



Mikki Auld Coaching

MIKKI AULD  
*Coaching*

2023 PACKAGES

# TRANSCENDENT PACKAGE

This is my luxury package that will deliver a total brand & business transformation.

\$1500 (gst inc.) per month for 3 months  
(payments can be made weekly)

## What this gets you

- Access to Standout Salon Academy
- 1x 45 minute call every fortnight
- WhatsApp access to me for ongoing feedback & discussion (texts & voice notes for 3 months)
- All of my contracts, policies & procedures done for you and ready to edit
- 2hrs per week (for first month) to help design website, email marketing and social media with screen recordings so that you can learn too

*\*Cooling off period for 2 weeks upon commencement to make sure this package aligns to you*



# *ELEVATION PACKAGE*

My elevation package is perfect for those who are seeking a little direction & accountability in their business

\$1000 (inc GST) per month for 3 months

\*2 month option available (payments can be made weekly)



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## *WHAT YOU GET*

- Access to Standout Salon Academy
- 1x 45 minute call every fortnight
- WhatsApp access to me for ongoing feedback & discussion (texts & voice notes for length of contract)
- All of my contracts, policies & procedures done for you and ready to edit

\*Cooling off period for 2 weeks upon commencement to make sure this package aligns to you

# MINI GLOW UPS

No minimum term, casual coaching bundles that you can cancel anytime



## *Petite Package*

*\$200 per week*

1x 60 minute call per fortnight

Access to Standout Salon Academy (for duration of contract)

Needing website or social media assistance?

*I can help at \$70 per hour (separately invoiced)*



## *Medi Package*

*\$350 per week*

1x 60 minute call per week

WhatsApp access to me (texts & voice notes for duration of contract)

Access to Standout Salon Academy (for duration of contract)

Needing website or social media assistance?

*I can help at \$70 per hour (separately invoiced)*



# WHAT'S INSIDE?

## BRANDING

Develop your brand identity, mission statement and brand vision. Discover your why and define your audience, become known as a master in your field. Get noticed!

## SYSTEMISATION

Setting solid foundations and acting like a big company before you've even hired. Essential roles, progression frameworks, code of conduct & salon rules.

## LEADERSHIP

Building your raving client base with streamlined appointments. Perfecting All touch-points for wow-factor service. Stepping into the role of leader/visionary.

## TEAM

Knowing who to hire and when, understanding the difference between freelancers and employees longterm. Recruitment, onboarding, performance management & profit shares.

## FINANCES

Pricing yourself correctly with our epic salon services calculator. Your perceived value and charging your worth. Best practice with tax, gst & super etc. Ensuring productivity & finding the holes in a leaking bucket.

## FREEDOM

The many benefits of foh managers, team leaders & assistants. Knowing what you can outsource & how. Perfecting your perfect work day/time-blocking. Building on your salons potential & positioning yourself as the leader in your industry.



# WEBSITE & BRAND ELEVATION

**From \$5000\***

Custom website & social media design with an initial consultation.

What does this include?

// Custom Website Design (6 pages)

// Socials Design/templates

// Branding Deep Dive

// Content Pillars

// Consultation

1x Website & socials tutorial so that you can learn too

Want ongoing support? Those who purchase this package will receive my assistance at \$50 ph



**BRAND DIRECTION**

**SOCIAL MEDIA**

**WEBSITE GLOW UP**

**MARKETING STRATEGY**