



THE ROADMAP TO SUCCESS

STEP BY STEP GUIDE TO A
6-FIGURE+ BUSINESS

THE BREAKDOWN



OUR GUIDE TO EARNING A 6-FIGURE+ BUSINESS!

Here's a straightforward breakdown based on the minimum "introductory offer" price scale for teeth whitening sessions. This proven approach has been tried and tested—stay consistent, follow your action plan, and you'll be well on your way to building a thriving six-figure+ teeth whitening business!

To make £100,000+ per year, you need to break it down:

- $£100,000 \div £99 \text{ per client} = 1,010 \text{ clients per year}$
- That's 84 clients per month
- That's 21 clients per week
- That's 3 clients per day (if working 7 days a week) or 4-5 clients per day (if working 5-6 days a week)

FINAL BREAKDOWN: HOW YOU'LL HIT 6 FIGURES

By following these steps consistently, you'll build a profitable and sustainable teeth-whitening business. Focus on delivering excellent results, creating a strong brand presence, and building relationships with clients to encourage repeat bookings and referrals. Teeth whitening is a 3-step process: in-clinic session, aftercare & maintenance, then the top-up session, after-care products are crucial for clients to keep their white smile lasting, which is where you as a business can also increase your profits, bringing you to the 6-figure+ mark much quicker! As you grow and look to scale up, consider expanding your services by having additional teeth whitening lamps to increase your revenue. But even with what's already included in your kit, you already have the tools needed to build your 6-figure+ business as long as you follow your action plan. The key to long-term success is staying consistent, adapting to market trends, and always providing exceptional customer service.

Now, let's break down exactly how you'll hit your six-figure+ goal.

3-4 clients per day at £99 = £297-£396 daily

5-6 days per week = £1,485-£2,376 weekly

£6,000-£9,500 per month = £72,000-£114,000 per year

BUILDING TRUST



Your first move is visibility and credibility.

- Collaboration Photo with @HarleyStreetSmiles
 - We create the collaboration photo for you and we'll post it as a collaboration post on Instagram on both our grid and highlights, giving you instant credibility and exposure as a trained HSS professional.
- Why this matters:
 - Builds trust, authority, and shows potential clients you're backed by the UK's leading training academy.



You can take a photo like this with your HSS certificate and we will happily do a collaboration post with you on Instagram

LAUNCH YOUR BUSINESS LIKE A PRO

Turn training into revenue in your first month:

- Use our before & after photos to showcase the power of the Match White formula.
- Offer a limited-time introductory price for your first 10 clients.
- Create urgency with language like “only 10 spots available” — urgency sells.

TAKES PHOTOS THAT SELL



- Your results are your marketing — make them count.
- Before: Client faces away from the window (light behind them)
- After: Client faces towards the window (light on them)
- Consistent, bright results = social proof that builds trust and drives bookings.



- The best way to attract clients is to have your current ones do in the mirror reveal videos
 - When they've finished a session take a video of you showing them their results in the mirror and capture their reaction

YOUR SOCIAL MEDIA IS YOUR SHOP WINDOW

- People don't buy what they don't see.
- Think of your Instagram as your digital storefront
- A clean, branded profile sets you apart
- Tag @HarleyStreetSmiles to get reposted and increase reach
- Use social proof, testimonials, and lifestyle content to build trust and connection

SMART STRATEGIES & PRO TIPS

- Use our collab posts for exposure
- Tag us frequently for reposts
- Join The Nest (your private student group) to network, learn and grow
- Stay plugged in — momentum creates results

YOUR £100K BLUEPRINT

Want a six-figure income? Here's what it looks like:

- $£100,000 \div £99 = 1,010$ clients/year
- That's ~84 clients/month
- ~21 per week = ~3-4 per day

With our system, this is more than possible.



BUSINESS TOOLS & SUPPORT SERVICES

- Look professional from Day 1 — even if you're starting from scratch.
- If you don't have:
 - A logo
 - Branding
 - Website
 - Booking system
 - Instagram that actually converts...
- We've got you. Explore our Business Services Page and let us help build your brand properly from the start.
- Also:
 - Klarna integration: Let clients split payments — easier for them = more bookings for you
 - Smile Collective Membership (£499): Save 20% on essential products for life — profit more, spend less



BRANDING KITS



THE SMILE EMPIRE ACCELERATOR
Mentorship with the CEO



SOCIAL MEDIA



FINANCE INTEGRATION



PROFESSIONAL WEB DESIGN

SET YOUR PRICES WITH CONFIDENCE

- Your price = your positioning.
- Cheap clients bring stress. High-value clients bring loyalty.
- Match White delivers results that are worth charging for.
- Pricing too low sends the wrong message — people associate cost with quality
- Never apologise for charging your worth

SCALING = MORE LAMPS, NOT MORE STAFF



You don't need a team. You need a strategy.

- 1 lamp: 8 clients/day → £800–£2,000/day
- 2 lamps: 16 clients/day → £1,600–£4,000/day
- 3 lamps: 24 clients/day → £2,400–£6,000/day



The great news is that it takes lamps to scale, not manpower so no extra staff required if you don't want to!

COLLABORATIONS THAT GET YOU CLIENTS

- No premises? Partner up. Have your own space? Build referrals.
 - If you have no premises?
 - Partner with local salons/spas. Offer to work 1 day/month in exchange for a commission.
 - Example: Charge £130, give them £30 — you keep £100.
 - Do the maths: 5 days a week you'd earn £16,000 - £40,000 depending on how much you're charging
 - If you have your own Space?
 - Build referral partnerships with salons that have your ideal client as their client base. Salons recommend you, then when the client comes to you you give the salon a referral fee
 - The referral fee amount is up to you!
- We've included outreach pitches for you on the next 2 pages

OUTREACH PITCHES



EMAIL OUTREACH PITCH

Hi [Establishment Owner's Name],

I hope you're doing well! My name is [Your Name], and I specialise in professional teeth whitening services. I'd love to partner with you to offer a unique establishment day at [establishment Name] that would bring added value to your clients while creating a new revenue stream for your business.

Here's what I propose: - Offer a Teeth Whitening Partnership Day: Your clients can book a professional whitening session at an exclusive rate of £_____. You would only need to collect a £20 deposit from each client, which is yours to keep. - Effort-Free Profit: I'll handle the treatments and manage the remaining payment on the day. You simply help bring in the clients, and I'll take care of the rest.

This partnership is completely hassle-free and designed to benefit both your clients and your establishment. Our aim would be to book at least _____ clients per day for a fully booked schedule.

Hear directly from one of my clients:

"Love, love, love my results! My new smile has completely transformed how I feel about myself and given me so much confidence. I never used to love my smile, but now I can't stop showing it off! This experience has been a game-changer for me—I couldn't be happier!" - Amelia

Let me know if you'd be open to a quick call or coffee to discuss how we can work together. I'm excited about the potential and hope we can make this a great addition to [establishment Name]!

Warm regards, [Your Name] [Your Contact Information]

INSTAGRAM OUTREACH PITCH

Hi [Establishment's Instagram Handle],

I hope all is well at [Establishment Name]! My name is [Your Name], and I'm a specialist in professional teeth whitening. I'd love to partner with you to host a partnership day at your establishment—offering your clients an exclusive whitening session at just £_____.

Here's the best part: I'd take care of all the treatments, and give you some marketing material while you simply handle client sourcing and collect a £_____ deposit per booking (yours to keep!). This gives your establishment an additional income stream with no upfront costs, and your clients get a great service they'll love.

Hear directly from one of my clients:

"Love, love, love my results! My new smile has completely transformed how I feel about myself and given me so much confidence. I never used to love my smile, but now I can't stop showing it off! This experience has been a game-changer for me—I couldn't be happier!" - Amelia

Let me know if you're interested, and we can discuss more details. I'm excited to work together!

Best, [Your Name]

OUTREACH PITCHES



FACE-TO-FACE PITCH

“Hi [Establishment Owner’s Name], I’m [Your Name], and I specialise in professional teeth whitening services. I wanted to talk to you about an opportunity for [Establishment Name] to host a Teeth Whitening Partnership Day—something unique that could bring additional revenue to your establishment without any extra work on your end.

Here’s how it works: - We set up an establishment day where I’ll offer professional teeth whitening treatments to your clients for £_____ per session. - You’d simply collect a £_____ per client, which you keep. - I’ll take care of everything else on the establishment day, including treatments and handling the remaining payment.

If we can book _____ clients for _____ day each month, it’s a profitable and hassle-free service for your business, and it’s a fantastic value-add for your clients.

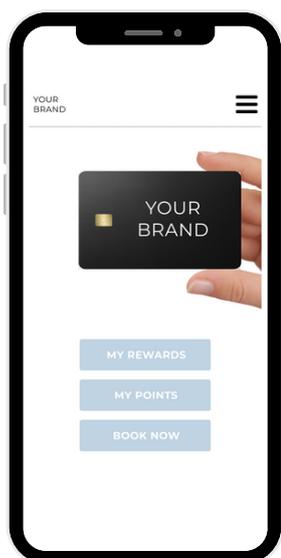
Are you open to exploring this? I’d love to discuss the details and show you how we can make this work smoothly!”



OFFER MEMBERSHIPS FOR RECURRING REVENUE

- Step 3 Strategy = Results + Loyalty + Cashflow
- 3-Month Teaser Membership
 - Initial session
 - 1 refill
 - 1 aftercare kit
 - 1 top-up
- 1 Year Membership
 - 1 full in-clinic session
 - 5 refill kits
 - 3 top-ups
 - Aftercare for the whole year

Let clients spread the cost — build predictable income and stronger client loyalty.



REWARDS & REFERRAL SYSTEMS

- Little things = long-term gains.
- Refer-a-Friend: Give £10 off for every friend referred
- Loyalty Reward: Free whitening pen after 3 visits
- It's not just a freebie — it's a retention tool.

COMBO PACKAGES = DOUBLE THE PROFIT

- Offer brows? Lashes? Facials?
- Bundle your teeth whitening service with something else. One appointment = double the revenue. No extra time needed.



UPSELLS THAT SELL THEMSELVES

- Your client will LOVE their results — make sure they last.
 - Explain the need for aftercare
 - Position it as part of their whitening journey
 - Let them know: Without it, their results won't last
- This is how 99% of our Derby clients said “yes” to aftercare when we offered consumer teeth whitening.



EMAIL SEQUENCES THAT SELL WHILE YOU SLEEP

- Stay in touch automatically — build a client base that keeps coming back.
- We recommend setting up email flows with:
 - Aftercare reminders
 - Membership offers
 - Oral hygiene tips
 - Review requests
 - Rewards + refer-a-friend nudges
- Spread these over time — don't dump all your offers in one email.

HIGH CONVERTING TOOLS TO GROW FASTER

- HSS Locator Page: Free listing = free traffic
- Smile Collective Membership: 20% off essentials = more profit
- @HarleyStreetSmiles mentions: Tag us = get seen
- Lifetime updates: Your training evolves with the industry
- Exclusive community (The Nest): Support when you need it most



THIS IS JUST THE BEGINNING

You've taken the leap — and that's what sets you apart.

By choosing to train with Harley Street Smiles, you haven't just learned a skill... you've invested in a future built on confidence, credibility, and real results. You've joined a movement of bold, ambitious individuals who are raising the bar for what's possible in the world of cosmetic teeth whitening.

This roadmap is your foundation — but the real magic happens when you take consistent action. Every post you share, every client you treat, every smile you enhance brings you closer to the business and lifestyle you envisioned when you started this journey.

There will be challenges (anything worth building always has them). But remember — you're not doing this alone. You're backed by a community, a brand, and a proven system that's helped hundreds of others turn their passion into profit.

Stay visible. Stay consistent. Trust the process. And most importantly — charge your worth and own your value.

You're not just offering a service — you're delivering transformation. And that's priceless.

The future is bright — and it's yours for the taking.

Leigh Sinclair,
Founder and Formula Inventor
Harley Street Smiles





HARLEY STREET

— SMILES —

Helping People Smile With Confidence

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