



The Heart Behind the Chair:

Inspiration on How to Use Brand
You to Build a Successful Spa
Business in Any Economy

By Robin Lee

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Just
be
your
beautiful
self



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!

The esthetics industry has taken quite a hit in 2020, and business today is much different than a year ago. Nobody foresaw a global viral pandemic which would lock us down in our homes and wreak havoc with our economy. But as we 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.



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 that.

This is for you wherever you find yourself in your business right now. As I write this, 2020 is almost over and to say it’s been a strange, difficult, and challenging year for our industry is an incredible understatement. Nobody foresaw a worldwide viral pandemic blowing us completely off course – and it’s not over yet.

Regardless, there’s still plenty of opportunity out there for committed professionals like you. But right now, you may be feeling a little frustrated, confused or downright discouraged. 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 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 e-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 identify 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 – especially in the changing face of esthetics after the pandemic of 2020. 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?



2. The Big Reveal: You

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

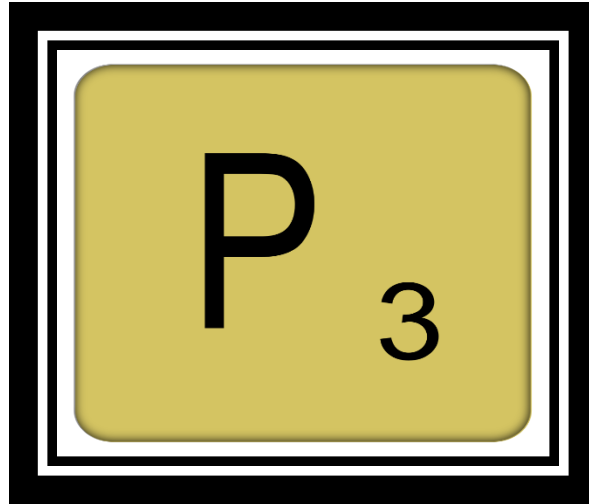
Expressing yourself authentically is your most effective marketing tool. Try the following exercises – they'll help you define (or redefine) your niche with clarity. You may be surprised at what your big reveal is revealing!

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.

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





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.



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!



5. Putting Your Best Face Forward

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

Especially these days (2020) when the effects of the worldwide pandemic have troubled so many businesses including the spa industry – 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 showcases 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 began. 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 face it, they may not be - make your life a lot easier and bring in the professionals. 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: Navigating the "New" Customer Service



An ancient Chinese proverb says, "May you live in interesting times." Well, if the past year 2020 hasn't been "interesting" – I don't know the definition! If you've been in the esthetics and spa business for any length of time, you've probably experienced your own highs and lows. It comes with the territory. But no one was prepared for what happened with the onset of the global Covid-19 pandemic.

Eventually, it will all be over. But where are we right now? What choices do we have? I believe it's pretty simple.

1. Get discouraged. Rhapsodize about how great things used to be, worry about the difficulty of delivering hands-on esthetic services going forward and watch sales decline or totally erode.

OR

2. Be courageous. Be ready and willing to do what it takes to implement the "new normal" into your business. Refuse to lament over what "was" and create something new from what "is." Another Chinese proverb I live by says "Consider the uses of adversity." There is a silver lining in everything that's happened and if you're open to looking for it, you'll find yours. And a beautiful new beginning.

Build Your Client's Confidence

At the time of this writing, the rules about contact are changing rapidly.

- Mask or no mask
- Gloves or no gloves
- Social distance – 6 feet – ok or not ok?
- Social distance less than 6 feet but with a mask – yes or no?

One thing is almost certain after this situation improves and we all get to relax our guard a bit – we will need to focus on building client confidence. Like never before. You'll need to give your clients a sense of total confidence that you're doing everything possible to keep them safe. So, in addition to providing the best and highest quality service, you're now responsible for protecting your clients' health and wellbeing – and your own! But if you love what you do (and I know you do or you wouldn't be reading this!) you'll make it happen!

What's the future?

Depending on where you live health and safety guidelines will be different. Some cities currently require masks, others don't. Some have occupancy limitations. Frequent and thorough hand washing is encouraged, the use of hand sanitizer for practitioners and clients is advised. How much safety is enough?

We are estheticians. Our training has included lots of emphasis on meticulous cleaning and sanitizing protocols. This is about instilling confidence in your client – so do it all and then some!

You are now a preventionist – of infection - and it's a critical role in the face of the pandemic's threat to your personal health and that of your staff and clients. It's also critical for the continuity of your business. Take proactive measures to become infection prevention certified if possible. Learn all you can. The knowledge and skills you gain will not only help you overcome what's happening currently but get you ready for the future. Education is your most powerful weapon.

Take time to think of a new way of doing things and plan accordingly. In addition to wearing gloves and masks, you will want to add time between clients to thoroughly sanitize everything you and your client have touched or contacted with during the treatment.

Install a hand sanitizer station outside or at all doors in the treatment area. Assure your clients you change linens after every treatment and disinfect all surfaces involved. This may seem obvious by now, but verbal communication of your safety protocols to your clients is key for them to confidently book services with you and your staff.

Create your message

Use marketing and sales efforts to let clients and prospective clients know you have the safest practices in place in your treatment areas and spa. Include it in your website content, social media, and blog posts. Offer virtual consultations on Zoom, FaceTime, or Skype. A great way to connect and showcase your expertise is to create a simple online class or video demonstration of a treatment or tips on proper skincare.

Stay in touch virtually. Weekly email campaigns are a must – let your clients know what you're up to and how they can access and pre-book with you. Don't be out of sight with your clients! Keep reminding them you're still here – and that you're ready for them when the time is right.

Under the "new normal" there may be little or no waiting room time. Many spas require clients wait for appointments in their cars or outside until called. Some allow only one client in the waiting room at a time, or no direct contact with front desk staff. Clients may pay for treatments online in advance or select products in advance and pick them up curbside.

These are opportunities for you to excel in customer service. Have pretty gift bags on hand for product purchases and make them look super attractive. Include a little present inside – a -pre-packaged cookie, lip balm, or a heart-shaped facial sponge in a little drawstring bag. Create (or look for) a service that can bring clients a drink (coffee, hot chocolate, or water) and a packaged snack while they're waiting for you in their cars. Or put together a short skincare book or e-book that demonstrates your expertise. Think outside the box!

We don't have a guidebook on how to survive and thrive in business, during a worldwide pandemic. But you have your authentic, energetic self and the determination to go above and beyond in everything you do. That's why we need you. Stay safe and deliver your gift.



Tips for The New Customer Service:

1. Keep the conversation going regarding sanitation. There's no such thing as overkill when it comes to reminding your clients that you're doing everything in your power to keep them safe.
2. Keep extra protective supplies (gloves, masks, sanitizers) in stock for any client who shows up without them.
3. Check in with your clients frequently. Do they feel safe and comfortable with the safety measures you've implemented? What else could you do to make them feel safer?
4. Before you see clients at your spa, be sure you're aware of your state's guidelines for service limitations, screening policies, PPE (personal protection equipment) requirements and sanitation practice. Stay up to date and be ready to handle any changes that arise. When you comply and practice a recognized standard level of care in your spa, you and your clients will feel safer and more comfortable.

I hope you enjoyed this little "shook" (short-how to-book).

Thank you for your support – you are truly a gift!

Visit the Euro Institute Wholesale products website - Swiss Skin Care Inc.

(open to licensed estheticians and cosmetologists) to see our skincare product lines.

www.euroskinsource.com

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