

To create a successful skin care product, (or any type of offering to the market for that matter) you need the right ingredients, in the right order.

Here are the 9 key ingredients you **MUST** have, to make your business fly.

Fill out the white boxes and watch your business grow.

1.

The Hero Ingredient



This is your value proposition to the customer - why this? why now? why you?

WHATCHA GOT?

What I've got - what is it (i.e. a range of products that will knock your socks off)

WHAT'S IT DO?

What it does - what problem does it solve & for whom specifically?

WHY'S IT BETTER?

Faster? stickier? funnier? more luxurious?

2.

In the lab



These are the 3 parts of the business that happen 'backstage', the activities you do, the people you connect with and the resources you use.

PEOPLE

With whom can I conspire & collude? (i.e. influencers, collaborators, etc)

3.

STUFF

What tangible & intangible things do I need? (i.e. people, money, ideas, know-how etc)

4.

HUSTLE & GRIND

What do I need to DO each day? (i.e. creation of products, marketing, branding, networking)

5.

In the Market



Lights, camera, action! You're on! This is how people come across you in the market, how your customers experience your brand, the relationships, loyalty & community you build.

CUSTOMERS

who are they, what do they value, where do they hang out?

6.

CUSTOMERS

what do they want? expect? what relationship will you have with them? (one-off? Long term?)

7.

CUSTOMERS

where my peeps at? where will you connect? (Ecommerce? Word of Mouth? Face to face?)

8.

Bootstrappin' it



On a shoestring budget, I know you feel like to keep up with all the Joneses you need all the things, but hold your tongue ('snort, see what I did there!) we need to keep our risk low, our speed high, and maximise our efficiency.

Costs - bootstrapping on a shoestring.

9.

Show me the money



Money, I love you, let me count the ways... Now the fun part. Dream up unusual & innovative ways to serve & delight your customers. Yes we love money, (let's be real), but more than that we love our customers, so we need to get inside their brains & be creative about what we can offer them.

How to delight your customers with innovative ways.