

## How to Be a VIP

Have you ever wanted to get the VIP treatment? It's probably much easier than you think, if you join a membership program.

If you think that being a spa member is out of your price range – trust us, it probably isn't. Most spas, massage and beauty centers are setting up programs that are designed to keep clients loyal, so the benefits that you get are likely to outweigh any outlay that you have to make in order to join. To take into account different usage levels and individual preferences, there will probably be different tiers of membership. You get to decide whether you need to go for a top-level club-style membership or just join a loyalty plan.

If you're a regular visitor, you might be offered a loyalty bonus program. These can be tempting as they don't cost you anything up front. When you join, you'll usually be offered a free treatment for every five/ten full price treatments that you book, or money off a treatment if you spend over a certain amount. In some cases, you might be offered discounts or a free visit once you've visited an establishment a certain number of times. (share about your specific loyalty points program)

It's common for businesses to offer clients monthly subscription-based plan for – in the case of spas, you get to enjoy unlimited access to the facilities with discounts on treatments for members. In some cases a membership gives you the opportunity to prepay a certain amount of treatments, usually at a discounted rate too, so you can pre-book massages and beauty treatments per year and rest easy in the knowledge that you have your regular beauty needs taken care of for the foreseeable future. (explain your membership program here)

More benefits of membership programs include priority booking, and getting the news about special offers, new treatments and events in advance. If you take out a membership, you should be getting special treatment, and all the little extras are the VIP touches that are designed to make you feel special.

Some businesses offer tiered memberships that include incentives such as free facials, or massage sessions, in the price. These might cost a little more than a standard membership or loyalty program, but when you add it up, they will still be more cost effective than separate visits, so if you plan to visit regularly as part of your 2020 self-care resolution, it could be worth investing in a spa membership scheme. (explain your membership program here)

## Practical Matters

Membership programs usually give you the option to book services online, pay in advance (either as part of your membership or separately) and opt-in for reminders when it's time to book another appointment. You'll feel comfortable and special by investing in a membership at your favorite spa!