

virtual touch with mirror me

checklist

This checklist is designed to help you prepare for your first **Mirror Me Session**.

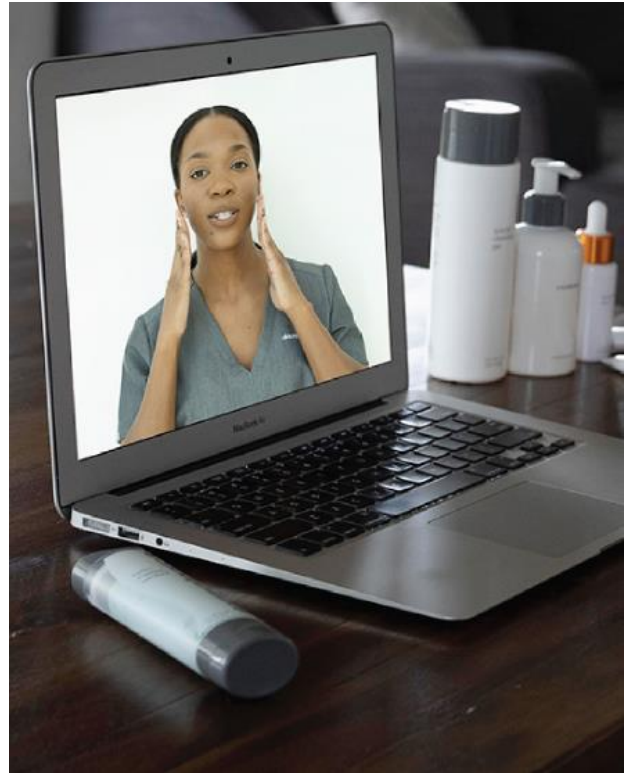
how to go digital

- ✓ Ensure you have either an Instagram or Facebook business page as these are a great way to promote virtual services.
- ✓ Can you add a virtual service booking option to your website or the platform you use?
- ✓ Facebook Business Page can be used as a booking system if you do not already have one.
- ✓ What platform will you use for your virtual services? Investigate and find the right one you feel comfortable with.
 - **ProTip:** Popular platforms include ZOOM, FaceBook Messenger and WhatsApp Video
- ✓ Once you have decided on the platform, practice with it so you can easily navigate the dashboard and set up links.
- ✓ Ensure you have checked your WIFI connection in the area of the business you plan on hosting virtual services.
- ✓ What digital devices do you have to run these services?
- ✓ Prepare a trouble shooting FAQ to ensure your clients also feel confident with the technology they will be using to connect with you.
- ✓ Check the online client journey is easy and smooth to navigate before you go live.



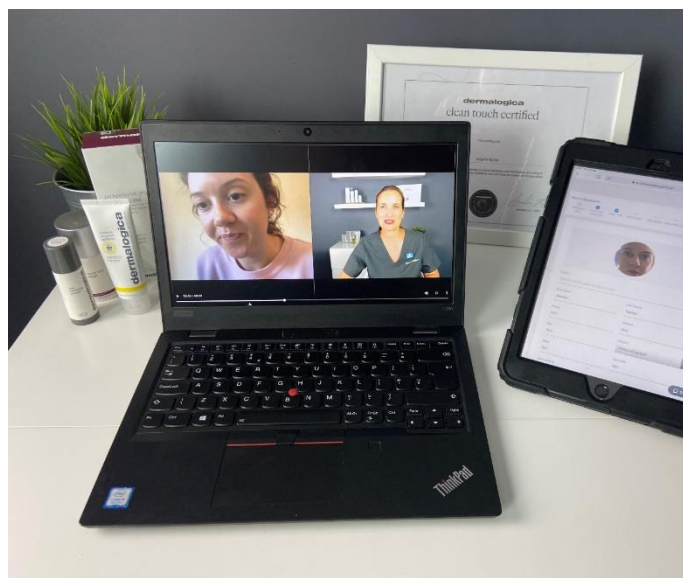
communicating to the client

- ✓ Promote your virtual services on your social channels and website.
- ✓ Use the assets to promote the skin concerns you treat as well as the mirror me session.
- ✓ Use a video of yourself talking about these services, video content works well as customers like to see human faces and feel authenticity.
- ✓ Once the client has booked their session send out the link.
- ✓ If they are a new client make sure you email the URL link to complete their details on **FaceMappingPRO** prior to appointment. Once complete this will then populate into your salon account under the client's record.
- ✓ Alternatively if they are an existing client log in and check your existing client's details are still correct on **FaceMappingPRO**.
- ✓ Send the client a reminder of their session 48 hours before their appointment.
- ✓ Make sure the client knows what to expect for the session. This is a guided skin treatment where you will walk the client through the treatment using products provided.
 - **ProTip:** You may want to produce an FAQ to help with this.
 - **ProTip:** Consider creating a treatment kit with suggested products/samples for the guided session. Arrange for this to be posted to the client.
- ✓ If you choose to post a kit, make sure you communicate clearly what the client will receive in the post, tell them to keep the kit somewhere safe until their guided skin treatment appointment with you.



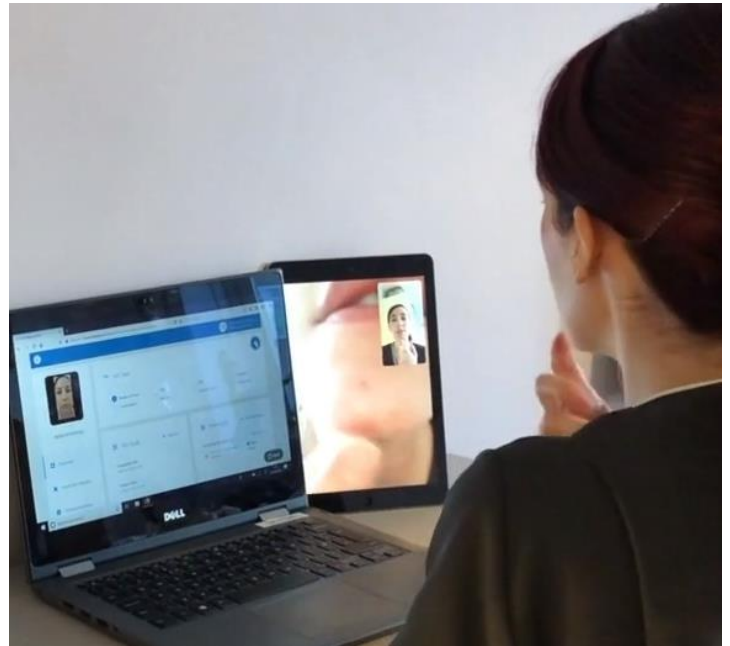
getting prepared

- ✓ Set up your staging area, are you hosting in your treatment room, or alternate space. Can you create a branded backdrop, or do you need to create a virtual one?
- ✓ Look at the client's information that they have provided you so far to ensure you know their name and any other details from previous sessions.
- ✓ Make sure you have practiced the steps of the session before going live with your first client.
- ✓ Make sure your lighting is good so the customer will be able to clearly see you
- ✓ Be in uniform and fully representing your brand prior to going live
- ✓ Have all the products available that the customer would have received in their treatment kit, it's good to show them in full retail size to engage the customer further.
- ✓ Ensure you have prepared your area with hand sanitizer, towel, water, wipes etc so you can show client how to use product either on your face or hand during the service.
- ✓ Know the skin concern you are treating, make sure you feel confident in the topic and key skin goal discussed in virtual consultation. This will then ensure you can share not just product advice but skin care, self-care and lifestyle support.
 - **ProTip:** Prepare a step-by-step sheet to help keep focused on the skin concern and specific routine being explored in the service.
- ✓ Always be prepared for the sale, how you will link this during and at the end of the virtual service.



going live

- ✓ Access the link at least 10 minutes before the virtual service so that you are ready.
- ✓ Check your camera and microphone are working, you may need to reposition the camera and adjust the backdrop prior to the client arriving.
- ✓ Have you informed anyone else in your business you are going live, just so you don't have any interruptions!
- ✓ How can the client contact you if they are having issues? Provide them with alternative contact details for the business. Check your emails to ensure they are not having any technical struggles.
- ✓ Greet the client by their name as they arrive.
- ✓ Introduce yourself, start to build a connection, ensure client feels comfortable.
- ✓ Explain what their virtual service will involve.
- ✓ Make sure the customer has good lighting so you can see their skin.
- ✓ Remember, everything you say and do needs to add value to your customers experience.
- ✓ Use your step-by-step sheet to frame the guided skin treatment.
- ✓ Make sure you document all relevant details of the interaction on **FaceMappingPRO**.
- ✓ Watch your timing, we advise breaking down the 1 hour guided treatment into:
 - Welcome – link to consultation via **FaceMappingPRO**
 - Mirror me guided treatment and advice
 - End of service – continue connection



follow up

- ✓ Email the client's prescription through FaceMappingPRO.
- ✓ Share how they can purchase product.
- ✓ Keep connected by scheduling a Virtual Touch Check-In to review their skin and the results.
 - **ProTip:** this is a great service to provide at least every quarter.
- ✓ Suggest a **masterclass** if you feel there is a topic they would benefit from or skincare party if they would like to get some friends together to talk skin.
- ✓ Recommend in-person services you feel would be ideal for the client.

