



# Join PocketSuite's 90 Day Challenge!

As a service professional, 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 business owners**, and how PocketSuite can help you turn your goals into reality. We're rooting for you!

## Phase One: Break It Down

Goals for My Service Business!	Break It Down	The PocketSuite Solution
I want to make <b>\$100,000+ this year!</b>	<ul style="list-style-type: none"><li><b>Step 1:</b> Hit the first 25% - 30% of your income goals in Q1.</li><li><b>Step 2:</b> Determine how many new clients you need to hit that goal.</li><li><b>Step 3:</b> Use proven strategies to attract new clients and reengage past clients. For example, launch a text promotion to convert old leads into paying customers.</li></ul>	<p>Boosting your income starts with knowing your numbers! Use <b>PocketSuite's Smart Reports</b> to review your income and find your most profitable clients.</p> <p>Leverage <b>Premium features and Smart Campaigns</b> to develop and promote premium offers to replicate that success with new and existing clients.</p>
I want to <b>land larger service contracts.</b>	<ul style="list-style-type: none"><li><b>Step 1:</b> Refine your portfolio and pitch materials to highlight your most impressive results, case studies, and unique value proposition.</li><li><b>Step 2:</b> Enhance your operational capabilities to confidently handle larger projects, such as scaling your team or streamlining workflows.</li><li><b>Step 3:</b> Build relationships with decision-makers by attending industry events, networking, and leveraging your existing connections.</li><li><b>Step 4:</b> Complete special certification program required to compete for commercial &amp; institutional contracts</li></ul>	<p>Our full suite of business management tools is here to help you scale. Use any of our flexible payment methods when you land those large contracts, such as <b>Tap To Pay</b> on your phone, or <b>Buy Now Pay Later</b> financing through Affirm, Klarna and AfterPay.</p>
I want to <b>hire quality employees that stay with my business long-term.</b>	<ul style="list-style-type: none"><li><b>Step 1:</b> Document your best practices, client relationship management policies, and step-by-step service delivery model.</li><li><b>Step 2:</b> Write job descriptions that specify the skills you're seeking, such as experience with specific methodologies, customer groups, and equipment. Highlight benefits like reimbursement for certifications, flexible schedules, and team bonding events like group outings to trade expos. Research compensation models that align with your business goals and budget.</li><li><b>Step 3:</b> Find reputable industry associations, certification bodies, schools, or Facebook groups to advertise your employment opportunities.</li><li><b>Step 4:</b> Optimize the hiring process with a detailed onboarding plan, trial sessions, and apprenticeship opportunities to see how candidates interact with clients and your existing team.</li><li><b>Step 5:</b> Network or explore strategic partnerships with other professionals that you respect in your area."</li></ul>	<p>PocketSuite hosts a monthly <b>Pros &amp; Profits Webinar</b>, where you can <b>host, connect, teach and learn</b> from other fitness pros.</p> <p>Join <b>PocketSuite's Facebook community</b> to trade notes and network with other health &amp; wellness professionals.</p>
I want to <b>grow my online presence.</b>	<ul style="list-style-type: none"><li><b>Step 1:</b> 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.</li><li><b>Step 2:</b> Explore a new social media channel your target clients frequent. This will allow you to expand your reach and engage with a fresh audience.</li><li><b>Step 3:</b> 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.</li><li><b>Step 4:</b> 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.</li><li><b>Step 5:</b> 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.</li></ul>	<p>It's easy to enhance your online presence by integrating a PocketSuite <b>Book Now Button</b> on your website and sharing your <b>Suite Link</b> on socials. You can even connect PocketSuite to your <b>Google Business Page</b> to get more leads and 5-star reviews.</p> <p>Consider using PocketSuite's <b>Video Conferencing</b> and/or <b>Online Products</b> features.</p>
I want to <b>nurture, upsell and retain my clients through automation.</b>	<ul style="list-style-type: none"><li><b>Step 1:</b> Identify repetitive tasks in your client management process that could be automated, such as appointment reminders, follow-ups, and payment processing.</li><li><b>Step 2:</b> Automate routine communication with clients wherever you can so that you can focus on more personalized interactions. For example, send tips automatically after appointments tips or promotions for similar services.</li><li><b>Step 3:</b> Introduce loyalty programs or packages that encourage repeat business. Use PocketSuite to track client package session balances.</li><li><b>Step 4:</b> Offer add-ons with your most popular services.</li></ul>	<p>PocketSuite makes automating your nitty-gritty business management tasks a breeze. You <b>chat with client in-app</b>, send <b>automated text campaigns</b> and bundle your offers as packages to earn more upfront.</p>

