



# THE 6 STEP JUMPSTART GUIDE

## The 6 month plan to jumpstart your independent aesthetic business

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Taking the first step to launch your own business can be overwhelming and intimidating. The checklist is long, resources are slim and the direction is ambiguous.

Vansanity has curated a step-by-step system that proves success is attainable when a commitment is honored. Our recommendation is a 6 month timeline that suggests you allocate the time required to complete each step without disrupting current responsibilities. Your business can be profitable as soon as you commit to the process.



## MONTH 1

### Evaluate your goals and commit to the process

Take the first step by selecting a date to start the process. Schedule time each month to accomplish the goals set for that month and hold yourself accountable. The work will not be done for you. Make time for what is important to your career success. When you write your individual business plan, make sure to highlight your strengths and how you will succeed in the first year of your business. Focus on what you do well. Secondly, research the market and figure out how to differentiate yourself from other aesthetic providers. Can you relate to your clients? What is your personal story and how can your brand build a client base? Dive into SM and start following industry influencers, this is where your research begins and your knowledge grows.

Where will you put your skills to use? Vansanity is a destination to start or grow your private aesthetic practice. We offer all the tools and support you need without the risk of overhead costs.

## MONTH 2

### Regulatory Assistance and VMS

Aesthetic practicing regulations change from state to state, use resources online to find the information you need. Medical Directors are a necessity required to practice medical aesthetics. It can be hard to find the right Medical Director and to know what to expect from the relationship. Vansanity can help connect you with a diverse list of Medical Directors selected for their experience in aesthetics. These fees range from \$250-\$500/month. Some states allow NP's to practice without an MD.

Malpractice Insurance for aesthetic procedures is a necessary addition. There are many different options for insurance and Vansanity can connect you with a broker to get the coverage you need. Fees usually range from \$80-\$100/month.

Prescription product purchasing has always been a hurdle when it comes to industry access and wholesale cost margins. Vansanity offers a diverse range of prescription products at low wholesale costs for providers to set their own patient pricing and earn the best profit margins.





### **MONTH 3**

## **Training & Continued Education (Offer a new product or service)**

The market is saturated with many different options to learn injection and device techniques. Your investment in training is the first, expensive step in this journey. Make sure that you achieve the necessary CME Credits & certifications to make the investment worthwhile. Once you have completed your training, putting your skills to use and practicing your techniques is the best way to sustain your learning investment. If you don't have a location to practice your training, the training investment is a loss. Make sure your trainer or educator can connect you with a location to practice after you receive the skills you need to inject or use a device. Some providers seek "refresher" opportunities to hone the existing skills they learned a while ago. Finding a network and community of seasoned providers to learn from is key. Vansanity is a great destination to put your training to use while profiting from your practice.

### **MONTH 4**

## **Patient Acquisition**

How do I get clients? Building a client list is an intimidating and overwhelming challenge. The first step is understanding that client acquisition happens over time. As a new provider, you do not need to start with a complete rolodex of clients. Clients can be an organic acquisition. This can be done through word of mouth, friends & family outreach, social media and savvy brand awareness. Don't feel that you need to accomplish all of these tasks at once. Consider each approach separately and thoughtfully. As you gain confidence with new procedures, connect with friends & family to offer discounted procedures so you gain the loyalty of new clients and cover your costs at the same time. Follow other aesthetic providers via social media to see what posts get them the most likes and attention. Create a social media ID and begin connecting with industry leaders as well as posting videos and info about your services. Vansanity can connect you with a social media expert within your price range.

## MONTH 5

### Networking & Business Development (Ensure profitability)

As an independent aesthetic provider, it can be hard to get the attention of product and device vendors. Industry vendors can help you learn the latest techniques, sample product, & acquire marketing ideas and business growth tips. Vansanity gives their providers direct access to product reps. Additionally, successful providers benefit from a network and community of providers. Vansanity's Aesthetic Provider Society schedules monthly programming including client procedure financing, procedure techniques, business growth tips, skincare products, etc. The benefits of the community gives providers an "edge" to have access to referrals, shared information & benefits to group buy-ins. Technology and techniques are always evolving, Vansanity provides premium access to vendors, new devices, products and events.

## MONTH 6

### Success!

When you plan your jumpstart over 6 months, you can now see how attainable this new career can be! Most importantly, you need a supportive community to motivate you to continue to learn and grow your business. The technology and techniques will always be changing and your ability to evolve with the field will keep you on top of your game and keep your clients happy. Now that you are up and running, make sure to organize your clientele and their records. Consider your EMR/EHR options. Vansanity can help with this. Understand the most efficient form of communication and set up a system that reminds clients about consecutive appointments. Retention is key for growth and business success. Set up a referral incentive for existing clients to grow your business organically. The sky is the limit and Vansanity is the key to your success!

### **The sky is the limit and Vansanity is the key to your success!**

We curated this step-by-step system that proves success is attainable when a commitment is honored. Vansanity can help connect you with a diverse list of Medical Directors selected for their experience in aesthetics. We provide a great destination to put your training to use while profiting from your practice. With technology and techniques always changing, Vansanity provides premium access to vendors, new devices and events. We can even connect you with a social media expert within your price range.

**We'll be your right-hand in successfully launching your business as an independent practitioner.**

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**Give us a call today to get started 877-826-7264  
or email us: [info@vansanity.com](mailto:info@vansanity.com)**

