



Hi there! I'm David Segal, and I'm thrilled to have the opportunity to guide you on your business journey. Whether you're just starting out or you're an experienced business owner looking to refine and scale your practice, I'm here to provide you with the skills and support you need to succeed.

With over 17 years of experience in the aesthetic industry, from founding and managing top-performing clinics to mentoring business owners like you, I've seen firsthand the unique challenges this industry presents. My mentoring programs are designed to equip you with practical knowledge and strategies, enabling you to take control of your business and confidently grow and evolve.

This document outlines the two main mentoring options available, along with additional modules for more specific areas of focus. Together, we'll create a plan that aligns with your business needs and goals.

Business Mentoring Plans

Option 1: 6-Month Course

This option provides 12 x 1-hour meetings over 6 months, offering a comprehensive approach to building and scaling your business.

Core Topics Covered:

1. Stage 1: Discovery (Month 1)

- Financial Review: Assess your current financial status, including profit and loss, balance sheet, and cash flow.
- Client Acquisition Review: Analyse sources of new business and understand your client demographics.
- Identify Pain Points & Strengths: Pinpoint immediate challenges and strengths within your business.

2. Stage 2: Financial Education (Month 2)

- Understanding Financial Statements: Learn how to interpret profit and loss statements and balance sheets.
- Gross Margins & Break-Even Analysis: Understand gross margins and break-even points.
- Revenue Forecasting: Develop essential skills to forecast revenue and profits effectively.

3. Stage 3: Business Optimisation (Months 3-4)

- Digital Presence: Review and optimise your website and social media strategies to drive growth.
- Legals & Compliance: Ensure all legal and compliance requirements are met.
- Systems & Processes: Evaluate and improve your systems for efficiency and automation.

4. Stage 4: Strategic Planning & Growth (Months 5-6)

- Growth Strategies: Develop strategies for scaling and expanding your business.
- Exit Strategy Planning: Start preparing for long-term exit strategies.
- Team Review: Assess your team structure and performance to ensure business success.

Pricing:

- 6-Month Plan: 12 x 1-hour sessions over 6 months for \$4,200 + GST

Option 2: 12-Week Essentials Course

This course includes 6 x 1-hour meetings over 3 months (12 weeks), focusing on core essentials to help you quickly build a strong business foundation.

Core Essentials Covered:

1. Month 1: Discovery & Financial Foundation

- Financial Review: Assess your current financial status, including profit and loss, balance sheet, and cash flow.
- Revenue Forecasting: Develop basic skills to forecast revenue and profits.

2. Month 2: Business Basics

- Digital Presence: Review and enhance your website and social media strategies to improve visibility.
- Client Acquisition Review: Analyse your sources of new business and understand your client demographics.

3. Month 3: Strategic Essentials

- Growth Strategies: Create key strategies for scaling your business.
- Cost Management: Identify areas for effective cost reduction to improve profitability.

Pricing:

- 12-Week Essentials Course: 6 x 1-hour sessions over 12 weeks for \$2,100 + GST

Additional Sessions (Optional Swaps or Add-Ons)

Each add-on session is priced at \$275 + GST per 1-hour session. Pricing may vary based on the scope of work involved. Below are some common topics:

- How to Write a Business Plan
- Basics of Branding: Brand identity, strategy, narrative, positioning, customer personas, values, mission, and USP.
- Tips on Creating a Logo: Choosing between a graphic designer or DIY—what's best for your brand?
- Choosing the Right Location: Factors to consider, including contracts, renovations, and owning vs. renting.
- Standard Operating Procedures (SOPs): Step-by-step guidance on creating SOPs with practical examples.
- Communication Basics: Best practices for effective communication between doctors, nurses, patients, and staff.
- Preparing for Meetings with Lawyers/Accountants: Key questions to ask, negotiation tips, and how to maximise value.
- Negotiating with Suppliers: Understanding expiration dates, effective purchasing, contracts, liabilities, and personal guarantees.
- Efficient Note-Taking: How to structure and manage notes for better business management.
- Avoiding Burnout: Practical strategies to maintain work-life balance and prevent burnout.

NEW: One-Off / Ad-Hoc Mentoring Sessions

For those who need flexible guidance or support on specific issues, I offer one-off or ad-hoc sessions. These are ideal for business owners who want to consult without committing to a full course.

Pricing:

- 1-hour session for \$375 + GST



Additional Information for All Options

- **Homework:** After each session, clients will receive specific tasks to help them prepare and get the most out of each meeting.
- **Customisation:** Customised plans are available for specific business needs beyond the standard courses.

Service Plan Selection

Please select your preferred option:

- 6-Month Plan: 12 sessions over 6 months: \$4,200 + GST
- 12-Week Essentials Course: 6 sessions over 12 weeks: \$2,100 + GST
- One-Off / Ad-Hoc Session: 1 session: \$375 + GST

Signature and Agreement

By selecting an option above and signing below, you agree to the terms of this service agreement.

Signature: _____

Date: _____

Next Steps

1. Make Your First Booking:

Once you've selected your plan and signed the agreement, please make your first booking using this link: [Schedule Your First Meeting](#). This booking will also trigger my engagement letter to be sent to you, which you'll need to sign and return.

2. Invoice and Payment:

An invoice will be issued to your nominated entity, and payment in full is required upfront.

3. Ongoing Meetings:

For all ongoing meetings, use this link: [Schedule Ongoing Meetings](#).

Clinic Training Days

I am also available for clinic training days, either in person or virtually. These sessions can be customised to suit your specific requirements. Pricing will be provided upon request based on the scope and structure of the training.

Feel free to book your first appointment with me whenever you're ready—I'm looking forward to working with you.

Best regards,
David Segal

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Business Mentor

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