

#### Start Strong: A New Year Success Guide for Esties

#### Disclaimer

Thank you for reading this eBook.

The information provided within this eBook is for general informational purposes only. While every attempt is made to keep the information up-to-date and correct, there are no representations or warranties, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the information, products, services, or related graphics contained in this eBook for any purpose.

Any use of this information is at your own risk. The author has made every effort to ensure the accuracy of the information within this book was correct at time of publication. The author does not assume and hereby denies any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from accident, negligence, or any other cause. No part of this eBook may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from the author.

This eBook contains information which is not advice and should not be treated as such. You must not rely on the information in the eBook as an alternative to any advice from an appropriately qualified professional. There is no guarantee that the information in the eBook is complete or that the use of the guidance in the eBook will lead to any particular outcome or result; or that by using the guidance in the eBook you will achieve any specific result.

## Welcome! A Fresh Start for You & Your Business

A new year offers something powerful: a pause, a reset, and the opportunity to choose how you want your esthetics business to feel moving forward. This guide was created to help you step into the year with clarity — not overwhelm.

You don't need a complicated plan or endless goals. You need intention, focus, and a few thoughtful strategies that support both your clients and your well-being.

Let's begin.



## REFLECT BEFORE YOU PLAN

Before setting new goals, take a moment to reflect on what just passed. Ask yourself:

- What services felt most aligned and rewarding?
- · What drained my energy or time?
- When did I feel most confident in my work?
- What did my clients respond to best?

Reflection creates clarity.
Clarity creates momentum.



You don't need to do more this year — you need to do what matters.



### SET ONE FOCUS FOR THE YEAR

Instead of multiple resolutions, choose one primary focus to guide your decisions.

#### Examples:

- Increasing retail confidence and consistency
- Improving rebooking and client retention
- Refining your service menu
- Creating more balance in your schedule
- Strengthening your brand presence

This focus becomes your filter. If something doesn't support it, it doesn't get your energy.

### REFRESH YOUR CLIENT EXPERIENCE

Small refinements can dramatically elevate how clients experience your space.

#### Consider:

- Updating intake or consultation questions
- · Adding a grounding moment at the start of treatments
- Simplifying home-care recommendations
- Creating a signature winter or New Year ritual
- Communicating more intentionally post-treatment

Clients remember how you make them feel — not just what you do.

### PLAN SIMPLY FOR Q1

You don't need a 12-month plan right now. Focus on the next 90 days.

#### Ask:

- · What services will I highlight this winter?
- What retail items support seasonal skin needs?
- How can I encourage prebooking?
- · What one promotion (if any) feels aligned?

Consistency beats complexity every time.

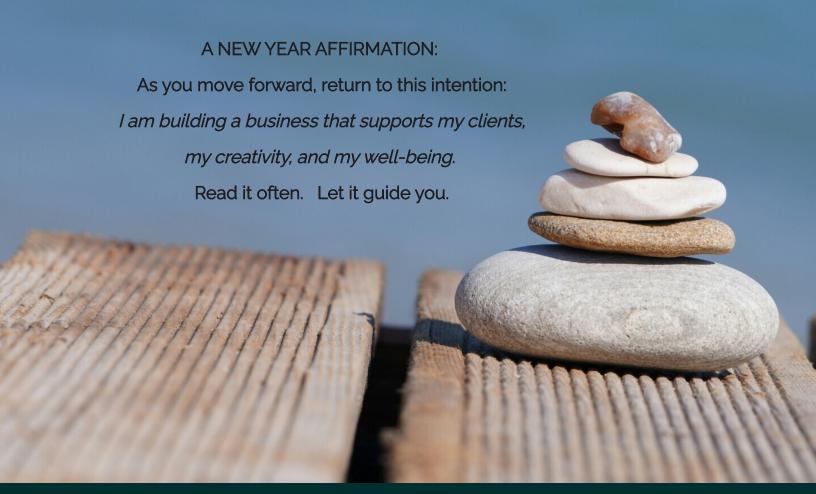
# SUPPORT YOURSELF AS MUCH AS YOUR CLIENTS

Your energy is the foundation of your business.

This year, commit to:

- Protecting your time
- Setting clear boundaries
- Scheduling rest
- Continuing education that inspires you
- Choosing growth without burnout

A supported esthetician creates better outcomes — for everyone.



## Here's to a Strong, Grounded Year Ahead

You don't need to have everything figured out right now.

You just need to begin — with intention, confidence, and care.

We're honored to support you with professional products and resources as you build a business that truly reflects your expertise and your passion.

Here's to a year of clarity, growth, and glow from everyone at Euroskinsource & The Euro Institute.

Want more tools like this? Explore our winter essentials and esthetician resources designed to support your success all year long.

Euroskinsource 10900 SE Petrovitsky Road Renton, WA 98055 425.235.9600

info@euroskinsource.com www.euroskinsource.com