



Join PocketSuite's 90 Day Challenge!

As an **esthetician**, the start of the year is all about getting ahead of your business goals. For phase one of our 90-day Challenge, PocketSuite is bringing you actionable steps to take your business to the next level and achieve your goals in 2025. Below, you'll find the most common goals from our **six-figure estheticians**, and how PocketSuite can help you turn your goals into reality. We're rooting for you!

Phase One: Break It Down

Goals for My Esthetics Business!	Break It Down	The PocketSuite Solution
I want to make \$100,000+ this year!	<ul style="list-style-type: none">Step 1: Hit the first 25% - 30% of your income goals in Q1.Step 2: Determine how many new clients you need to hit that goal.Step 3: Use proven strategies to attract new clients and reengage past clients. For example, launch a text promotion to convert old leads into paying customers.	<p>Boosting your income starts with knowing your numbers! Use PocketSuite's Smart Reports to review your income and find your most profitable clients.</p> <p>Leverage Premium features and Smart Campaigns to develop and promote premium offers to replicate that success with new and existing clients.</p>
I want to start selling retail products to my clients.	<ul style="list-style-type: none">Step 1: Research reputable brands to build referral partnerships or purchase wholesale products that align with your expertise and client needs. Prioritize merchandise that complements your services.Step 2: Add your selected products to your PocketSuite online store, making them easily accessible for clients to browse and purchase.Step 3: Promote your retail offers through social media, text campaigns, and in-person consultations.	<p>You can set up an online store on your PocketSuite booking site. Use our Online Products feature to sell retail products, track inventory, and manage shipping and fulfillment.</p> <p>Use Smart Campaigns to begin promoting new online products with your existing clients and leverage QR codes on social media and on physical flyers to share your products with your community.</p>
I want to grow my online presence .	<ul style="list-style-type: none">Step 1: Review your current website and social media platforms to identify what's working well and where improvement is needed to increase visibility and better connect with your clients.Step 2: Explore a new social media channel your target clients frequent. This will allow you to expand your reach and engage with a fresh audience.Step 3: Enhance your website's and/or social media profile's user experience, such as by allowing clients to book their initial consultation online. Automating processes like these prevents leakage from new leads and saves time for you and your clients.Step 4: Invest in professional help by hiring local designers, photographers, or editors to elevate the quality of your online content. Browse Fiverr, Upwork, Thumbtack and other professional marketplaces for highly reviewed professionals.Step 5: If you're only seeing clients in person, you can expand your offerings into the virtual space. For example, you can launch virtual skin consults or sell products online.	<p>It's easy to enhance your online presence by integrating a PocketSuite Book Now Button on your website and sharing your Suite Link on socials. You can even connect PocketSuite to your Google Business Page to get more leads and 5-star reviews.</p> <p>Consider using PocketSuite's Video Conferencing and/or Online Products features.</p>
I want to launch a mentorship program or training course.	<ul style="list-style-type: none">Step 1: Consider your expertise and the needs of aspiring estheticians to create a program that helps them learn a new specialty, grow their client base, increase their income.Step 2: Design a clear curriculum and choose a delivery method that works best for your audience, whether it's in-person workshops, online courses, or a mix of both.Step 3: Promote your program through social media, text marketing, and professional networks.	<p>Use PocketSuite to host classes with your mentees and sell courses as digital products in one place.</p> <p>Add pre-recorded digital course product links to your Suite link for your community to learn more and purchase.</p>
I want to make connections and find partners in the beauty as well as the health & wellness community.	<ul style="list-style-type: none">Step 1: Find or create a relevant, local professional group with beauty professionals who share your goals.Step 2: Attend local conferences and participate in learning opportunities, like webinars or workshops.Step 3: Network with local estheticians, massage therapists, hairstylists, and other beauty pros to explore shared needs and collaboration opportunities.Step 4: Join Facebook groups for beauty professionals in your community or specialty area.Step 5: Speak or present at local beauty schools, PocketSuite Pros & Profits webinars, or host a live event on your social media channels!	<p>PocketSuite hosts a monthly Pros & Profits Webinar, where you can host, connect, teach and learn from other estheticians.</p> <p>Join PocketSuite's Facebook community to trade notes and network with other estheticians.</p>

