

A Wellness Brand Check-Up

5 Key Questions Every Spa Owner Should Be Asking

theelixirway.com

Running a wellness business isn't just about providing great services anymore. It's about building a brand that feels authentic, sustainable, and irresistible to your clients and your team. Use this check-up to uncover hidden gaps and spark ideas to grow your spa or wellness business.

01 BRAND CLARITY

- ☐ Can you explain your brand's mission in one sentence?
- ☐ Does your visual identity reflect your values and vibe?
- ☐ Are your team members able to communicate what makes your business different?

WHY IT MATTERS

Your brand is more than a name and a logo — it's the foundation of your business. If it doesn't feel cohesive and true across all touchpoints, it's time to refine.

02 CLIENT JOURNEY

- ☐ Is your intake and booking process frictionless and inviting?
- ☐ Do clients feel seen and valued at every stage of their experience?
- ☐ Are you building trust and connection before, during, and after a visit?

WHY IT MATTERS

Every interaction is an opportunity to build loyalty. A thoughtful journey turns a one-time client into a lifelong fan.

03

OPERATIONAL BRANDING

- ☐ Are your SOPs aligned with the brand experience you want to deliver?
- ☐ Do your service menu and retail options reflect your ideal client's needs?
- ☐ Are your team members supported with the training and tools they need?

WHY IT MATTERS

Your backend is your brand, too. Your operations must be in sync with your brand promise.

04

MARKETING STRATEGY

- ☐ Are you marketing with intention, or using a shotgun approach to see what sticks?
- ☐ Do your emails, posts, and promotions reflect your brand voice and values?
- ☐ Do you have a consistent, 12-month content strategy?

WHY IT MATTERS

Strategy saves your sanity. A plan helps you attract the right people, stay consistent, and stand out in a crowded market.

05

GROWTH MINDSET

- ☐ Are you still thinking like the founder, or have you slipped into full-time operator mode?
- ☐ What parts of your business drain you — and what would it look like to delegate those?
- ☐ Are you building something that supports your life, or running on a treadmill?

WHY IT MATTERS

Sustainable growth starts with YOU. You deserve a business that supports your well-being just as much as you support others.

Did this check-up raise questions for you?

That's exactly where the real work begins. I offer a complimentary Marketing Alignment Conversation for spa and wellness business owners who are ready to take an honest look at their brand, their client experience, and their growth strategy.

This is a focused, no-pressure conversation — not a sales call. Come with your questions. Leave with clarity.

**Schedule Your Complimentary
Conversation**

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