

How Can You Improve Your Spa Biz This Year?

Simple Tips for Elevating Your Skincare Passion Into More Profit





Estheticians are changing the world one face at a time.



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Create Your Most Successful Business Yet

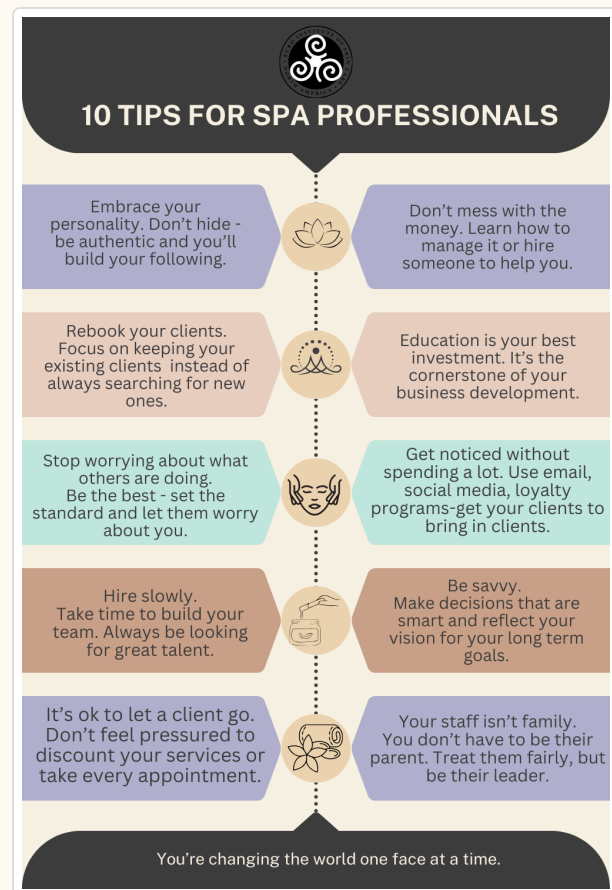
Running a spa or salon business means working in a fast-paced industry with high customer expectations and tight financial margins. Whether you're just opening your salon or spa or have been in the business for years, you likely deal with different obstacles on a daily basis, some of which can take considerable planning to overcome.

That said, being a business owner comes with a wonderful sense of freedom and ownership that makes the journey worthwhile. You get deliver your gift for all things skin to people in your community with services that make them feel and look great. It's a rewarding career path that allows you to make a positive impact on your clientele.

Simple Tips to Elevate Your Practice.

This quick guide has a few tips up its sleeve to help you grow and glow this year combining passion and profit while giving your clients the best services you can provide.

Keep the focus on enhancing your customer experience through excellent service, personalized treatments, a strong retail presence and a targeted brand. With determination, persistence, and commitment, your business will expand and thrive. So get ready - get set - glow!



Proven Tips to Boost Retail Sales

Retail sales are a critical portion of any esthetic business. The first, and most important, reason is that getting your clients to use good products will improve the overall results they get from the services you are providing. A large contributing factor to the health of a person's skin is what they put on it twice daily at home. So, the appearance and health of their skin depend greatly on you getting them on high quality products. The second reason is that we are all in this business to make money and retail is a proven way to do just that.



1. Educating vs. Selling.

The easiest way to increase product sales is to not act as or regard yourself as a "salesperson." Your clients should instead think of you as an educator and problem solver. You are the expert on skin conditions and what can best improve them. When you truly believe this, it comes across to your customers and they don't feel pressured to buy. Instead, they feel as though you are offering a solution to a problem they have.

TIP: Consider having all new clients complete a questionnaire.

All existing clients should then update the form yearly. The questionnaire lists all the skin conditions that you can improve such as acne, dark spots, wrinkles, dry skin, oily skin, etc. Clients check the box next to anything that they are concerned about. This questionnaire provides a simple way to approach clients about buying products. For example, if a client has checked that they are concerned about the oiliness of their skin, the provider can comfortably talk to them about getting started on a retinol. They appreciate that their esthetician is paying attention to what they have expressed, and don't feel as though the provider is just "trying to sell them something."



2. Timely Follow Ups.

Following up with your clients after they have purchased a product is important. If a person has problems after starting a new product, they will often abandon it. If you have the chance to identify the problem and resolve it, this will increase the likelihood that they end up liking the product and purchasing it again. For example, if you sold a cleanser containing alpha-hydroxy acids to a client and they are using it twice daily, but then decide they don't like it because it's drying their skin out, they are likely to stop using it. However, if you follow-up (either with a phone call soon after the purchase or at their next visit) and explain that they may only be able to use that cleanser several times a week, you may turn this product into one of their new favorites.



3. Tactful Testing.

Having a product testing area is important because clients (especially women) like to feel and smell a product before they buy. This does not have to be a large area, but should be a place where you can take a customer and apply small amounts of products to their skin. Consider offering free product consultations in which clients can sit down with an esthetician for 20-30 minutes and come up with a complete skin care regimen. They may not choose or be able to buy all the products that are recommended that day, but they will have a plan and will be less likely to grab a product off the grocery store shelf. Consider creating product "prescription pads" on which providers can write their suggestions for a client's regimen. If done in duplicate, the client can keep one copy and one copy can be placed in their chart.

4. Creative Sales.

When you have sales on products, consider not discounting, but doing a "gift with purchase." If you do these correctly, you won't lose as much money as when you give a straight discount. In addition, you will be introducing the client to another product. For example, if I discount a \$150 product 15%, I will sell it for \$127.50. If that product cost me \$75, my profit will be \$52.50.

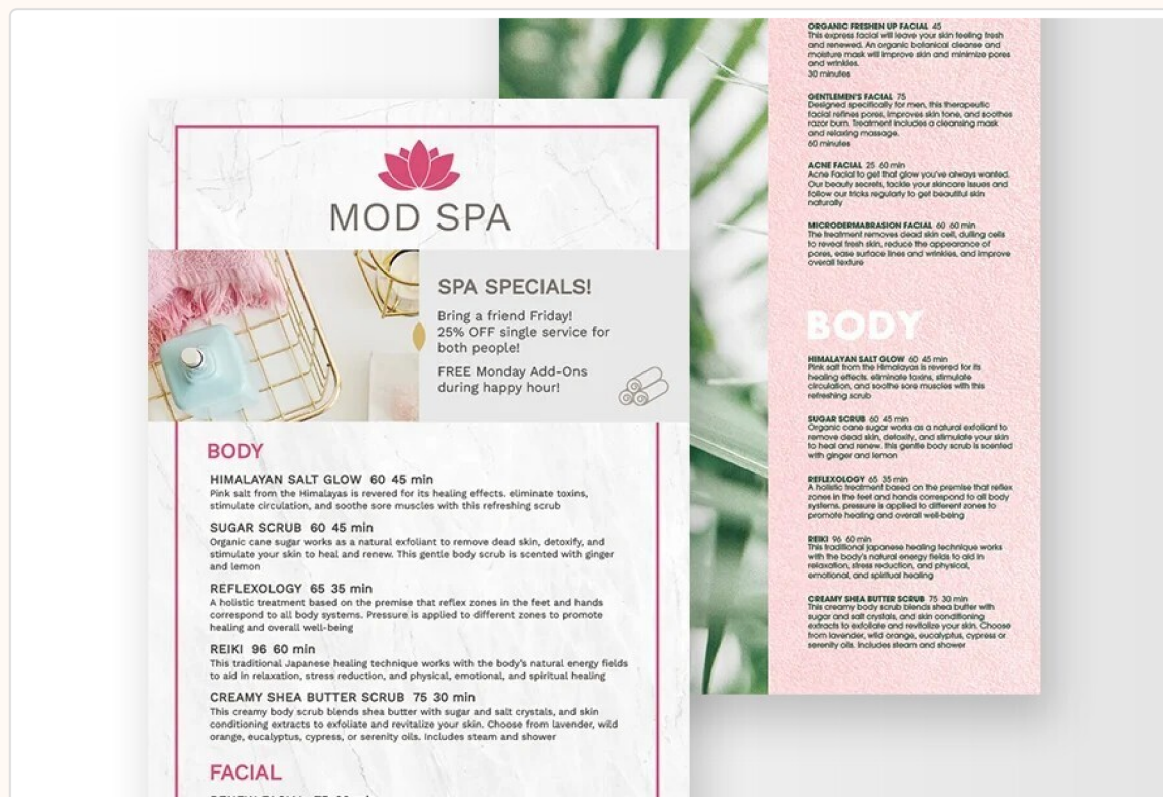
However, if I don't discount it, but instead offer a "gift with purchase" that costs me \$25 (value to client of \$50), then my profit on the combination is \$75 and I've hopefully gotten the client hooked on another product that they will purchase in the future.

5. Market on Social.

Clients like to know what their providers are using. Your social media posts should sometimes feature your staff sharing their favorite products. One employee who loves outdoor activities can post about the tinted sunscreen that doesn't come off easily. Another staff member can post about the moisturizer that helps get them through dry winters. Clients identify with these issues and feel "safer" about purchasing products that they know their providers use. You should blog about the products you sell. In the blog, explain what the product is and why it works. Blogs can be longer than Facebook or Instagram posts, so you can go into more detail for those clients that like to know a bit more about the products.

by Lisa S. Jenks, M.D. an emergency room physician who opened Genesis MedSpa, a medical spa in Colorado Springs, Colorado in 2007.





5 Things That Make a Bad Spa Menu

- 1. Leaving Out Pricing.** There is a school of thought that advises leaving pricing off the spa menu to avoid having to print updated menus periodically. Don't do it! Leaving out pricing may result in lost sales. Most prospective clients want to know what they are paying for, and if they can't find it easily, they will go somewhere else. Stay away from discount-appearing prices that end in fractions (\$89.79, for example) and round up to the nearest whole number.
- 2. Going overboard with formatting and forgetting to proofread.** Your choice of fonts and theme colors is very important in branding you and your spa. Stay away from over the top or whimsical fonts that are hard to read or make you look like you are playing at running a business. A touch of whimsy is great, if it truly represents who you are and what you are trying to project.

How Can You Improve Your Spa Biz This Year?

Proofread, Proofread, Proofread. You get the point. Misspelled words and grammatical errors may cause clients to wonder what else you're careless about or whether you really care about delivering quality service. Use another pair of eyes if necessary to check your work. Don't rely solely on software spellcheck - it doesn't correct all errors.

3. Not including your spa policies. Are your booking and cancellation policies detailed and very clear? What about COVID-19 policies? Devote a separate space to these on your menu, preferably at the end.

4. Making it all about you instead of them. Keep the words "our", "my" and "mine" to a minimum or better yet, not at all. Make it all about the client ("you", "yours").

5. Offering Too Much. It's nice to offer your clients an option or add on for their facials, but don't give away the store. *Remember the rule of marketing: a confused mind walks away.* You don't want your client to be so overwhelmed with choices that you lose them. Consider your niche market. Who are they and what treatments do they love, have asked for or purchased? Adding treatments because they are popular or you've seen them on other esthetician menus, or just because will take you off brand (your unique brand ME) and you'll be overhauling your menu down the road.



Crafting A Money Making Spa Service Menu

So what do we think is essential for a service menu that increases your bottom line? This article from Lori Crete, esthetician mentor, and award winning spa owner spells it out for you.

Your service menu isn't just a list - it's a powerful tool to elevate your esthetics business and boost your income. Here are four tips to refine your offerings and create a menu that fills both your appointment book and your bank account:

1. Remove Stagnant Services: Cut out services that no longer serve your business. Just like cleaning out a closet, clearing out low-performing treatments will create an energetic shift, and your clients will feel it, too!

2. Create a Signature Offering: What's the one dreamy service you'd love to perform all day? Make it your star treatment! My 90-minute customized facial was a bold addition, but now it's my most-booked service.

3. Stack with Strategy: Place your Signature Service at the top of your menu with the highest price tag. Why? It sets a mental benchmark, making other services feel like a steal! For solo estheticians and small spa business owners, I recommend keeping it simple and streamlined. Stick to 3 - 4 categories with no more than 4 - 5 services per category. This prevents overwhelm for your clients, makes decision-making easier, and keeps your menu focused on your most profitable treatments. Less is more when it comes to a high-converting service menu!

4. Descriptions that Inspire Bookings: Keep descriptions short, clear, and results-driven because attention spans are shorter than ever these days.

Try this AI prompt: Create a simple, 4-sentence menu description explaining the results of a Microcurrent facial for spa clients.

AI Generated Result: Experience the ultimate non-invasive facelift with our Microcurrent Facial. This treatment uses low-level electrical currents to tone, lift, and re-educate facial muscles, reducing the appearance of fine lines and wrinkles. It also boosts collagen production and enhances skin elasticity for a firmer, more youthful glow. Perfect for anyone looking to achieve a sculpted, radiant complexion with no downtime!

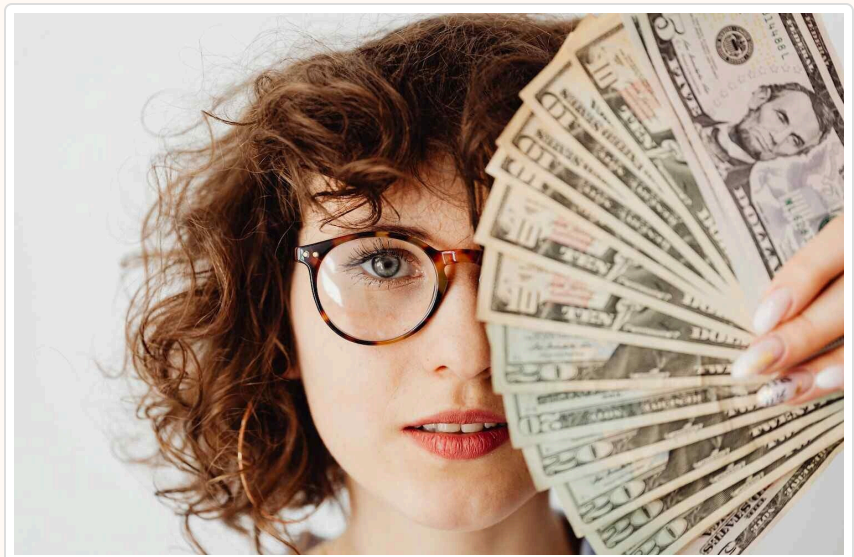
Cool, right? Wash, Exfoliate, and Create a Menu That Inspires Bookings.

Understanding Your Clients: An Esty Essential For A Thriving Practice

In the fast-paced world of esthetics, one truth remains paramount: **understanding your client is the cornerstone of a successful practice.** With a community of over 100,000 esthetic professionals worldwide, it's essential to cultivate knowledge about client preferences and needs. The following tips will help you to continue to build strong client relationships who will not only be loyal followers, but will spread the word about how great you are!

A recent survey by the International Spa Association revealed that *85% of clients return to estheticians who provide personalized services.* This statistic highlights the importance of taking the time to understand what your clients truly want and tailoring your offerings accordingly. To truly serve your clients, you need to know their preferences. Here are some techniques to gather valuable insights:

- 1. Consultation Forms:** Implementing comprehensive consultation forms can help you collect essential information about skin types, concerns, and treatment history.
- 2. Surveys and Feedback:** After services, encourage clients to fill out feedback surveys to express their satisfaction and preferences.
- 3. Active Listening:** During treatments, engage in conversations that allow clients to share their thoughts and goals. According to a *study by the American Society for Aesthetic Plastic Surgery*, *70% of clients* appreciate personalized treatment plans, reinforcing the need for estheticians to take a tailored approach.



Meeting Diverse Needs. Every client is unique, and their skincare needs can vary significantly. Here are a few ways to customize your services:

- 1. Skin Type Analysis:** Use tools and resources to accurately assess skin types and recommend appropriate treatments.
- 2. Personalized Recommendations:** After treatments, suggest specific products or follow-up services that align with the client's goals.
- 3. Follow-Up Consultations:** Schedule follow-ups to discuss progress and adjust treatment plans as needed.

Building Long-Lasting Relationships

Establishing trust and rapport with clients leads to loyalty. Here are tips to maintain strong relationships:

- 1. Consistent Communication:** Send follow-up emails or messages thanking clients for their visit and checking in on their results.
- 2. Loyalty Programs:** Consider implementing loyalty programs that reward frequent clients with discounts or exclusive services.
- 3. Engagement on Social Media:** Stay connected through social media platforms, sharing tips and updates that keep clients engaged. Statistics show that loyal clients are five times more likely to refer others, making relationship-building a crucial component of your business strategy.

Understanding your clients is not just beneficial; it's essential for success as an esthetician. By implementing personalized services, maintaining open communication, and utilizing technology, you can create lasting relationships that foster client loyalty. These strategies will help elevate your brand presence and your bottom line.

What Esty Biz Owners Need to Know in 2025

KEY TAKEAWAY: If you want your business to thrive in 2025, there are a few things you need to know. Set yourself up for success with important knowledge now, and you'll reap the benefits in the year ahead.

Adapt to 2025 Beauty Business Tech & Innovations

As technology continues to evolve, your beauty business needs to be prepared to adapt. Whether it is physical tools that you use in your salon or digital tech like AI that can help you with marketing and organization, staying up to date with the latest innovations can give your beauty business the edge it needs to thrive. Not only is keeping up with innovation fun because it gives you an opportunity to learn new skills, but it can also be extremely beneficial to your business. For example, clients may turn to you when they want to enjoy the latest and greatest, your business may run far more efficiently, and you may gain exposure in your industry thanks to your use of the newest tools.



Customer Experience is Everything

We keep coming back to client experience - but it's worth repeating. Your business can only reach its full potential if you care about your clients first and foremost. Mastering technology and targeted marketing and operations are important, for sure, but you must prioritize customer experience. Focus on making every aspect of their interaction with your business better—from scheduling appointments and making payments to providing beverages and good conversation.

Esthetics is still a deeply personal industry where interacting with clients is a key skill to learn. In 2025, putting extra emphasis on deepening your existing relationships and forming new ones is key. Remember, your business is built on your client connections!

Streamline Your Business with Digital Tools

Leveraging technology can go hand-in-hand with enhancing your customer experience. Digital tools are a perfect example of this positive relationship between these two essential aspects of your spa business in 2025. There is an abundance of digital tools out there that can help you streamline practically every aspect of your business. From scheduling software that allows clients to easily book your services and sends personalized automated appointment reminders to bookkeeping tools that make accepting payment, managing inventory, and tracking expenses easier than ever, each process that you streamline translates into better business for you and a better experience for your clients.

Support Other Small Spa Businesses

It's a tough world out there for small business owners. Supporting your fellow entrepreneurs and small businesses in 2025 is important. Your community only thrives with the help of its members. From investing in quality products from reputable companies to partnering with local suppliers and businesses in your area, doing your part to uplift the small business community helps ensure that it not only endures but thrives. You will undoubtedly receive support in return, helping you reach new heights in the years to come.

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