

Who is your core target client?

My target is women of all ages that want to make the most of themselves. Obviously wealthy women. it is a higher end procedure. In London that can be any age group. Im targeting women that want perfection and a women that want a quality service (one that does not want to get this service from groupon, I don't want that type of client) I want a women who have an eye and are critical of looks as this means they will return to me when treatment fades.

If you had to pick two or three things that you/your brand will OBSESS about, what would they be? What are the most important things for you/your brand?

Trust. My clients have to trust that I am going to make them look the best they can look. To not give a fashion brow to a older lady or a lip colour of the moment to a lady who's skin tone doesn't suit it. My clients have to trust my capabilities and knowledge.

A full professional service. The little extras make all the difference to how a customer feels. e.g, A before and after shot of their brows sent to them the next day. A txt reminder day before appointment.

Creating a personal tailored experience.

What is your/your brand promise?

To make ladies look as best as they can look for THEM.

What is the thing that you and only you do that differentiates you from all the others?

My understanding about the whole "package" experience. My interest in using social media to up my client base. The need to do as best as I can do. I can be more personable as treatment is happening in my home. As its over a 2-3 week treatment period, I can give the client personal touches I think they would like.

How are you going to make them feel?

A million dollars. I am also going to make them feel like they are a friend. Clients of this nature love to build up a relationship with you.

What do you want them to say once they've been?

That they trusted me.

That I was professional.

That I had a eye for shape.

That I didn't rush and gave them plenty of options so they feel in control.

That I also had amazing brows myself. I am my biggest advertisement.

That I was a nice women.

I want them to say that flat was lovely (always make sure its immaculate) - even better than a salon because it was more personal and homely.

That I explained everything about the treatment really well and made them feel comfortable.

What do you want them to do once they've had their treatment?

Tell others about the experience. Post on Facebook. Come back for retouch. I'd like them to have

a incentive to get me a new client. Maybe money off another treatment. Add me on Facebook and like my business page. Share my page with friends and family.