

Beauty Business Audit Checklist

A 36-point self-assessment for estheticians ready to grow

How to use this checklist

Work through each section honestly. Check every item that is fully in place -- not just "kind of." Every unchecked box is a specific growth opportunity. Focus your next 30 days on the areas with the most unchecked items.

SCORING GUIDE

30-36 checked >> Business is strong. Focus on scaling.

22-29 checked >> Solid foundation. Target weak sections first.

14-21 checked >> Several critical gaps. Pick 1 section to fix this month.

Under 14 checked >> Start with Pricing + Client Retention immediately.

Date completed: _____ Your name: _____

1. PRICING & REVENUE

2. CLIENT RETENTION & EXPERIENCE

Most estheticians underprice by 20-40% without realizing it. This section reveals why.

Retention is where most solo estheticians silently lose their biggest revenue source.

- ☐ I have a documented process for what happens after every single appointment
- ☐ Clients evaluate my appointment against my ideal reason in the last 6 months to rebook
- ☐ I can identify which clients are at risk of leaving before they actively leave
- ☐ I have to upsell with clients upgrade of appointment increases my average appointment value
- ☐ I actively collect feedback and use it to improve my service and experience
- ☐ I have a system that would catch a lapsed client -- not just hope they come back

Notes & next actions:

3. MARKETING CHANNELS

Posting consistently is not the same as marketing strategically. Most estheticians confuse the two.

- ☐ My marketing is focused on 1-2 channels -- not spread thin trying to be everywhere
- ☐ Each channel I use has a clear purpose: awareness, conversion, or retention
- ☐ I know which channels are actually driving new bookings -- with real data, not guesses
- ☐ My profile and bio communicate clearly to my ideal client -- not to everyone
- ☐ I have at least one owned channel (email or SMS) that I control regardless of algorithm changes
- ☐ I track what I post and can identify what is working vs. what is just keeping me busy

Most estheticians find 5+ gaps in the first three sections alone.

The question is not whether you have gaps -- it is which ones are costing you the most right now. Apply for a free Business Audit to find out exactly where to focus first.

Apply at nativiscollective.com -- Spots are limited each week.

4. SERVICE MENU OPTIMIZATION

This is where most estheticians leave significant money on the table without knowing it.

- ☐ My menu is designed to guide clients toward my highest-value services -- not just list everything I offer
- ☐ I have a clear signature service that positions me as a specialist in my market
- ☐ My service descriptions focus on outcomes for the client -- not the procedure I perform
- ☐ I have evaluated which services are profitable and which ones drain my time
- ☐ I have at least one package or bundle designed to increase client lifetime value
- ☐ Done incorrectly, your service menu can actually slow your growth by creating confusion at the decision point

5. ONLINE PRESENCE & BOOKING

A new client decides whether to trust you before they ever contact you. This section tests that.

- ☐ A new client can find, evaluate, and book me in under 3 minutes with no friction
- ☐ My online presence communicates trust and quality before a client ever reaches out
- ☐ My booking experience removes barriers -- it does not create new ones
- ☐ My social presence accurately reflects the actual experience clients have with me
- ☐ I have a system to consistently grow my reviews -- not just hope satisfied clients post
- ☐ Done poorly, your online presence filters out the exact clients you are trying to attract

Notes & next actions:

6. SYSTEMS & OPERATIONS

Most estheticians build income. Very few build actual businesses. This section shows the difference.

- ☐ I have written policies that protect my time and income -- and I enforce them consistently
- ☐ My business could run for 2 weeks without me making every decision manually
- ☐ I track the key numbers that tell me whether I am growing -- or just staying busy
- ☐ I have a clear process for resolving complaints without it derailing my week
- ☐ My current systems are built to scale -- not just to survive where I am now
- ☐ I review my business finances at least once a month with real intention, not just a glance

Notes & next actions:

YOUR SCORE + NEXT STEPS

Section Scores

PRICING & REVENUE ____ / 6

CLIENT RETENTION & EXPERIENCE ____ / 6

MARKETING CHANNELS ____ / 6

SERVICE MENU OPTIMIZATION ____ / 6

ONLINE PRESENCE & BOOKING ____ / 6

SYSTEMS & OPERATIONS ____ / 6

TOTAL SCORE ____ / 36

My Top 3 Focus Areas This Month

1. _____
2. _____
3. _____

This checklist reveals what to look at.

A Business Audit tells you exactly what to fix -- and in what order, based on your specific practice, your market, and your goals. Not a template. Not generic advice.

Apply for a free Business Audit -- get a customized growth strategy.

This is where we turn your gaps into actual bookings and revenue. Spots are limited each week.