



The Esthetician Momentum Mini-Plan

A simple plan to sharpen results, increase rebooking, and strengthen retail—without adding overwhelm.

- Build a weekly rhythm that strengthens your schedule and results
- Use plug-and-play scripts for rebooking + follow-ups
- Track simple metrics for 30 days (and actually see progress)

Created for working pros by EuroSkinSource — education-forward support for your career.

*Created by EuroSkinSource, a division of
The Euro Institute of Skin Care —
professional education and bespoke
product support for licensed estheticians.*

1. Your 30 Day Target

My #1 focus for the next 30 days: (choose one)

- ☐ Increase Rebooking
- ☐ Improve referrals
- ☐ Improve retail consistency
- ☐ Boost visibility

Clarifying your focus now will guide your decision-making later.

My 30-day goal (specific + measurable):

Example: "Increase rebooking from ____% to ____%" or "Add ____ retail units/week"

Goal: _____

2. The “1–1–1 Weekly Rhythm” (the compounding strategy)

Each week, commit to:

- 1 Learning action (30 min):

- 1 Client-care action:

- 1 Visibility action:

This step helps you stay aligned with your vision and will increase momentum.



3. Rebooking Script (simple + non-salesy)

Use this every time:

“Based on what I’m seeing today, your next best visit is in ____ weeks.

That timing helps _____.

Let’s get you scheduled while you’re here.”

4. Homecare = Continuity (not a sales pitch)

My “Starter Routine” recommendation (most clients):

- Cleanse: _____
- Treat: _____
- Protect: _____

My one-sentence routine explanation: “This routine supports

_____.”

5. Follow-Up Template (copy/paste)

Send 24–48 hours after service:

“Hi ____! Loved seeing you. How is your skin feeling after your treatment?”

Based on your goals, keep focusing on _____ + _____.

If you want, reply with a photo in natural light and I’ll help you fine-tune your routine.” .



Your Career Doesn't Need to Be Perfect —It Needs to Be Built

Build real momentum in the next 30 days with this simple tracker + scripts to support rebooking, follow-ups, and retail consistency. Designed for working estheticians who want progress without pressure.

We're building more in 2026 to support working pros—education-forward resources, tools, and updates designed to help you grow with clarity and confidence.

Stay close and check back often—this year is about better support, better results, and more growth.

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