

Esty Essentials

Tips for Rocking Your Esthetics Training!

Robin Lee



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written by Robin Lee for: The Euro Institute of Skin Care

10904 SE Petrovitsky Road

Renton, WA 98055

(425) 255-8100

www.euroinstituteofskincare.com

admissions@euroinstitute.com

5 Suggestions for Newbie Estys

According to the US Bureau of Labor Statistics, employment of skincare specialists is projected to grow 9 percent from 2022 to 2032, much faster than the average for all occupations. Like any profession, there are many uncertainties with a career in the beauty industry. Esthetics requires hard work and dedication to get your name out there and build a clientele. Certain career paths are easier to navigate and make a consistent paycheck, but there's no doubt the industry continues to change and evolve. Here are a few suggestions that can help you get a leg up and over some of the obstacles and on to skincare success.



1. Manage your expectations. Of course you want to know what to expect to earn when you first start out. And sometimes that reality is at odds with what you'd hoped for and planned. As a brand new esthetician, you can most likely expect to put in some unpaid hours while you build a clientele. If you work for someone else, you'll have a treatment area and other perks. It's really But the hard work is really up to you.

2. Create your career path. You know you have a passion for all things skin and you're ready to show the world what you can do. Have you considered exactly where you'd like to go? It's important to keep at least a short term end-goal in mind, and envision how you'd like your ideal career to look. Ask yourself things like what kind of treatments you like to perform and who your ideal client would be. Do you want to start your own spa business or work for someone else.



Would a medi-spa or doctor's office suit you better? Or a day spa, waxing or lash salon? What do you want to earn and do you want to work full or part-time? The answers will help you create your dream career.

3. Find products you love and educate clients on how to use them.

Educating clients on products you really believe in and are passionate about is key to your success in this industry. Don't just mention how great it is while you're in the treatment room. Give them a sample to try and direct them to your website, social media, or blog to find out more information about your products. If you're enthusiastic about a product, your clients will be too. And when they get the results they're after, they will spread the word!



4. Stay on top of new trends, treatments, and products.

It's important to keep learning. Read trade journals, attend webinars, subscribe to blogs, and e-news, and follow social media accounts you respect to stay on top of advancements in your field. Clients are more savvy than ever these days due to the mountain of information available online. When they're asking questions, you'll need to be able to answer them.

5. Practice patience while you grow.

Patience is key when it comes to building a skincare business. There may be sometimes when you're tempted to throw in the spa towel - but that's when you'll remember why you chose this industry in the first place - you love it! Stick with it, give it your absolute best effort, and don't give up. The world needs your special touch and only you can do it the way you do it!

Patience, persistence, and preparedness - these 3 "P's" will cause opportunity to pop up everywhere and take you the career direction you want to go.

7 Tips on How to Prep for Your Training

Let's say you've done your research, (attended one of our Open House events!) and have reached the point where you've decided you REALLY want to become an esthetician and you're ready to begin your esthetics training. Before you take a seat in that chair, read the following tips on how you can prepare for this big adventure.

1. Know your "why." Asking yourself "Why do you want to attend esthetics school?" is a good first step. Knowing what your "why" is—and making sure it's concrete and focused—will keep you motivated over the long haul. Because like so many things in life, success in this industry is a marathon, not a sprint. For example, if your why is "I want to own my own salon within two years of graduation," think about all the steps you need to take and map out an action plan.

One of the biggest first steps will be school itself. Then, understand the many different steps within your school's program, whether it's ten months or two years (or something in between). Always keep your eye on your why, but celebrate the small successes along the way, like graduating from theory to the clinic floor, sitting for the state licensure exam, and starting your first gig.



2. Be open to changing your “why.”

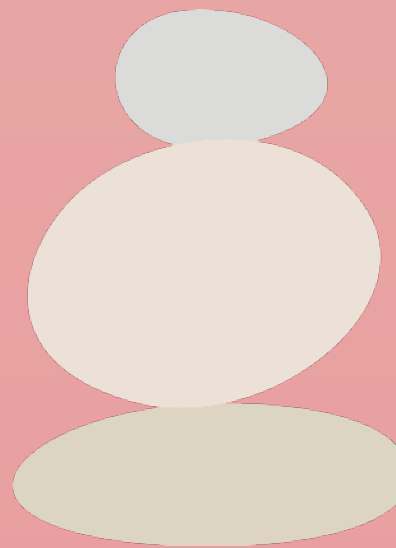
Dreams evolve, and that’s OK. You might go into esthetics school thinking you want to work in a spa, but maybe somewhere along the way, you discover a passion for makeup and travel—and you want to figure out a life that includes both. Revisit your “why” and adjust, as needed, along with the necessary steps.

3. Make the call, send the email, walk through the door. When it comes to your training, sometimes the hardest thing is making the initial inquiry into a school’s program. **DO IT.** Make the call, request information, walk through the door. Admissions representatives are eager to speak with you and learn about your why—and how their program can help you achieve it.

Do you find yourself asking any of the following questions?

- Will I fit in?
- Will this work for me?
- Is this a good idea?

You’re not alone. So many current students (as well as successful graduates) asked those same questions. Uncertainty is natural when you start something new—anything new. But admissions can help alleviate your fears by answering your questions, providing helpful info, introducing you to students, and showing you the possibilities. That said, you shouldn’t be a passive participant in this process. Treat any meetings you have with admissions representatives like you would a job interview: Research the program online, compile your questions, and come prepared. Ask to meet with current students to get a vibe for the day-to-day life.





4. Remember that you're enrolling in school for a reason—to LEARN.

There's a famous quote that goes like this: "When the student is ready, the teacher will appear." Sure, you might enter your program with some measure of talent and loads of creativity. But not everyone enters with the same skill sets. It's perfectly OK if you don't have any real experience, just a dream. And even if you've taught yourself some skills over the years, you still need to show a willingness to re-learn what you think you already know. Your instructors are here to teach you proper techniques and standards. Before you can "break" the rules, you need to learn them inside out. Bottom line: be a sponge!

"Stay focused and organized. There is much to learn during this course, and it is important to not get distracted and fall behind. Stay on top of your hours and work because graduation approaches faster than you think. Most importantly, have fun! Esthetic school is a great experience and should be enjoyed every day!" ~ Gabrielle P.

5. Understand that skills take time to develop. This aligns with the previous point. It's easy to look at what people are doing on social media and think "why can't I just do that?" But here's the thing: *Developing expertise takes time.* When things are challenging—with school, with life, juggling all the demands in both—remember to be patient with yourself, with others, and with the overall process.

No one wakes up knowing how to create a perfectly arched eyebrow. Social influencers often make these things look effortless, but don't forget, you're seeing one or two images or videos—not everything left behind on the cutting room floor. You're also not seeing the months and years it took them to learn these skills in the first place.

So don't beat yourself up if you feel you should be better than you are when you enter school. Everyone who is serious about this industry starts by learning the same foundational elements.

6. Know what to expect from your program. Get to know the program you're applying to by reviewing the website and any other relevant materials, like brochures and catalogs. Talking to the school's admissions counselor and tour their facilities. In general, here's what you can expect: • Levels, phases, sections, modules, semesters—how a school structures its program will depend on the school itself.

- You'll tackle theory-rich content first. From there, you might go even deeper into theory, like infection control and all the foundational practices.
- Then, somewhere in the middle of the program (and this can vary by state), you'll transition onto the clinic floor where you'll start taking guests.
- Towards the end of the program, you'll start reviewing for your state's licensing exam.

You'll most likely start with theory. Then, the goal is to apply theories practically in a clinic setting. From there, programs tend to loop around, integrating more theory along with clinic work. Regular quizzes and tests are standard. As you complete various chapters, levels, or phases, your knowledge will be tested so that your instructors (and you!) can make sure you're learning before moving on to a new section. And, of course, regular testing ensures you'll be better equipped to sit for and pass the state board theory exam.



7. Be prepared to learn soft skills in addition to practical skills.

You enroll in esthetics school to learn a craft. But we guarantee—if you keep an open mind—you’ll learn so many important “soft skills.” Below is an incomplete list of the soft skills you’ll likely develop:

- People skills – you’ll learn how to talk more effectively/clearly with instructors, peers, clients
- Listening skills – specifically active listening; this will be something you develop quickly as you work with more and more guests in the student clinic.
- Time management – not just in life, but also in your approach to the services you deliver.
- Creative problem-solving – you’ll encounter challenges, from cranky guests to unrealistic expectations; your job is to find solutions that’ll make everyone happy.
- Dependability – you need to show up, especially when you’re on the clinic floor—people are depending on you to be there.

Soft skills won’t simply make you a better esthetician—they will make you a better human. Whatever path you decide to take, we wish you the best on your skintastic journey.



Five Critical Skills All Successful Estheticians Should Have

There are many skills that help an esthetician become successful, but these are ones we think top the list for almost guaranteed success in this field.

1: Empathy: Having basic empathy for others, being able to find common ground with many different types of people is a must. You will no doubt be working with a variety of personalities from many types of backgrounds. To build a successful business, your clients must know, like, and trust you.

2: Customer Service & Communication. In business, the bottom line is important, and offering good customer service is an important start.

Part of what you'll do involves assessing your client's skin and recommending products and services that will help them look and feel their best. Your client looks to you as the expert and wants to trust your recommendations and advice. Great customer service equals customer loyalty, it's that simple. And keeping a client is much more cost effective (and easier!) than continually searching for new ones.

Customer service creates a loyal following – they know, like, and trust you! Part of offering great service is being able to communicate well. Some clients will be easy and open to deal with. Others may disagree with anything that is suggested. Some may come from having a bad experience elsewhere and have trust issues with the process.

You'll need to assess and understand what communication style is needed in order to validate your client's needs as well as giving them the best service.

3. Attention to Detail & Good Organization Skills.

Clients don't always understand their own skin conditions fully – it's up to you to ask the right questions and assess their situation in detail and in an organized format to identify and treat properly. You'll have a detailed consultation form for skin diagnosing, so nothing is left to chance or inspiration. Your workspace should be organized as well, as it demonstrates to the client your professionalism and expertise. (And it helps you stay on track and in control!).

4: Problem Solving.

Clients need you to be the expert that finds just the right solution for their skincare needs. A good problem solver can quickly assess and treat the problem with their knowledge and experience – not assumptions. You're continually learning, are open to new ideas and treatment modalities and you have a clear understanding of the situation so you can evaluate the options available and arrive at a solution that's right for your client.



5: Time Management.

Successful estys manage their time wisely, prioritize what's important, and respect others time. Be ready and on time for your client appointments! Leaving your client waiting signifies that you don't respect their time – or that they aren't important. Organize your time to get the right things done.

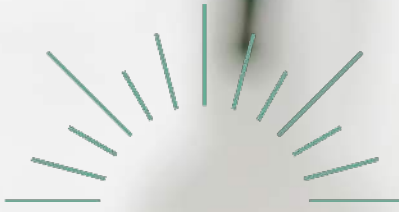


Bonus Tip: Develop Business Expertise.

It isn't enough to be good at giving treatments and recommending products. You'll need some basic business skills even if you're working for someone else, and especially if you plan to become an entrepreneur. We've seen highly qualified and talented estheticians lose money and some eventually their businesses due to lack of or bad business practices. There are lots of esthetics-related business courses online (Organizations and publications like ASCP, Dermascope, and Skin Inc. are great resources.).



*"You don't have to be great to start, but you have to start to be great."
- Zig Ziglar*



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