

# ***THE AUTHORITY ASCENSION AUDIT***



***A strategist's guide to uncovering hidden backend leaks and scaling your medspa without more staff, more hours, or more ad spend.***

***By Stephanie Brand + Med Spa Growth Strategist & CEO of The Skin Jeanie Inc.***

# Why Growth Stalls



**You're not stuck because your marketing sucks.**

**You're stuck because the system that got you here isn't strong enough to take you there.**

**Most beauty businesses focus on:**

**More ads**

**More services**

**More hustle**

**But none of that matters if your backend is leaking revenue.**

**Before you spend another dollar trying to grow fix these 3 leaks first.**

***You're not stuck because your marketing sucks. You're stuck because your systems aren't strong enough to scale.***



***Most med-spa owners focus on more ads, more team members, more hustle but none of that matters if your backend is leaking revenue.***

***❖❖ “Before you spend another dollar on marketing, fix what’s leaking profit behind the scenes.”***

# Leak #1: Confusing Offers



*"Before working with Stephanie, my team was completely overwhelmed. They froze during consultations, didn't know how to sell packages, and I felt like I was doing it all. After just one day with her, my staff is confident, proactive, and actually driving revenue. I can finally step back without worrying everything will fall apart!"*

— Maria L., Med Spa Owner

***Confused clients don't buy. Period. If your menu is overwhelming, unclear, or competing against itself, you're losing revenue every single day.***

***Quick Audit: Can clients understand your offers in under 5 seconds? Are you selling solutions or just listing services? Are your packages designed to increase revenue per client?***

***Fix: Simplify and elevate. One client cut from 12 services to 4 premium offers and added \$8,200/month without a single new lead.***

## **Leak #2: Broken Patient Pathways**



*Leads don't matter if they never become bookings.*

*Most businesses lose revenue not because leads are weak but because there's no system guiding them from inquiry to conversion.*

**Quick Audit:**

*Do you respond to leads in under 5 minutes?*

*Is there a clear, step-by-step pathway from interest to booked?*

*Does your follow-up nurture or just "check in"?*

*Fix: Build a repeatable pathway. One client doubled bookings in 45 days without spending a cent on new traffic.*

## ***Leak #3: Missing Authority Strategy***



***Visibility ≠ demand.***

***Clients don't choose the loudest brand. They choose the most trusted one.***

***Quick Audit:***

***Does your content position you as the obvious choice?***

***Are you sharing results, proof, and expertise or just posts?***

***Would someone see you and say, "That's who I need"?***

***Fix: Build authority. One client shifted from generic posting to authority content and went from chasing clients to a waitlist.***

# *Your Next Step*



*If even one of these leaks felt familiar... imagine the revenue you're losing every month. This is exactly what we fix inside my 6-Week Authority Ascension Intensive we plug every leak, rebuild your backend, and scale your business without more hours or more ad spend.*

*DM FIX to @theskinjeanie\_ or text Fix to (631)786-3450 to apply for a free growth audit call.*

*I'll personally help you identify your biggest leak and show you how to fix it.*