

# THE BEVERLY HILLS HAIR FREE SYSTEM™

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BEVERLY HILL  
HAIR FREE

permanent hair removal  
exclusive skin care

The most sophisticated, professional Electrolysis system that integrates education, technical training, state of the art equipment, with a comprehensive business & marketing strategy to give you the competitive advantage you need to succeed in today's global landscape.

# EDUCATION



- ❖ The core principles of Galvanic-understanding how Galvanic works simplified.
- ❖ Why Galvanic is superior, proper application to treat all types of cases.
- ❖ Mastering the consultation; and our “new-age” approach to today’s global environment.
- ❖ Creating custom treatment plans, scheduling patients.
- ❖ Proper pain management options and alternatives.
- ❖ Patient positioning, Electrologist positioning.
- ❖ Establishing trust, building patient relationships.

# TRAINING



- ❖ Hands-on training with state of the art equipment.
- ❖ Patient positioning.
- ❖ Working on all areas of the face and body.
- ❖ Trade secrets, procedures and protocols (applying methods that work, and eliminating those that don't.
- ❖ Advanced training for medically necessary pre-surgical hair removal.
- ❖ Trans gender care MtF, FtM patients.
- ❖ Recognizing, and identifying hormonal imbalances/disorders, and available treatment options.

# BUSINESS STRATEGY



- ❖ Business principles and application.
- ❖ Business strategy and application.
- ❖ Core business values.
- ❖ Taking your business to the next level, turning your practice into a business, a scalable model.

# MARKETING PLAN



- ❖ Marketing strategies that work; identifying and eliminating those that don't.
- ❖ Our competitive advantage.
- ❖ How to remain relevant in today's global environment.
- ❖ Social and digital marketing application.
- ❖ Maintaining an on-line presence.
- ❖ Next-level marketing.



# THE BEVERLY HILLS HAIR FREE POSITIVE EFFECT

We believe that success is achieved through education, passion, empowerment, inspiration, and confidence.

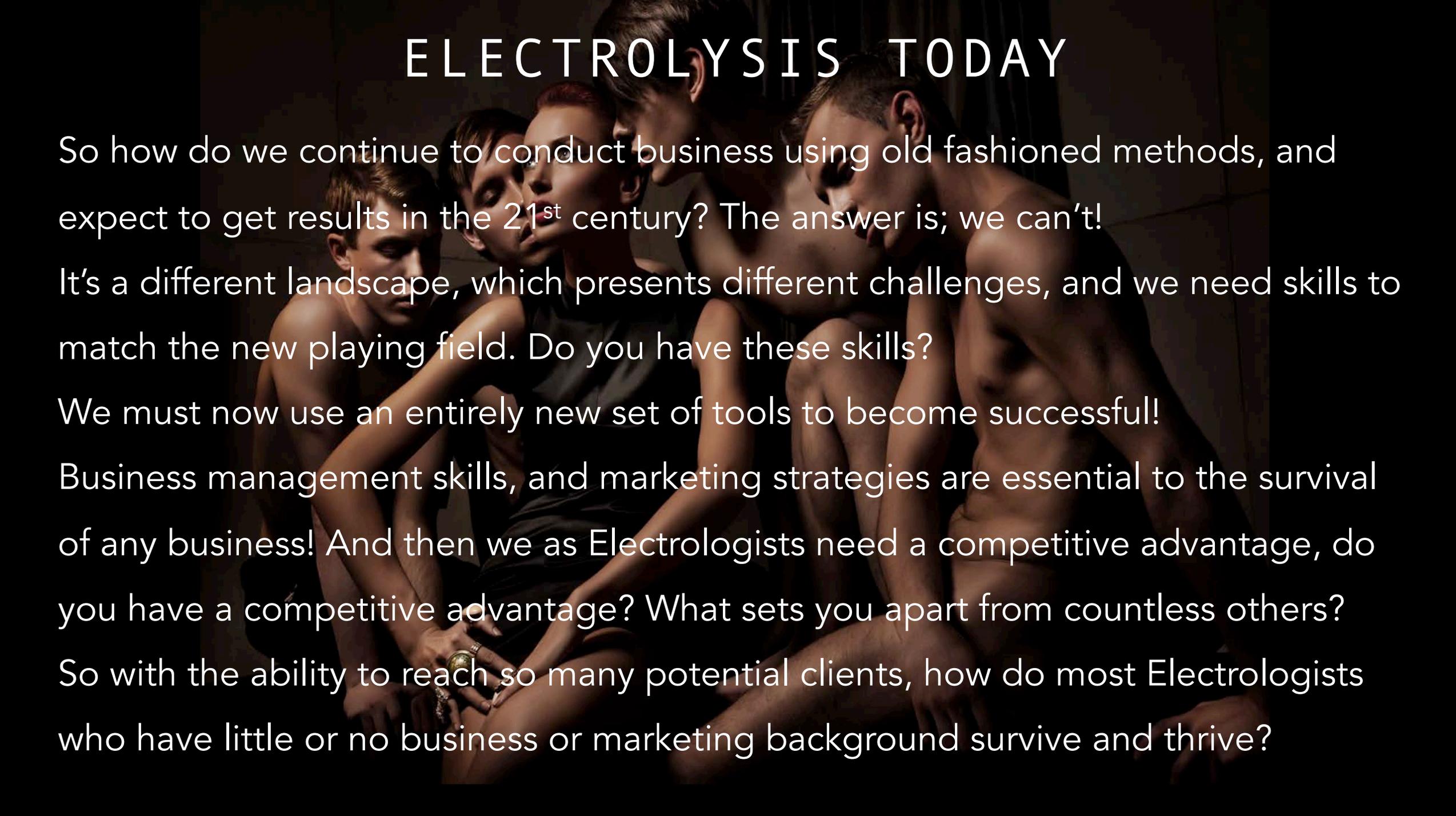
Successful individuals build successful businesses because they are truly passionate about their craft. Passion is the key ingredient to success, it's infectious and when passed on ...it inspires others.

To truly succeed, you must empower others, who can then help many more!

# EVOLUTION OF ELECTROLYSIS

Electrology has been practiced worldwide since the early 1900's. The profession gained popularity between the 1930's-1970s largely due to Newspaper ads and articles. Fast forward to the early 1990's and the profession took a hit because of the introduction of lasers. Most Electrologists struggled to keep clients because Laser was the hottest thing on the market. And between 1990-2010 many Electrologists saw a decrease in business. Until the last 20 years, which gave us the most significant change of all...the internet! The internet changed everything for the Electrologist; how we conduct business, how we communicate, and more importantly, how we advertise and reach our consumers, we became a global society.

# ELECTROLYSIS TODAY

A group of five young people, three men and two women, are sitting in a circle on a dark surface. They are all looking towards the center of the circle with serious, contemplative expressions. The lighting is dramatic, highlighting their faces and upper bodies against a dark background. The overall mood is one of intense focus and shared concern.

So how do we continue to conduct business using old fashioned methods, and expect to get results in the 21<sup>st</sup> century? The answer is; we can't!

It's a different landscape, which presents different challenges, and we need skills to match the new playing field. Do you have these skills?

We must now use an entirely new set of tools to become successful!

Business management skills, and marketing strategies are essential to the survival of any business! And then we as Electrologists need a competitive advantage, do you have a competitive advantage? What sets you apart from countless others?

So with the ability to reach so many potential clients, how do most Electrologists who have little or no business or marketing background survive and thrive?

# DO YOU HAVE A COMPETITIVE ADVANTAGE?

If you are doing the same thing that everyone else is doing? You are not succeeding! You are dabbling in a business hoping to keep your doors open until you can either find a new career, retire, or get out.

There are several key ingredients to a successful Electrology business:

1. Passion- If you're not passionate about what you do, you need to find another career.
2. Competitive Advantage- do you have something unique from all other Electrologists?
3. Business strategy- what are your short term goals, long term goals. How do create a scalable business?

# GROWTH AND STAGNATION



4. Marketing strategy- how are you promoting your business? Where are you promoting your business.
5. Growth and expansion- what are your steps to improve your business, or expand your business.
6. Stagnation- this stage of a business is the death of your career, and the end of the business.
7. At this stage of your business, you must revisit your plan and eliminate what isn't working, and replace it with a new strategy.



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