



My Spa Success Secrets Membership Benefits

E-course: "Start your own Spa Product business"

Course contents:

- 1. Why do you want to start your own spa product brand?**
 - Objective and purpose
 - Making a difference
 - What is your USP?
- 2. Goals**
 - Personal goals and business goals
 - Your business vision
 - Strategies
 - Business plan
- 3. Who not How**
 - Support
 - Your management team
 - Your wealth profile
 - Business profiles
 - Partnering with other profiles

- 4. The Law of Attraction**
 - Being attractive – a business magnet
 - Chasing butterflies

- 5. How will you finance your venture?**
 - Borrowing
 - Finding a cash cow

- 6. Passive income – your safety net**

- 7. Registering your business**

- 8. The legal procedures**
 - Health department regulations
 - Workplace health and safety
 - Non disclosure agreements
 - Trademarks
 - Copyright

- 9. Cosmetics claims guidelines**
 - Cosmetic or therapeutic?
 - Making claims
 - Labelling guidelines

- 10. New product development**
 - Research and development
 - Formulating
 - Testing

- 11. Sourcing equipment and ingredients**

- 12. Sourcing packaging**

- 13. Preservative systems**
 - Anti- oxidants
 - Synthetic
 - Naturally derived
 - Natural
 - Organic

14. Manufacturing practices

Water treatment
Clay treatment
Sterilizing procedures

15. Micro Lab tests

What tests need to be done
Where do I find a micro lab

16. Outsourcing manufacturing

Finding contract manufacturers
What you should ask

17. Sourcing base products

What to look for

18. Marketing

Who is your target market
What is your core product
Which product makes you the most profit

19. Costing and pricing your products

COGS
Overheads
Distributors and Wholesalers

20. Cost effective ways to reach your customers

Building relationships
Being effective
Asking the right questions

21. Your website

So much and more

22. Labels and printing

23. Promoting your brand and products

24. Recognising Critical Moments on your path to success

25. Celebrating the milestones
26. Glossary
27. Bloopers! Yes we had plenty of them
28. Formulating **mentoring offers** for members
29. Members **discounts** on ingredients
30. Members only **special offers!**



<http://secretsofbetterhealth.com>