

Your A to Z GUIDE

For Medical Practice
Development



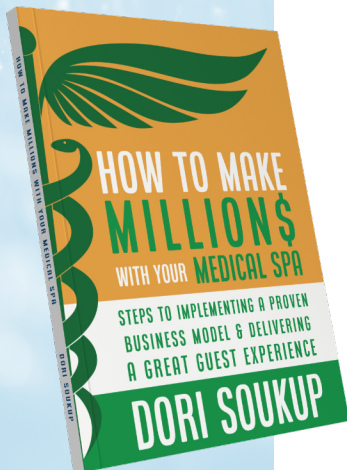
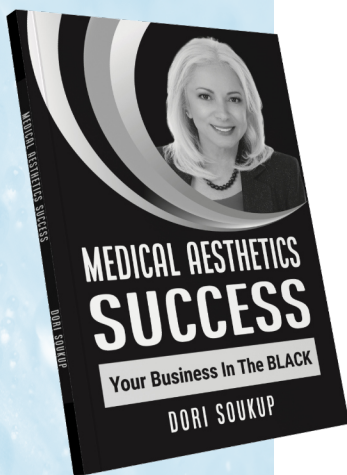
MIBU
MEDSPA BIZ UNIVERSITY

MID
BUSINESS ADVISORS

Your MedSpa's Fast Track Launch Guide

"Whatever your vision, we can help you make it a reality."

– Dori & Team



Welcome!

Opening a Medical Spa is very exciting but not so easy. There are many steps to ensure success. This Fast Track Launch Guide will assist you in navigating through the planning process.

It covers many aspects needed to prepare for your launch. Whether you're new to the medical spa industry or a seasoned professional looking to expand, this document provides the foundational knowledge and practical steps needed to plan, launch, and grow a successful medical spa business.

Remember going into business is a huge undertaking and we know you will need business assistance along the way. To help you, we invite you to reach out and set up a [Complimentary Fast Track To Launch Meeting](#) with a business coach so he/she can learn about your vision and help you make it a reality!

To Your Success!

The MD Business Advisors Team



Your MedSpa's Fast Track Launch Guide

The 4 S's

SYSTEMS

+

STRUCTURE

+

STRATEGIES

+

SOLUTIONS

=

SUCCESS!

MD MIBU
BUSINESS ADVISORS MEDSPA BIZ UNIVERSITY

BUSINESS PLAN

A detailed medical spa business plan is the foundation needed to launch a new business. The business plan must include:

- ☐ Identity, name vision, mission, values
- ☐ Market research
- ☐ Competitive analysis
- ☐ Facility location, MedSpa size
- ☐ Business model – revenue streams
- ☐ Programs - Type of services & product offering (menu)
- ☐ Organizational structure - type of company
- ☐ Positioning - Differentiation
- ☐ Marketing plan
- ☐ Legal requirements
- ☐ Needed licenses
- ☐ Team needed
- ☐ Funding needed
- ☐ Forecasting Projection - ROI



FINANCIAL PLAN

Financial planning must include startup cost & operating budget.

- ☐ Start-up cost – Furniture, Fixtures, & Equipment
- Operating Supplies and Software
- ☐ Financial assumptions
- ☐ Projected space capacity
- ☐ Breakeven analysis
- ☐ Personal funding, loan or investors
- ☐ Operating budget
- ☐ Financial ratios
- ☐ Treatments & products pricing
- ☐ ROI - return on investment



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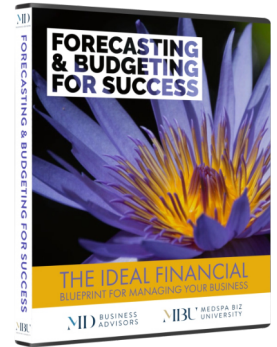
Aspire MedSpa
& Beauty Bar
MBU MEMBER



AGELESS HEALTH
& AESTHETICS
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BANKING

- ☐ Loan process (if applicable)
- ☐ Available collateral
- ☐ Bank account
- ☐ Merchant account, Visa, Master card, Amex
- ☐ Business credit card account

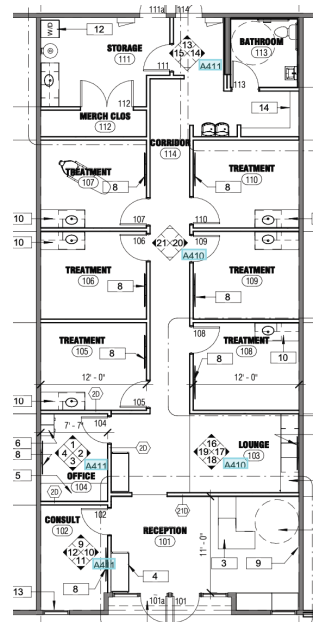


BUSINESS LICENSES & AGREEMENTS

- ☐ Commercial zoning permits
- ☐ Occupational license
- ☐ Business license
- ☐ State licenses & requirements
- ☐ Medical director
- ☐ Employee licenses
- ☐ Certification
- ☐ Lease Agreement
- ☐ Vendor Agreements

CONSTRUCTION

- ☐ Construction company and agreement
- ☐ Cost per square foot
- ☐ Timeline for completion
- ☐ Space planning - specs
- ☐ Architect
- ☐ Interior design and set up
 - Treatment rooms
 - Reception
 - Boutique/retail design
 - Restrooms



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- Consultation suite
- Relaxation or transition lounge
- Laundry facilities
- Storage
- Parking
- Team lounge
- Manager's office
- Inventory Dispensary



**LUXX Medical
Aesthetics**
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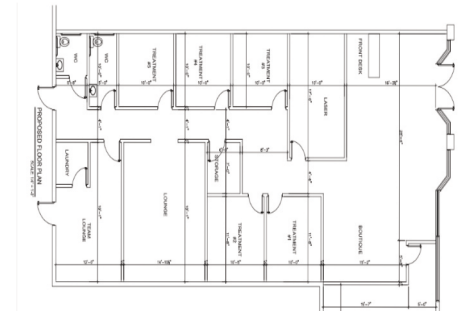


**ASK US ABOUT
MEDSPA BIZ UNIVERSITY!**

START-UP EXPENSES

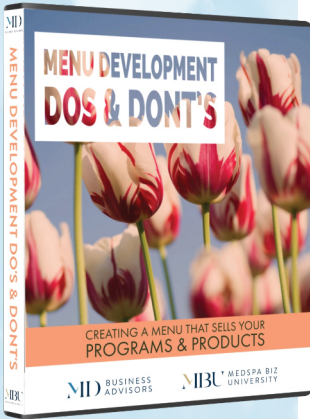
Below is a partial list of the start-up expenses.
The start-up budget must detail all expenses.

- ☐ Business Consultant
- ☐ Attorney
- ☐ Accountant
- ☐ Space planning
- ☐ Architect
- ☐ Construction
- ☐ Design & decor
- ☐ Furniture
- ☐ Equipment, treatment accessories
- ☐ Consultation suite analysis system
- ☐ Retail displays & tv's
- ☐ Camera system for before & after pictures
- ☐ Product mix
- ☐ Operational manuals
- ☐ Guest supplies
- ☐ Linen
- ☐ Refreshments - Kitchen supplies, glasses, plates, silverware
- ☐ Team uniforms



AIRE MEDSPA
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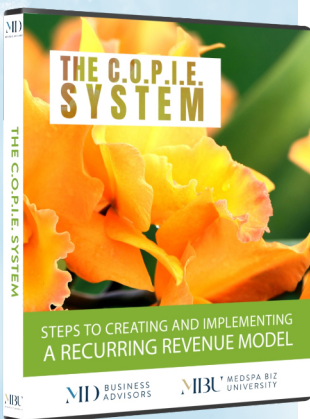
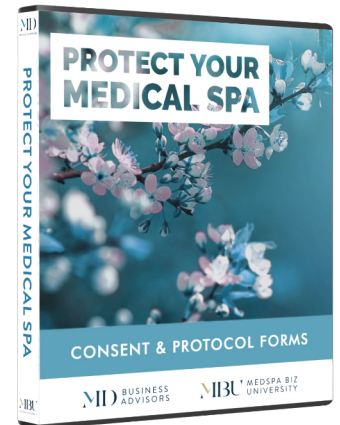
- ☐ Signage, indoor, and outdoor
- ☐ MedSpa software program
- ☐ Computers – Printers – TV
- ☐ Phone system
- ☐ Sound system
- ☐ Security system
- ☐ Security cameras
- ☐ Branding – Website project
 - Register domain name
- ☐ Menu and other collateral material
- ☐ Printed material
- ☐ Vender relations and ordering
- ☐ Financial options (Cherry, Care Credit)



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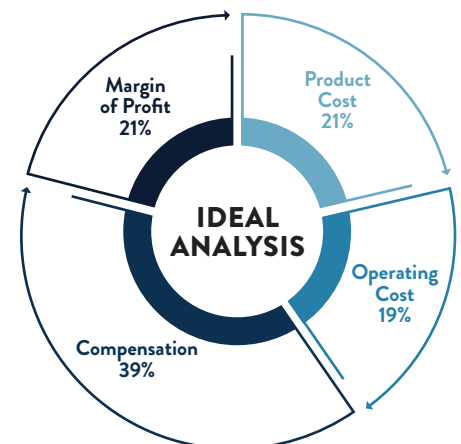
INSURANCE

- ☐ Structural
- ☐ Liability insurance
- ☐ Medical
- ☐ Workers Comp
- ☐ Other



PRICING MODEL

- ☐ Types of Services
- ☐ High-ticket Programs
- ☐ VIP Memberships
- ☐ Retail pricing
- ☐ Profit margin
- ☐ Loyalty Program



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MARKETING

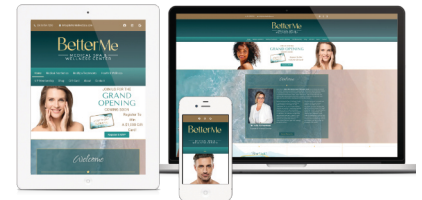
- ❑ Target market, demographics, psychographics
- ❑ Brand identity
- ❑ Competitive analysis
- ❑ Marketing manager/assistant
- ❑ Marketing mix strategy
- ❑ Marketing plan & material
- ❑ Website working for you
- ❑ Social media sites
- ❑ Planning soft opening & grand opening
- ❑ Annual marketing plan & budget post opening
- ❑ Unique Positioning
- ❑ Lead Management
- ❑ Testing platform



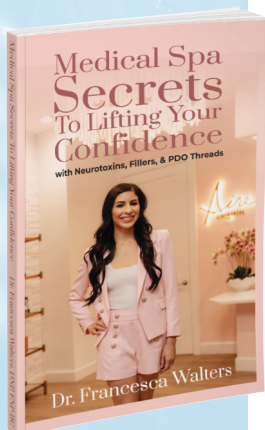
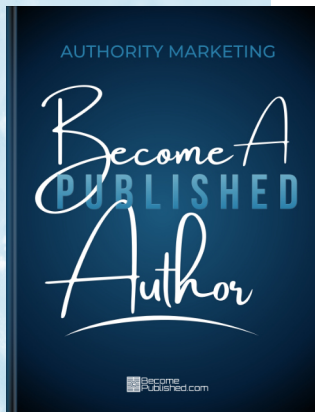
COLLATERAL MATERIAL

Your image will make or break you, create professional material to promote your medspa.

- ❑ Branding colors
- ❑ Logo design
- ❑ Business cards
- ❑ Gift cards
- ❑ Service Menu
- ❑ Media kit
- ❑ Consultation folder & forms
- ❑ Postcards
- ❑ Invitation
- ❑ MedSpa dollars
- ❑ Corporate image
- ❑ Letterhead
- ❑ Email platform (Mailchimp/Constant Contact)



Ask US ABOUT Branding!



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EMPLOYEES / TEAM MANAGEMENT

- ☐ Compensation structure by position
- salary, commission, bonuses, awards
- ☐ Team selection – hiring process
- ☐ Position descriptions
- ☐ Employee agreements
- ☐ Employee manual
- ☐ Team training – clinical & business
- ☐ Benefit programs
- ☐ Payroll process
- ☐ Team performance targets & reports
- ☐ Team training manuals
- ☐ MedSpa Biz University training
- ☐ Legal agreements
- ☐ Consent forms



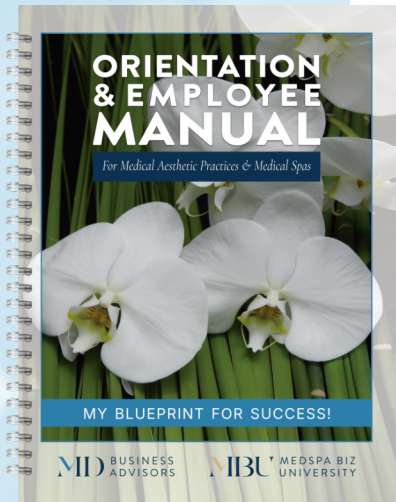
**AESTIQUE
MEDSPA TEAM**
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<https://medspabizu.com/success-planning-session/>

Position Descriptions & Expectations

- ☐ Medical Spa Manager
- ☐ Medical Assistant
- ☐ Receptionists/Guest Relations
- ☐ Estheticians
- ☐ Nurse Injector
- ☐ Laser Tech
- ☐ Wellness Nurse
- ☐ Marketing Manager

**ASK US ABOUT
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Training By Department

- ❑ Employee manuals
- ❑ Orientation manual
- ❑ Protocols, procedures
- ❑ Technical training
- ❑ Business training
- ❑ Department manuals
 - Injector, Guest Relations, Marketing, etc.



BETTER ME TEAM
MBU MEMBER

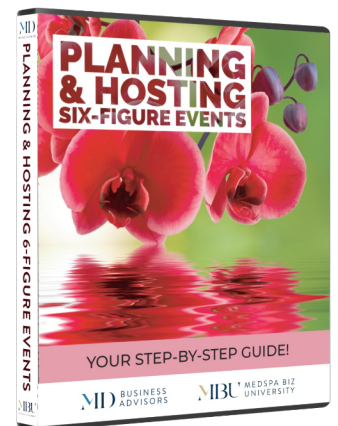


TIMELINE TO LAUNCH

- ❑ Outline a timeline to opening day
- ❑ Plan one year in advance if you can
- ❑ Hiring process two month prior to opening
- ❑ Team training 3 weeks prior to opening

OPENING

- ❑ Plan soft opening
 - ❑ Plan grand opening event - Plan 45 days in advance.
- As you see opening a medical spa requires many efforts and strategies to ensure your success. Don't attempt to do it without a professional team.



About MedSpa Biz University & Your Success

As you embark on this new journey of planning and opening a new business, below are several milestones to achieve with each phase of your journey:

1. Business Planning
2. Getting ready to launch
3. Launching – soft opening grand opening
4. Business model implementation
5. Reaching your first million
6. Reaching multiple millions
7. Scaling to multiple location
8. Exit strategy

Believe it or not, starting the business is the easy part, staying in business is the difficult part. To succeed in business, you must implement a proven effective business model; that is why we created MedSpa Biz University.

For the past 23 years, we have helped professionals like you open and succeed with their ventures from zero to multiple millions per year, and we are confident we can help you too!

Here are what some MBU members have to say about working with us:

Sara Rivard **increased her business by 33%** over the previous year!

Dr. Francesca Walters **increased her gross revenue by 83.2% and net profit by 2,236.1%!**

Aestique Medispa expanded to **three locations**, has **over 500 members**, and is **earning six figures per month** from just their recurring revenue.

The MedAesthetics team **generated over \$3 million dollars in one year** and has **over 500 members!**

MD Business Advisors is committed to helping you plan and open a very profitable medical spa! Contact us for a Success Planning Session so you avoid reinventing the wheel.

MedspaBizU.com/Success-Planning-Session

Note: This list is simply a sample of to do items, please keep in mind that there are additional items that you may need to do. It's best to consult with a business advisor for guidance.

