



**PURPLE DOOR**  
AESTHETICS

## HOW ARE YOU PREPARING FOR THE NEW NORMAL — IT'S TIME TO ASK QUESTIONS

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Who do you want to be when this is over? What do you want the brand of your business to be? What do you want the culture of your practice to be?

During #stayhome, I am investing in personal & professional development in order to level-up Purple Door Aesthetics and myself. I was recently introduced to "Radical Reimagination." These calls bring together industry leaders to discuss where we are now and what's next.

These concepts have shaped Purple Door Aesthetics 1st newsletter.

We are ALL facing the **ONE** thing, but each and everyone of us is facing more things; as business owners, parents, community leaders and our employees and patients are, too.

We are confronted with a new normal, while we are in uncertainty about the next version of it. And NOW is the time to pull out your wipe board and do a pre mortem on your practice.

Start with questions! Ask them of yourself, your staff and your patients.

Ask these questions to uncover how you will pivot during this time to come out of it stronger & better; delivering an unsurpassed patient experience, creating a culture for your team that brings out the best in them and leveling up your business.

You can either fight, flight or freeze! As business owners, we made a choice to sign the front of the check. None of us have all the answers on how this plays out, but NOW is the time to ask the tough questions!

Purple Door Aesthetics offers boutique business consulting to aesthetic practices & medical spas. Michele Woodhouse has over 20 years of industry experience.

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*Take advantage  
of this time to  
perform a deep  
dive into your  
business.*

*Grow in the  
pivot!*

*You can come  
out of this  
**STRONGER &  
BETTER**  
or you can just  
come out of it.*

*How will you do  
business  
differently ?*

*Are you offering  
an Exceptional  
Patient  
Experience?*