

THE PERFECT OFFER · WORKBOOK FOR SPA & MED SPA OWNERS

The Perfect Offer Formula for Med Spas.

Most spa offers fail because they list services and prices. A real offer makes her feel like she'd be crazy to say no. Here are the 6 ingredients that turn a flat promotion into a booked appointment.

Your customer doesn't want a Hydrafacial. She wants **glass skin**. She doesn't want microneedling. She wants to look **flawless, snatched, youthful**. Write the offer in her language — not yours.

01 THE HERO SERVICE

Pick ONE signature treatment. Not your menu. Not three options. One — the treatment that defines you.

Mistake: A buffet of services. The brain freezes and she scrolls past.

02 THE OUTCOME — IN HER LANGUAGE

She doesn't search "Hydrafacial." She searches for how she wants to feel.

*Glass skin. Flawless. Snatched. Plump.
Youthful. Glowy. Lifted. Dewy.*

03 THE SPECIFICITY

Name the result, the timeframe, and who it's for. Specifics build trust.

"Glass skin in 60 minutes — for women 28–55 who want their face to photograph like a filter's already on."

04 THE VALUE STACK

Bundle so the side-by-side fails. Stack your hero with complementary services.

*Hydrafacial + Dermaplaning + Custom Mask
+ LED Light = \$440 → \$250.*

Mistake: Discounting trains her to wait for the next sale.

05 THE REAL URGENCY

Capacity, not fake countdowns. She can tell when scarcity is real.

*"Only 12 of these slots this month."
"Booking closes Friday."*

06 THE SINGLE CTA

Book this exact slot. Not "contact us." Not "learn more." One link. One action.

Mistake: Three buttons, a phone number, a contact form, an Instagram link. Choice = paralysis.

SAME TREATMENT · SAME PRICE · DIFFERENT WORDS

A weak offer vs. a perfect offer.

THE WEAK OFFER

20% Off Hydrafacial

Get 20% off our Hydrafacial this month! Call to book.

→ CALL US

THE PERFECT OFFER

The Glass Skin Reset

60 minutes to glass skin — plump, pore-less, lit-from-within. For women 28–55 who are tired of looking tired.

Hydrafacial — \$200

Dermaplaning — \$100

Custom Mask — \$75

LED Light — \$65

Total value: \$440 · Your investment: \$250

Only 12 slots this month.

→ BOOK THE GLASS SKIN RESET

THE OPERATOR MOVE

Match your offer price to your membership price. At Boho, our facial membership is **\$250/month** — so we built the hero offer to land at **exactly \$250**. When she walks in, finishes the treatment, and feels what she just got — joining the membership isn't a decision. It's a no-brainer. **The offer doesn't just book the appointment. It books the next twelve.**

Now Build Yours

Fill it in. If you can't answer one of these, that's the part of your offer that's costing you bookings.

- 1 My hero service: _____
- 2 The aesthetic outcome: _____
- 3 Who it's for: _____
- 4 Value stack — services, prices, total value, and your final price:

- 5 My real capacity / urgency: _____
- 6 My single CTA link: _____

Want me to build this offer for your spa?

Most owners can write the bullets. Few can write the words that make her click "book." Book a free 15-min strategy call — no pitch, no pressure.

[Book Strategy Call →](#)