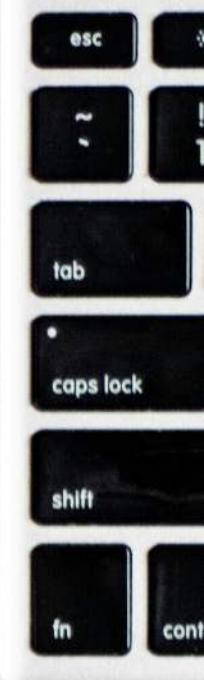




The Esthetician Business Reset Checklist for 2026

A simple, powerful guide to start 2026 with clarity, confidence, and purpose.



A simple checklist to help you prepare, plan, and step into your esthetics journey with confidence.

As you step into a new year, use this checklist to refresh your business foundation, elevate your client experience, and set yourself up for sustainable success.

Small refinements now lead to big momentum throughout the year.

1. Service Menu Reset

Review your menu for clarity and alignment

- Remove services you no longer enjoy or that underperform
- Add or update winter-specific treatments
- Highlight your top 3 best-performing services
- Check for clear descriptions, pricing consistency, and realistic timing
- Ensure your menu reflects the brand experience you want clients to feel

Consider adding in-demand offerings:

- Hydration + barrier repair facials
- Enzyme glow treatments
- LED add-ons
- Gua sha or lymphatic enhancements



2. Retail & Backbar Reset

Audit your retail shelves:

- Restock winter essentials (hydrators, enzymes, masks)
- Remove slow-moving products
- Refresh your shelf layout or displays
- Create 1–2 simple retail bundles for January
- Set a monthly retail goal for Q1



Backbar inventory check:

- Make sure your treatment essentials are fully stocked
- Replace expired or near-expired products
- List what needs replenishing before busy months

3. Client Experience Reset

Elevate the details that matter:

- Update or refresh your intake forms
- Revisit your consultation questions
- Create a more intentional pre- and post-facial ritual
- Add a warm towel, aromatherapy, or grounding moment
- Personalize home-care recommendations for winter

Communication enhancements:

- Prepare scripts or templates for post-care, rebooking, and retail
- Draft your January/February client emails or texts
- Schedule educational or promotional posts in advance



4. Business Systems Reset

Organize the operational side of your practice:

- Review your booking system settings (timing, breaks, auto-messages)
- Check your cancellation + no-show policy language
- Clean up any unused service codes or menu items
- Review your pricing and adjust if needed
- Analyze last year's revenue, busiest months, and service trends

Plan your year intentionally:

- Set one main revenue goal for Q1
- Decide on one skill or certification to pursue in 2026
- Choose which promotions (if any) you'll run this winter
- Map out your content for the next 30 days



5. Mindset & Brand Reset

Success in the new year isn't only about systems — it's also about alignment.

- Reconnect with your “why” as an esthetician
- Identify what you want more of this year (time, money, balance, education)
- Identify what you want less of this year (overbooking, burnout, discounting)
- Revisit your brand voice, visuals, and client messaging
- Update your bio or website intro if needed



6. Goal Setting for a Strong Start

Set **ONE** clear focus for January:

- Increase retail by ____ %
- Improve rebooking to ____ %
- Add a new service
- Launch a membership or seasonal facial
- Grow your email list
- Improve work-life balance
- Increase average service ticket

Pick one. Commit to it.

Track it weekly.

Your 2026 Begins Now

Why a reset?

The esthetics landscape continues to evolve, and your clients will be looking to you for guidance, expertise, and reassurance.

Taking the time to refine your offerings, refresh your systems, and align your goals helps you:

- Work more intentionally
- Create a more elevated client experience
- Increase revenue through smarter planning
- Protect your time, energy, and creative flow

You are the heart of your business — and beginning the year with clarity supports everything you do.

Your business deserves clarity, intention, and simplicity.

Use this checklist as a guide to reset your space, your systems, your client care — and your mindset for a year of growth and glow.

Wishing you a radiant start to the new year.

We're honored to support you on your journey.

With appreciation,

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