

AJA ALIA™ INSTITUTE

The Booking Decision Companion™

A Field Guide for Beauty Professionals

READ ALONGSIDE INSTITUTE PUBLICATION 002™

INTRODUCTION

This Is Not a Workbook.

This companion helps you observe your business through the same sequence documented in Institute Publication 002™: recognition, interest, credibility, alignment, risk, process, readiness, and action. There are no scores here, and nothing to complete, only a structured way of noticing what is actually happening in your client journey, in your own hand.

BEFORE YOU REVIEW

Most business owners immediately ask:

“What should I change?”

The Institute asks:

“What actually needs changing?”

That difference changes everything. The page that follows is built to help you tell the two apart.

One Question Per Stage. Space to Notice.

01

Recognition

How do new clients usually discover you?

02

Interest

Why would someone continue following you?

03

Credibility Evaluation

Could someone verify your quality without speaking to you?

04

Emotional Alignment

Does your tone match the clients you most want to attract?

05

Risk Evaluation

Where is her risk addressed, if anywhere, before she books?

06

Process Evaluation

What logistical questions remain unanswered?

07

Booking Readiness

What is the last hesitation standing between interest and action?

08

Scheduling Action

Does the confirmation feel like a relief, or a repeat sell?

Observed Friction, Not Problems.

OBSERVATION	POSSIBLE CAUSE	EVIDENCE

FOUNDER NOTES

Observation	Evidence
Question	Hypothesis

BEFORE YOU CHANGE ANYTHING

Review precedes prescription. Not every business requires a relaunch, and not every booking problem begins at the booking page. Sometimes the smallest refinement produces the greatest increase in certainty; sometimes the evidence reveals that the business has outgrown the way it is currently understood.

The review determines the prescription.

When you're ready to review your business through the Institute's methodology, begin the *Luxury Booking Infrastructure Review™*.

DM "BOOKED" TO BEGIN YOUR LUXURY BOOKING INFRASTRUCTURE REVIEW™