

BOBBIE CHARLES®
TRAINING ACADEMY & COACHING

What makes you unique.

@bobbiecharles



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Our Unique Selling Points

BRAND

RESPECTED BRAND

Bobbie Charles is a very well respected and recognized brand in the industry by students, clients, suppliers, competitors, and employees.

MEDIA EXPOSURE

The media only report on brands that are setting a standard. Bobbie Charles has had numerous media exposure and has represented the brand on various podcasts.

MULTIPLE AWARDS:

To win awards one must be exceptional at what you do, and consistently! The brand WON Australia's Best in Customer Care and Australia's Best Dermal Therapist. The brand has also been finalists over 10 times in many different categories, but the one that you'll want to know is Australia's Best Salon Training.

INCREDIBLE TRAINERS

Your success starts from who one chooses to learn from and how much that Educator is willing to share. Bobbie Charles has a 'share all' policy! Nothing is gate kept.

INSPIRATIONAL WOMEN

They don't just take your money & train you. The brand really values leaving a mark on the people they come across, leaving others inspired and empowered. There are no bad vibes!

QUALITY COMMUNITY

Like minded people attract, and the brand really has attracted a quality tribe they share with you.

IN-PERSON EDUCATION

LUXURY TRAINING CENTRE

Talk about lush! You have access to an in-person Academy fit for a Queen.

THEY PROVIDE MODELS

The team at Bobbie Charles provide & book in reliable models for you to practice on, taking the pressure off you.

REPETITIVE PRACTICE

We know that practice & repetition is the key to precision. They have you complete more models than anyone else in Australia.

MODULES & CURRICULUM

This is the PhD in Aesthetics. Any training that you sign up for has so much more than what you would ever imagine within the module list.

VIRTUAL EDUCATION

ON-GOING WEBINARS

Bobbie Charles provides a virtual learning environment that you can do from anywhere in the world for continuous development.

HD FILMING

The quality of your online learning experience matters for the level of your success. No iPhone, no shaky camera, no shadows, and a warm voice for your body to absorb all the learning materials.

STRATEGIC ASSESSMENTS

Bobbie Charles has assessments so you know what you need to work on more throughout the training, to ensure you're a level above the rest.

LIVE Q&A'S

In the online learning experience they have created, you will get access to weekly group Q&A's where you're encouraged to ask questions to get the most out of your training.

Creating Your Own USP

WHY HAVING YOUR USP MATTERS

Creating your own USPs is crucial in today's competitive beauty landscape. It's all about standing out and capturing the attention of your target audience. By identifying and highlighting what makes your beauty business special, you can attract the right clients, build a loyal customer base, and ultimately drive your success.

USPs allow you to differentiate yourself from competitors and showcase the unique value you offer.

HOW TO HIGHLIGHT YOUR USP

IDENTIFY YOUR STRENGTHS

Assess what makes your beauty business unique. Is it your specialized expertise, innovative techniques, or personalized approach? Focus on what sets you apart from others in the industry.

UNDERSTAND YOUR TARGET AUDIENCE

Gain a deep understanding of your ideal clients and their needs. Tailor your USPs to address their pain points and offer solutions that resonate with them.

EMPHASIZE YOUR VALUE PROPOSITION

Clearly communicate the benefits and advantages clients can expect when choosing your beauty services. Whether it's exceptional results, a luxurious experience, or a transformative journey, highlight what makes your offerings irresistible.

STAY TRUE TO YOUR BRAND

Ensure your USPs align with your brand values and identity. Consistency is key in building a strong brand reputation and attracting clients who resonate with your vision.

EVOLVE AND ADAPT

As the beauty industry evolves, stay ahead of the curve by continually assessing and refining your USPs. Embrace innovation, embrace new trends, and be willing to adapt to changing customer needs.