



THE MEMOIR OF A SOLO ESTHETICIAN

By Ebony Burns

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welcome



Hi, my name is Ebony Burns. I'm the proud owner of Serving Faces Spa & Professional Store. I'm a licensed and insured esthetician as well as an ambitious serial entrepreneur. In 2018, I became an esthetician and the wonderful world of esthetics has changed me mentally and most importantly financially.

This EBOOK will provide you some of my essential marketing tips, business tips, and much more!

Before we get started, I would like to provide you with five of my ultimate personal development tips:

1. **NEVER** stop learning.
2. **ACCOUNTABILITY** partner
3. **SEEK** out a mentor/coach.
4. **KNOW** your numbers.
5. **SELL! SELL!** Sell products.

Ebony Burns

intro...

"I don't want to work for anybody" how many times have you said this?

This is a sentence that I would often say to myself. After quitting my corporate job in 2017, I received a taste of the entrepreneur life and fell in love. I started a successful transportation company with my partner but soon realized I could only contribute very little. As I adjusted to becoming my own boss, I wanted a profession I could be more "hands on" with, pun intended. After thousands spent and countless hours learning a new craft,

I realized Permanent Makeup wasn't my calling. I felt very defeated, however I didn't give up. So I decide to rebrand myself and stop performing PMU services.

I've always had a passion for esthetics due to my own personal concerns with skin care. Through that process I found an appreciation for various cosmetic procedures. My interest and experience lead me to enroll in Gaston Colleges esthetics program just weeks before classes were scheduled to start. I felt this new journey was my last chance to succeed in the beauty industry. Not long after starting school I realized esthetics were truly my calling! Learning about skin health, waxing and the overall spa industry really has brought joy to my life. I became a solo esthetician straight out of school. Six months into my new profession I established a steady clientele through buckets of blood, night sweats and rivers of tears.

When embarking on a solo esthetician journey you should keep in mind the start up cost (ie: Location, Decor, **BUSINESS REGISTRATION**), target audience, niche, marketing strategies, services provided and competitive pricing well before you leave school. Have a clear vision on your spa business goals! This ebook will provide you with my personal notes and knowledge I've gain over course of 2 years of being a solo esthetician. Filled with business tips and valuable information this will help your business become lucrative and increase brand exposure.

Coaching calls and training available for more one on one experience, visit servingfacescharlotte.com.

The focus these days are on holistic regimens, botanical beauty products and non-invasive treatments. Interest in spa treatments are becoming more popular. According to the ISPA 2019 *Spa Industry Study* from the International Spa Association (ISPA), The number of spa visits saw a rise from 187 million in 2017 to 190 million in 2018. Additionally, the number of spa locations increased 1.8% from 21,770 in 2017 to 22,160 in 2018.

"spa industry reaches record setting 18.3 billion dollar revenue mark." ISPA, International SPA Association, August 8, 2019, <https://experienceispa.com/ispamedia/news/item/spa-industry-reaches-record-setting-18-3-billion-dollar-revenue-mark>



01 HOW TO MARKET YOUR SPA

"Don't build links. Build relationships." -Rand Fishkin

Before you create any more 'great content' you must figure out how you are going to market first. In this chapter we will discuss marketing tips for your spa business. Starting off with text marketing.

Connect with users to maximize engagement, try using personalized SMS messages. Use this marketing tool for appointment reminders, flash sales, coupon codes, promotions, and much more. You should bring attention to your business with social media post, apparel or business cards, just to name a few. Be sure to include A Call To Action, such as "show this text" or "book now" and Auto Replies that show gratitude, like "Thanks for joining Serving Faces VIP club!" or "Enjoy one FREE Facial."

Example text marketing message:

"Don't go another year with acne. Schedule your appointment and get started on your custom treatment plan."

"Let's get your skin regimen together for 2020."

Companies that offer text marketing: Slick Text, Simple Texting, Twilio, and most booking sites.

7 MARKETING TACTICS

Create a marketing budget and campaign each month and track your progress. Compare and continue what's working best.

Here are some key tips to keep in mind:

- Lead magnets can be used to attract a potential client to your business. This can be used with gift cards, workbooks, e-books, complementary services, etc.
- Collaborate with businesses for promotion; create a template email asking other professionals to donate complimentary products and/or services.
- Every client should provide a testimonial video and/or review online. You can offer incentives like free upgrades or gift cards to encourage reviews. Videos are more likely to produce new leads. I would encourage "google reviews" over "booking site reviews." So in the event you decide to change booking software you won't have to risk losing your reviews.



7 MARKETING TACTICS

- Email marketing is a great way to stay in contact with your clients and to create a funnel to announce new services, deals, and upcoming events. Always keep communication open with existing and potential clients. You need potential clients signing up weekly. Make multiple templates for your common emails to help save time.
- Utilize influencers to help you promote events, products and services. If funds are limited, I recommend reaching out to influencers with less than 10k followers. Most influencers will have a rate sheet providing fee details.
- As well brand ambassadors are great for business exposure and organic growth. Write down any characteristics and qualities you look for and what compensation you are willing to provide them. Identify how the brand ambassador can help your business and in what ways you would like them promoting.
- I recommend doing a photoshoot every quarter in order to have a variety of content for print and digital marketing. Some themes to focus on as a business owner are Lifestyle shots (everyday life), Professional (on the job) & Headshots. Hiring a photographer can range from \$170-\$200 and up. Don't hesitate to use your phone & picture editing apps to capture candid moments.





02 LEVELING UP YOUR BUSINESS

- You need to make money every day. Having a variety of products will help you meet your financial goals. Products can sell globally while services are usually sold locally; expand & diversify your market. (Digital products -eBooks, webinars, workbooks).
- Try to get 7 or more leads a day; when people inquire about your services and products try to achieve a sale.
- You cannot be shy when it comes to your business.
- A grand opening shouldn't be free! You can sell gift cards at discounted rates, raffles, pre paid packages, etc.
- Line of credit is good for short term needs.
- Create logos and slogans for branding.
- Research desired equipment and back bar products prior to making big purchases.
- Elevator pitches are so important. Make sure you master your pitch!
- Plan out special events months prior to ensure success. Preparation is needed for advertising, flyers, etc.
- Top priority goals should be listed under 90 day focuses. Weekly goals should be made as well.



02 CONTINUE LEVELING UP, BOSS!

- Have a marketing plan and business plan before signing a lease. I recommend short term leases over long term leases when starting out. Office buildings work better than salon lofts. Suites don't have the space or lease flexibility that offices provide.
- Position yourself as an industry expert! Focus on learning and help your client achieve their skin goals through continuing education. Your client will trust you and in return you will gain a loyal client.
- Utilize your booking software features like appointment reminders, marketing templates, and so much more. Make sure site is user friendly!
- If you are considering paying yourself I highly recommend speaking with accountant. To ensure you are in compliance with state and federal laws.
- **COVID-19** has reminded all of us the importance of saving. You should have three to six months of basic living expenses in your emergency funds.

BOOK KEEPING BASICS FOR SPA OWNERS

Records show whether your business is improving, what is selling, and identify what changes need to be made. Good record keeping increase the likelihood of business success. QuickBooks are highly recommended. Though you can choose to use a locally trusted accountating firm. Tracking inventory and expenses are important for your business. Profit/loss statements are to be reviewed every month with a CPA or independently.

All transactions should be processed through your business account. You must have a registered business in order to open an account as per banking rules and regulations. All money must have a paper trail! It will provide a streamline process for loans, audits, etc. (hopefully not audits) Banks and major investors will ask for business plans. Start establishing business credit on day one. Some business loan companies are PayPal, squareup, Kabbage and stripe.



two chapter

Common business expenses for spa owners:

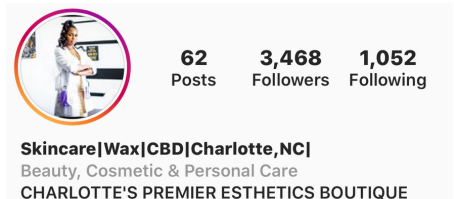
- Rent
- Utilities
- Booking website
- Insurance – property, liability
- Marketing & Advertising
- Inventory
- Accountant
- Assistant
- Website
- Business Licenses (annual)
- Taxes – retail sales, earned income, etc.
- Supplies- towels, massage oil, fan brushes, back bar etc.
- Equipment
- Continuing Education
- Graphic Designer
- Payroll
- Photographer
- Trademark
- fees, dues, and subscriptions
- General expenses: cleaning supplies, office supplies and the list can go on and on.



You cannot buy engagement.
You have to build engagement.
– Tara Nicholle Nelson

SOCIAL MEDIA ENGAGEMENT TIPS

- Formulate between 25-30 hashtags
- Post in your Instagram stories every day and make sure to use a call to action.
- Apps for editing – snapseed, picarts, inshot or search video editing apps.
- Canva for custom content creating.
- Engage with your following on a daily basis.
- Respond back to DM's and comments promptly.
- Videos are best! Video testimony, behind the scenes, etc.
- Stay consistent with your social media.
- Defining your target audience helps you plan content.
- IGTV for videos longer than a minute and for series.
- Search for potential clients with hashtags and explore page.
- 5-3-1: 5 likes, 3 comments, and 1 message/follow
- Update bold line in bio to keywords (see example).
- Make post less than 5 words (quotes, etc.)
- Only follow accounts that make you level up or that are industry based. Avoid wasting time on social media.



Call to action must be present in all your content, examples:

- Grab yours now [link]
- Will you be there? [event link]
- What are your thoughts on this (topic)?
- What's your favorite..., here is ours!



03 LET'S TALK INTIMATE WAXING

Waxing is the most common method of hair removal in the spa industry. Brazilian waxing is a specialized service that can bring in a lot of revenue. In order to become a waxing specialist or Brazilian wax guru you must make sure you are confident and properly trained. Preparing your treatment room and providing home care instructions are essential.

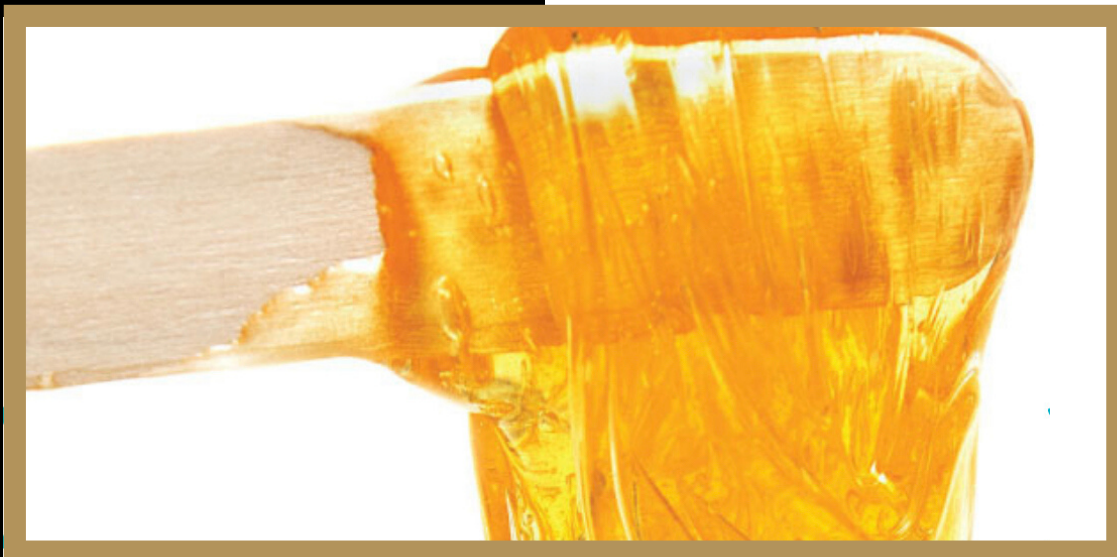
When it comes to providing expectations, let's be honest, 8 out of 10 new clients are very nervous and have reservations about the experience. It is our due diligence to be honest with the client and let them know they will experience some discomfort. Reassure them you are a professional and let them know the steps you will take to ensure a successful session.

★★★ B O N U S ★★★

BRAZILIAN WAXING

- If the client normally shaves or uses Nair, it's harder to remove all the hair because those other methods don't remove the hair from the root.
- If you weren't taught intimate waxing at school don't worry. Additional training can be taken to get comfortable with the service.
- Please advise first time clients to wait at least two or three weeks from last usage of Nair or similar product before seeking a waxing. You must set a realistic expectation for your client that it could take up to three months to get the hair on the same growth cycle.
- Intake forms should include a questionnaire to help you identify any concerns & contradictions associated with waxing prior to customer appointment.

**Pay close attention to acne and blood thinner medications e.g. Accutane. It's recommended three months off any Acne oral medication for body hair removal. Reason: Skin may be dehydrated and could cause the skin to have an adverse reaction.*





04 DISCUSSING HYGIENE

Prior to the appointment discuss hygiene, ingrown hairs or any other concerns the client might have. I always recommend my clients to limit their wearing of underwear. Often underwear can cause bumps, chafing, etc. Certain underwear can cause ingrown hairs and discomfort. Warn clients about thongs and G-strings, they may hold bacteria and also cause chafing at the bottom of vagina. Underwear with thick rubber bands can also aid in the occurrence of ingrown hairs.

As far as hygiene is concerned, check out these topics below!

Body soaps, laundry aids (detergents, dryer sheets, fabric softeners and bleach), feminine products and even toilet paper can all play a part in vagina irritation. Chemicals come into play with your body creating a scent. Help your client find a solution to help prevent and treat vagina skin irritation.

WAXING SPECIALIST TIPS

- If you are just starting out, or are looking for a new wax vendor, I would suggest researching different wax companies and request samples to test. Check out these wax companies: Beordin, Pretty Girl Get Waxed, Se-Brazil, Miss Cire, Lycon, Beauty image.
- Invest in an appliance timer to warm wax prior to your scheduled appointments. It's a great way to save time and prep. Wi-fi will be needed!
- Wear gloves at all times.
- If you prefer using powders please use talc free as studies have shown Talc has been related to cancer.
- Always have control of your client (do not allow them to extend the amount of time or steer you from your original methods).
- Practice breathing techniques with your clients.
- Wipe all products and bedding after each client.
- Offer feminine wipes for pre/post wax and personal care.



BEAUTY
BEGINS THE
MOMENT

"Some people
dream of
success, while
other people get
up every
morning and
make it happen."

-Wayne Huizenga



LET'S CONNECT

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More resources and workbooks coming soon, check out our website or follow us on IG @servingfacespro for update information

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