

ELLE ENHANCED ACADEMY

THE
AESTHETICS
CEO CHECKLIST

From Beginner or Stuck → *Booked Out & Structured*

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Before You Take Another Client...

Most aestheticians don't struggle
because of skill...

*They struggle because they
don't have structure.*

This checklist will show you how to:

- ✓ Get clients
- ✓ Stay consistent
- ✓ Build a real business



YOUR
BUSINESS
Foundations

- Insurance in place

- Certified & trained properly

- Clean, professional workspace

- Client consultation forms

- Aftercare process

ARE YOU CHARGING *Like a* CEO?

Clear treatment pricing

Not undercharging out of fear

Confident in your value

Positioned as a specialist

◆ Cheap pricing attracts the *wrong* clients



HOW ARE YOU
GETTING
Clients?



Posting consistently

Clear content strategy

Showing results & value

Strong call-to-actions

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THIS IS WHAT STOPS
BURNOUT

- | Booking system

- | Cancellation policy

- | Set working hours

- | Payment structure

- | Client boundaries



THINKING LIKE A CEO

Investing in the
right education

Learning business + skill

Tracking income

Improving monthly

“
Skill alone
won't make you money.”



Ready to
**TAKE THIS
SERIOUSLY?**

If you're tired of:



Inconsistent income



Feeling stuck



Not knowing what
to focus on

It's time to build
this properly.

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