

EUROSKINSOURCE PROFESSIONAL PRACTICE SERIES

# Revenue with Integrity

A Revenue Clarity Starter Workbook  
for Licensed Estheticians



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Professional Resources for Licensed Estheticians

## About the Series

The Professional Practice Series was created to support licensed estheticians as they move from learning the craft of skincare into building a confident, sustainable professional practice.

While esthetics education focuses heavily on treatments and techniques, many practitioners find that the day-to-day realities of running a successful practice require additional clarity — in areas like pricing, client communication, retail prescribing, treatment planning, and business structure.

Each guide in this series focuses on one practical area of professional development. Rather than offering quick fixes or sales tactics, these resources are designed to help estheticians strengthen the systems and habits that support long-term success in the treatment room.

The goal is simple: *To help practitioners think like professionals, operate with confidence, and build practices that are both financially sustainable and aligned with the integrity of the profession.*

Additional guides in the Professional Practice Series will continue to explore key areas of esthetic practice and professional growth.

Created by Robin Lee  
Esthetician • Educator • Writer

# Welcome

After working alongside estheticians at every stage — from new graduates to seasoned suite owners — I've seen the same pattern repeat: Talented professionals under-earning.

Not because they lack skill. But because they lack structured revenue clarity.

This workbook will help you:

- Identify hidden revenue gaps
- Understand your true hourly earnings
- Clarify pricing strategy
- Prescribe homecare with confidence

*Revenue isn't about selling more. It's about structuring your practice intelligently.*

# The Revenue Gap Snapshot

## Step 1: Calculate Your True Hourly Revenue

*Fill-in worksheet:*

Average service price: \_\_\_\_\_

Average service time (including turnover): \_\_\_\_\_

Clients per day: \_\_\_\_\_ Days per week: \_\_\_\_\_

Weekly service revenue: \_\_\_\_\_

Now divide by total hours worked (including admin time): True hourly revenue: \_\_\_\_\_

*Reflection:* Does this number reflect your expertise and long-term goals?

Most estheticians are surprised here.



# Retail Reality Check

## Step 2: Prescription Consistency Audit

Average retail sale per client: \_\_\_\_\_

% of clients purchasing homecare: \_\_\_\_\_

Healthy professional range: 60–80%

If 15 clients per week purchased one \$40 product:

\$600 weekly

\$2,400 monthly

\$28,800 annually

*Retail is not "extra income."*

*It is treatment continuity.*



# Pricing with Clarity

## Step 3: Your Sustainability Formula

Monthly overhead:

Rent + Supplies + Insurance + Utilities + Marketing = \_\_\_\_\_

Desired monthly take-home pay: \_\_\_\_\_

Total required monthly revenue: \_\_\_\_\_

Divide by available service hours per month:

Minimum hourly rate required: \_\_\_\_\_

*If your pricing doesn't support this number, the issue isn't effort. It's structure.*

# Prescribing Without Feeling Pushy

Professional Script Framework

Shift from: "Would you like to purchase this?"

To: "To maintain today's results, I recommend using this cleanser and serum consistently for the next 6–8 weeks. Let me show you how."

You are not selling. You are guiding.

Confidence increases compliance.

Compliance increases results.

Results increase retention.

Retention stabilizes revenue.



## 30-Day Revenue Alignment Plan

Check one priority:

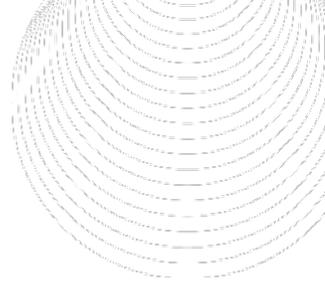
- Adjust pricing
- Improve retail consistency
- Track revenue weekly
- Create treatment plan prescriptions
- Raise one service by 10–15%

**Action commitment:**

This month I will: \_\_\_\_\_

Projected revenue impact: \_\_\_\_\_

*Small structural shifts compound quickly.*



## Final Thought

Revenue with integrity means:

- Charging appropriately
- Prescribing professionally
- Operating like a practice owner
- Designing income intentionally

If this workbook revealed gaps or opportunities, that's a good sign.

Clarity is the first step toward sustainable growth.

More structured practice-building resources are coming soon. Stay connected.



Grow sustainably.  
Prescribe professionally.  
Price confidently.

Professional confidence in esthetics doesn't happen all at once. It develops gradually — through clearer thinking, stronger systems, and the experience of applying what you learn in the treatment room.

The guides in the *Professional Practice Series* are designed to support that process. Each resource focuses on one area of practice — helping estheticians strengthen the habits, structures, and professional judgment that support long-term success.

Small improvements in clarity often lead to meaningful shifts in results.

If this guide helped you see your practice from a new perspective, you're already moving in the right direction.

Additional resources in this series explore other core areas of professional esthetics practice and will continue to be added over time.

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