
Build your Business with Pabau: Starting out in Aesthetics

Build your Business in 10 weeks with Pabau



Meet Our Hosts

— **Natalie Dryden**, Business Consultant

— **Thea**, Senior Customer Success Specialist



Session 1 Outline

Duration: 30 - 40 minutes

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Part 1

Guest content

- Introduction to Amanda Elbourn & AB Aesthetic Services
- Setting up your clinic
- Setup costs & forecasting
- Downloadable setup checklist

Part 2

Pabau features

- Pabau Introduction
- Basic Setup - Services, Products, Staff, Rooms, Equipment
- Medical Forms - Questionnaire
- Template Archive
- Client Notifications





Starting out in Aesthetics or Looking to Grow your Practice

— With Amanda Elbourn,
-Director, AB Aesthetic Services



AB Aesthetic Services is managed by Amanda Elbourn, Amanda has immeasurable medical and business experience in the aesthetics industry with 20 years' expertise as a successful Operations Director for Courthouse Clinics, a multiple award-winning chain of national aesthetic clinics.

- Amanda was instrumental in growing the chain to 11 clinics nationally , responsible for opening new clinics, trialing and implementing many successful new treatments.
- Amanda worked closely leading and controlling all business teams and individual clinics to mentor and develop staff, ensure excellent customer service, profitability, compliance, development and a strategic marketing plan for all clinics.
- After years managing a large chain of aesthetic clinics I now work as an independent business advisor/consultant supporting and further developing individual aesthetic clinics and practitioners utilising my extensive knowledge and skills.
- I believe my background is unique in the industry and have the skills to offer a complete business support package. I remain extremely passionate about the industry and attend regular conferences and training sessions to remain up to date with this fast-paced industry.





AB Aesthetic Services is a unique, personal, tailor made aesthetic business service to support, optimise and help grow your aesthetic practice to increase turnover and profitability.

- Using a holistic business approach we take the time to get to know your business inside out, understand your current challenges and work with you to develop and implement a strategic bespoke business plan.
- AB Aesthetic Services has established strong connections with many industry leaders and specialist aesthetic services to offer a complete aesthetic support package across all areas of your business



AB Aesthetic Services

- Personal mentoring Service
- Project services
- Specialist aesthetic services
- Clinic Manager Training



Setting up **your clinic**

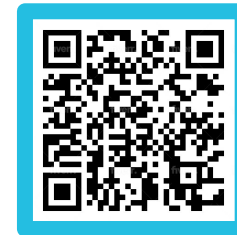
- Overview
- Running your own clinic
- Research
- Creating your business plan
- Developing your brand
- How important is a CRM
- Set up costs
- Minimising Risks
- Treatment planning and profitability
- New aesthetic clinic checklist
- The future



Downloadable eBook

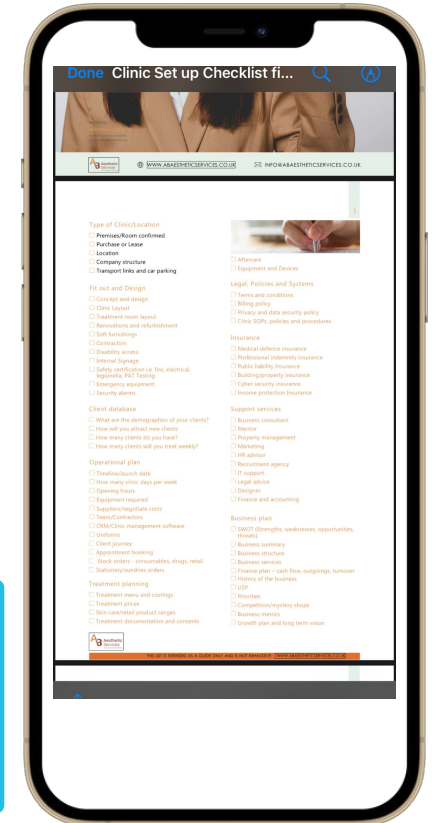
- Download an Ebook with detailed information on how to set up a new clinic or restructure your existing clinic
- Includes downloadable model to calculate your set up costs and forecasting
- Includes clinic set up checklist

www.abaestheticservices.co.uk/setting-up-your-aesthetic-clinic/



Scan for
ebook

Scan for
checklist





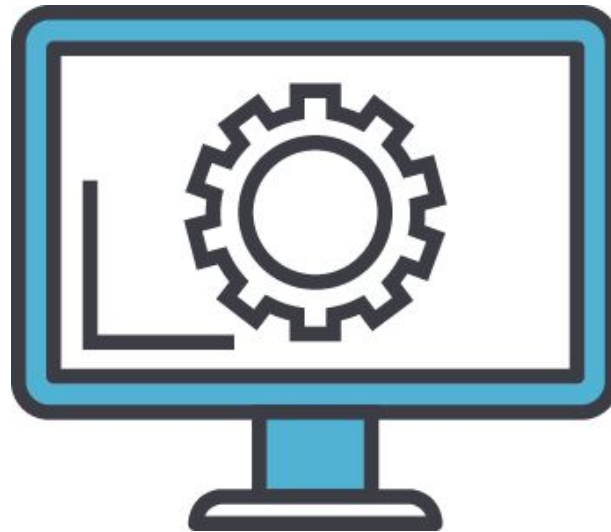
How to get **in touch** with Amanda

- Email : info@abaestheticservices.co.uk

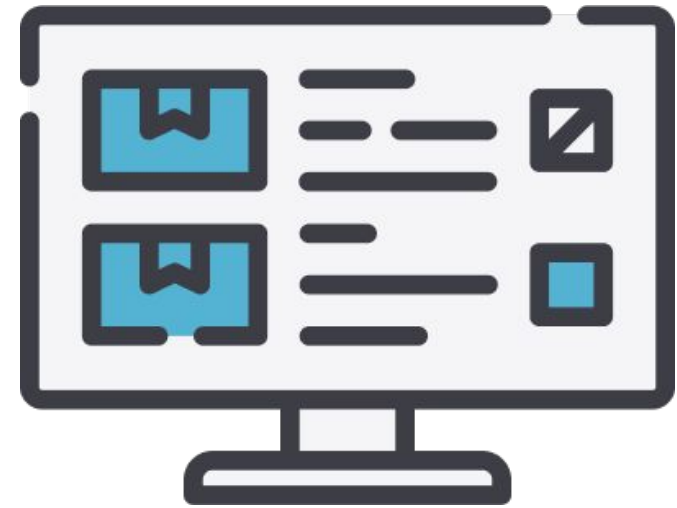




Pabau Tools For Starting your Clinic

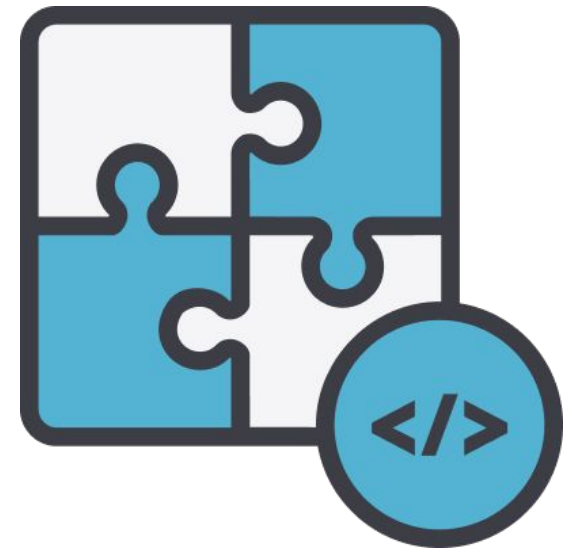


Introduction To Pabau



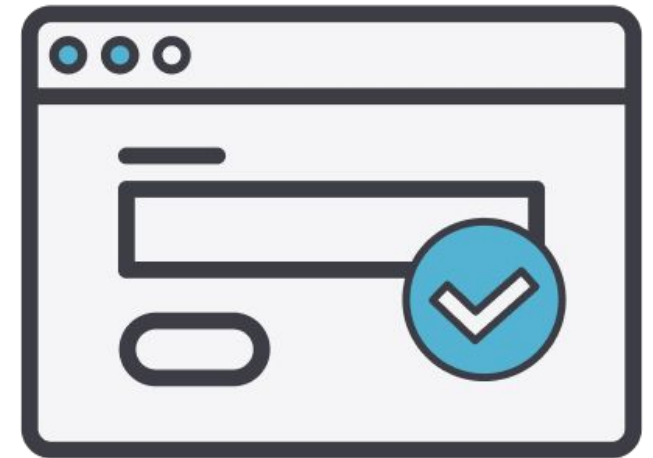
Basic Setup -

Services, Products,
Staff, Rooms,
Equipment

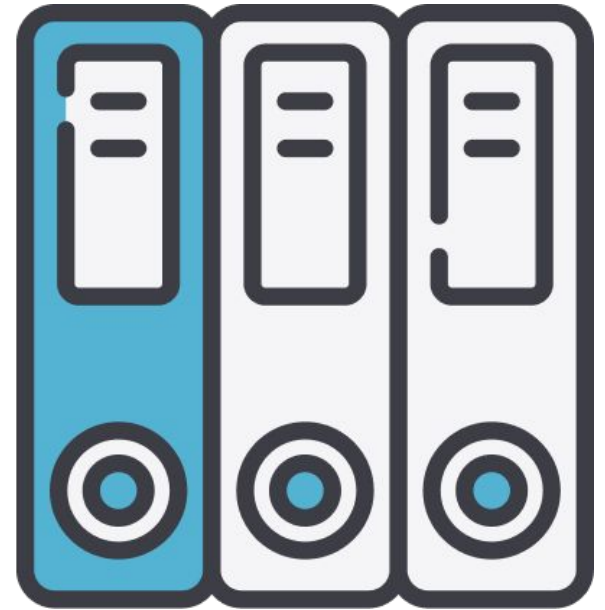


Medical Forms

- Questionnaire



Template Archive



Client Notifications





Thank You

