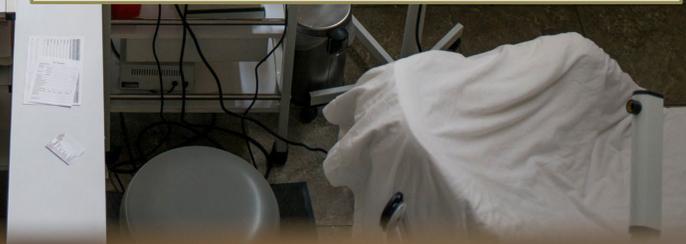




The Heart Behind the Chair:

Inspiration on How "Brand You" is
the Key to Success in Your Spa Biz!



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Just
be
your
beautiful
self

"Beauty is self confidence applied directly to the face."
- Anonymous



You are here because you want to make a difference. As estheticians we use our skills to deliver the magic touch to our clients. How we do that is by listening first, then using our touch, individual expertise, and tools to transform – so they emerge from our treatments feeling as beautiful on the outside as they are on the inside. And we as professionals also benefit from the way we deliver our unique gifts to help others. We become inspired when we inspire others by showing up as who we are – authentic and amazing! Beauty is confidence, and confidence is beautiful.

The esthetics industry and spa business in general is different today due to the pandemic and its lingering effects. But as we continue to move forward, let's remember that a lot of what was true before the pandemic is still true – to be successful you still must educate your clients and give them the best service possible to earn their trust. Now more than ever. The most important tool in your spa success toolkit is YOU. There is nobody like you, nobody who has your unique talents and gifts, no-one who does it exactly like you.

Infuse your beautiful, original self into every aspect of your business and you will thrive. There are endless options available to you. And no boundaries except the ones you set for yourself. Stay true to the passion that brought you here in the first place. You are a gift.

Chapter 1: Your Secret Recipe: Be Inspired – Inspire – Be Yourself

“The privilege of a lifetime is being who you are.” – Joseph Campbell



There is no one like you. You have a gift to deliver to the world that no-one else can, in the way that you can. You've chosen esthetics as your vehicle to do just that.

This is for you wherever you find yourself in your business right now. As I write this, 2021 is almost over and to say it's been a challenging year for our industry is an incredible understatement. Nobody foresaw a worldwide viral pandemic blowing us completely off course – and we are still recovering.

Regardless, there's still plenty of opportunity out there for committed professionals like you. So now more than ever you need to dig deep and remember why you chose to change the world with your touch – one face at a time – and deliver it with passion. You will bounce back. You will be successful. And if your business is booming, increasing, or holding steady, good for you!

Use Your Gifts to Create a Client Experience Only You Can Create!

The next time someone tells you, "Get real," take their advice as the highest compliment. Thank them for reminding you to be who you are and do what you are here to do. Your purpose is *to recognize the greatness within you and deliver it – to your clients – in your business – every day.*

I'll say it another way: Your uniqueness makes it totally unnecessary to compare yourself with anyone else. Who you are is uniquely inspired and in no way diminishes or negates anyone else. Your clients are there waiting for what only you can give them – in the way only you can give it. There is plenty of room for everyone.

Your spa success comes from living your dream and doing your work because it is a passion -- not to survive, but to THRIVE. I have had the privilege of working with hundreds of students at the Euro Institute of Skin Care and I can honestly say every single one has a unique vision for how they see themselves as an esthetician. It is truly inspiring to hear their stories and dreams for the future!

By passion, I mean that you'd do what you do even if you weren't getting paid – you love it that much. Your work is a labor of love, and if you believe in the Universal Law of Attraction, you know that with passion and commitment comes not only personal fulfillment – but outer success – money, recognition, opportunity – whatever is important to you. What I love about esthetics is that there are so many different paths to success – as many as there are estheticians with imagination and drive.

My hope is that the suggestions in this short little book help you to connect with what it is that makes your business unique – and the gifts you are here to deliver. Why you were initially drawn to esthetics? What do you offer that no-one else can do quite like you? Are you doing what you really love or are you offering services that you think will turn a profit or that you've seen at other spas or salons? Are you allowing what other businesses are doing to alter your vision?

Trust me, you can never tell a book by its cover. Just because a business looks busy or is expanding doesn't mean it's profitable. And their business model may not be authentic for you.

So, with an open mind and heart, and your imagination fired up, ask yourself these questions:

- ❖ What does my successful esthetics business look like in my mind? On a scale of 1 to 10 scale (1 being not close at all), how close am I to my vision?
- ❖ How do I want to show up to my clients? What do I want to accomplish for them?
- ❖ What am I currently doing that is working toward my vision?
- ❖ What am I currently doing that's not working toward my vision?
- ❖ Is what I'm doing taking me in the direction I want to go?
- ❖ What obstacles can I identify right now?
- ❖ What do I bring to my business and how do I deliver it that's unique? What's my secret recipe?

The answers to those questions will help you find your "heart behind the chair". It's always a good idea to step back and look at where you are to help you see where you want to go.

I often see new spa owners who've done a great job calculating overhead costs and inventory needs and designing an attractive space. They are understandably excited, having put a lot of thought, effort, and money into their dream. But when I ask them to describe their essence – I get a blank look. They want to be a spa – like everyone else. And that won't work over the long term. There's still plenty of room for gifted professionals in our industry – but you must be laser focused on who you are and what you offer (your gift).

I find the best way to create your secret recipe is by simply tapping into your existing passions. What is that really lights your fire? What makes you different?

Chapter 2: The Big Reveal - You

"When we are who we are called to be, we will set the world ablaze." —St. Catherine of Siena



Expressing yourself authentically is your most effective marketing tool. Try the following exercises – they'll help you define (or redefine) your niche with clarity. You may be surprised at what your big reveal is revealing!

1. Ask a minimum of 3 and no more than 5 people who know you well to describe you. Write down or record what they tell you. Use the responses as a guide – is this how you genuinely want to be seen?
2. Define yourself. When you walk into a room, what do you want people to notice about you? Choose 10 adjectives that best describe who you are and how you want to show up professionally and personally. For example, "beautiful," is a visual term, while "successful," and "honest" represent personality traits.
3. Take your personality list and post it someplace where you can see it each day. The more you internalize and live as your authentic self, the more it becomes your reality.

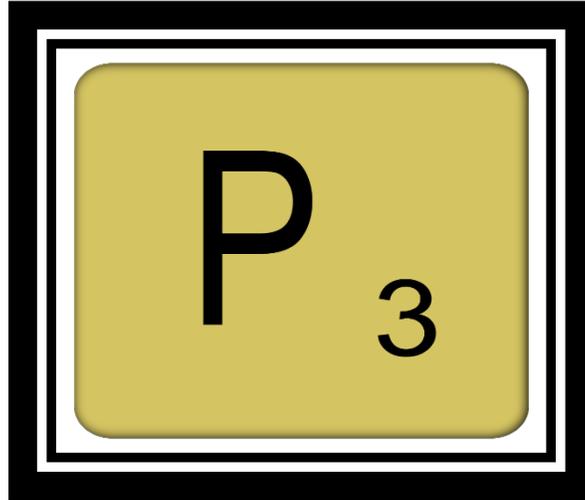
4. Be consistent and deliberate with your inner and outer self. Show up as who you are in every aspect of your life – your clothes, your friendships and professional relationships. Is your business environment in synch with your personal values? Does your treatment menu and type of client fit with those values?
5. Set boundaries and surround yourself with people who support you in your goal of being yourself.
6. Keep learning and share what you discover with others. Join a mastermind, esthetician forum or group, listen to podcasts – stay engaged and involved.

Find what radiates your true essence – and you'll automatically become not only credible but magical!



Chapter 3: P to the Third Power-Passion, Persistence, Position

"If you do what you love, you'll never work a day in your life." - Marc Antony



Passion

The biggest key to your successful esthetics business is your passion for what you do. If you lack passion, you may do ok for a while, but you won't last. Let's face it – pun intended – you gotta love it. Ask yourself if you're in this industry to get by, as a side hustle, a hobby (and there's nothing wrong with that either) or are you dedicated and committed to thrive because you're passionate about skincare, health, and beauty.

Your clients will feel your passion radiate – from treatments to product recommendations. There's a need for committed, caring professionals like you to educate and improve people's understanding of the importance of skincare. This is where your passion will continue to fuel your creativity and success.

Persistence

Plan for a future that doesn't include failure as an option! Everyone's path to success is different. Don't judge what you're doing by what other spas or estheticians are doing. Don't put yourself or your business on somebody else's idea of how long it should take to be successful. Don't ever give failure an opportunity to become a reality by even considering it.

What you focus on expands – and you become what you believe. Do you believe in yourself and your abilities? Of course, you do, or you wouldn't be reading this! Regardless of whether it takes you weeks, months, or years to realize your dream – believe you have it in you. Because you do.

Position

As we discussed in Chapter 1, it's critical that you create the secret recipe that sets you apart from everyone else. That's your position and it's the foundation for all your branding and marketing efforts. When you've identified your unique position, it makes the rest of your business efforts easier, from marketing, sales, treatment protocols to office design. You don't make decisions on your business that aren't in line with your BRAND ME. The reality is there are a lot of spas out there offering similar treatments. But your clients will come to you for what you give them and how you make them feel – your secret recipe. Your position keeps clients finding you, coming to you and referring you! Remember, success isn't necessarily about being the smartest, or having the most money to put into your business. It's about your passion for showing up and delivering your gift to others who need it.

Chapter 4: Brand Me-Your Unique Voice

“The only way to find your voice is to use it.” – Austin Kleon



Every business needs a voice. Your voice – the personal feeling and emotion your clients associate with your brand. What's *your* voice? If it's communicating your desired message, you're using it for success in your business.

Who do you think of (famous or no) who has a very distinctive voice? Perhaps it's someone you follow on social media. One that comes to mind immediately for me is Oprah Winfrey. Whatever your personal feelings for Oprah, you can't deny she has a strong, consistent voice and message. You can *always* count on her to bring it!

The easiest way to find *your* voice is to use it! Share the authentic YOU through social media posts, email marketing, your website, marketing materials and your other forms of advertising. Incorporate your unique style and interests into your marketing via your stories. Do you enjoy making DIY skincare products? Are you a budding cosmetic chemist, researching ingredients and how they work?

Do you like creating seasonal or unusual treatment protocols? Take it a step further by determining your style and what you want your voice to sound like.

Are you a strong personality (in your face lol?) or do you emit a more Zen-like vibe? Bring your quirky, authentic, energetic, funny, serious, calm, amazing self to front and center and shine!

Using your voice in all your marketing means being consistent without overdoing it. Check in with friends, family and co-workers and ask for feedback about your message. Does it ring true for you? Is it clear?

Keep in mind that ultimately, people buy from other people they know, like and trust. They buy their stories and their passions—not information or statistics. You are an educator – and when you educate your clients you are coming from a place of authenticity. They will respect that, and you will create customers without being salesy. Aim to keep about 20% of your marketing efforts for directly selling (special offers, new products, or services) and keep the rest of your blogs, social media posts and content on topics that educate (or entertain) your prospects and clients.

When your voice reflects what you absolutely love, you'll have a lot of fun using it.

Tips for Developing Your Marketing Voice

1. **Keep track.** Note which social media and blog posts, marketing promos and advertising efforts get the most bang. If you see something is getting little or no response, don't repeat it. If it's a hit, boost it and do more of the same.
2. **Be consistent.** Post on social media one to two times (max) daily, blog about once a week. Make sure the posts communicate something the viewer will enjoy, appreciate, or learn.
3. **Always use your voice.** Carry your voice across the board. Whether it's an email, video or post, people should be able to instantly recognize you, your message, and your personality. Be consistent in every aspect of your business – how you dress, your treatment room or spa design, your logos, graphics, fonts, and other marketing essentials.

Customers who know, like and trust you are more likely to open your emails, read your offers, refer you to friends and become a loyal client!

Chapter 5: Putting Your Best Face Forward

*“What you think you become. What you feel you attract. What you imagine you create.”
- Buddha*



Especially in these post-pandemic times, when there’s been so much disruption to many businesses and industries, including ours – now is a perfect time to see whether your current look and message is geared toward building client trust and confidence. In general, if it’s been more than 3 years since you freshened things up, it’s probably time to rebrand.

Rebranding can be a lot of fun, and it doesn’t have to cost a lot of money.

When the way you communicate to your target clients creates a unified impression for your business, you build a strong brand. That impression should come from what we’ve been talking about throughout this e-book – the unique, authentic you. Rebranding simply means you’ve made a noticeable, obvious change in both your look and message. You are laser focused on exactly who you are, what you do and why, and how you want to be seen by the world. You recreate your existing business with an image that sets you apart and highlights your amazingness while staying true to your core message and goals.

Big companies like Target and Walmart have all had to rebrand in some form since the pandemic. Their focus is on the safety and security of their customers – and the assurance that their product needs will continue to be top priority.

Think about what you want your clients to know about you. If that's difficult, an easy way to rebrand is to ask how you would want your customers to describe you in ten words or less.

How do you want to be seen? Your look and feel should reflect that goal – and always, always, be true to who you are and what you deliver. Are you focused on natural or organic products and treatments? Do you specialize in helping clients with certain skin conditions? Are you the go-to for peels and specialty treatments? At the Euro Institute, our curriculum is based on a holistic training model and we keep that vision uppermost in everything we do.

Start with your marketing collateral like your spa menu, business cards, brochures, emails, and signage. Ask questions like:

- Does my color scheme and overall theme accurately represent me?
- Does my spa and treatment room reflect the image I want to convey to my clients?
- Does my logo, marketing materials and website reflect my philosophy and vision for my business?

Whatever changes you make, be consistent; carry your new theme across the board in all your marketing efforts. Rebranding doesn't necessarily mean a huge expense of time or money. But especially now, a few simple, thoughtful, and consistent changes can make a difference and get you excited about your business in a "brand "new way!

And While We're at it: What's in Your Web?

I've created quite a few websites for esthetician businesses, and I'm surprised at how often spa owners ignore the importance of their site as a marketing vehicle – other than making sure they include their list of services and online booking capabilities. Your website is the viewer's first impression of your business. If you think about it – a web is the spider's weapon for catching prey. Once the little insect checks in, he doesn't check out. You want to catch prospective clients in your web (in a good way) and get them to stick around long enough to take action.

To keep your web relevant, periodically it needs either a face lift or a makeover. You don't have to do a complete reno but remember that revisions to content trigger more activity with search engines and can elevate your rankings, so you become more visible.

Check your site reports (your analytics – available on the dashboard of your site) to see how many visitors you've had to your website during a certain period (7 days, 30 days, 3 months, etc.) and what pages they visited.

If a page isn't getting many views, it may need to be revised. The reports also show you how many visitors took direct action on your website (contacted you for more information, downloaded a free giveaway or article, booked an appointment, purchased products). This information can help you plan online marketing based on your strengths.

Often, we're so involved in what we do and our ideas for sharing it that the content and site layout may not be as intuitive for a prospective client as it needs to be. Make sure your services are easily found – especially the ones that generate most of your income. (The 80/20 rule applies here: 20% of services offered generate 80% of a spa's income.) Remember, it's BOTH content on the pages and how the pages are arranged/laid out that will generate positive interaction with potential clients. Make sure your page arrangement is leading your clients to the desired action.

If designing websites just aren't your bag – and let's be honest, they may not be - make your life a lot easier and bring in the professionals. (We recommend: [Esty Web Solutions](#)) Don't try to do it all! You'll be more productive focusing on your strengths and talents as an esthetician and spa professional.

Bonus: Skills That Help You Go from Good to Great



One of the most often asked questions we hear: What kind of skills do I need to be a good esthetician? The first thing we'd ask you is – are you passionate about helping people look and feel good from the inside out? There are many skills that a successful esthetician needs. Here are five that we think distinguish great estys from good ones.

1. *Be a Communicator*

A huge part of communicating with your clients is actually just listening! Actively listening to what they want (and think they need) and letting them know in a positive and caring way that they are heard is extremely important. When your clients feel understood and respected, they'll keep returning to you.

2. *Be a Detail Master*

A key skill in this business is all in the details. An esthetician should be detail oriented, efficient, and observant.

Asking questions, observing the skin condition at the time of your client's treatment, and keeping good records on past visits puts you in the best position to customize their treatment for maximum results.

3. Stand Out by Being Versatile

The more you know, the more value you add to your job – whether you work for yourself or someone else. Choose the services and treatments that interest you the most and learn as much as you can. Get proficient in a variety of services – waxing, lash enhancements, body wraps, peels, or treatments for certain conditions like blemish-prone or mature skin conditions.

4. Mind Your Business

It's not enough to be good at what you do. You need to have a good command of the business of beauty – educating your clients on the best products and services for their needs, always keeping a professional demeanor and attitude, and having a working knowledge of what it takes to run the business you are in. This is true whether you work for yourself or for someone else.

5. Show Them "Brand You"

Think outside the box, color outside the lines, however you want to put it, creativity is at the heart of a successful esthetics career. How do you want to be seen? What are your interests? What do you bring to this profession that is uniquely you? Every one of us is born with our own unique gifts and perspectives. And there are clients out there who want and need what only you can give them. Don't be afraid to let your personal flag fly and create experiences for your clients they can't find anywhere else.

*We hope you enjoyed this little book. Thank you for your support – you are truly a gift!
Visit the [Euro Institute online](http://www.euroinstituteofskincare.com), or better yet, come visit us!*

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