?

What would your client's objection be in buying your service?

Treatment services & prices

Please list all treatments, from lowest price to highest price.

| Treatment | Cost |
|-----------|------|
| | |

Financial goals

What is your desired weekly income goal?

What is your desired monthly income goal?

What is your desired quarterly income goal?

Spotlight service

What treatment would you like to sell more?

What treatment earns you the most money?

What treatment is the most requested?

What treatment do you have a lot of content with?