



Esthetician Business Mistakes to Avoid

Let's face it; running an esthetic business today is a juggling act. You spend several hours a day in your treatment room, while the day to day operations, sales, and marketing strategies are left unattended. These necessary responsibilities are vital for the health of your esthetics business and should not be overlooked. According to the U.S. Small Business Administration, nearly half of new businesses don't make it past their 5th anniversary. Here are a few basic applications to help keep your eye on the ball.

No solid business plan- Having the “build it, and they will come” mindset can have dangerous financial implications. In order to have a clear picture of what you are creating, attach goals to your visions. Writing down your goals and how you plan to execute them is an excellent start. SWOT analysis.

No time for sales and marketing- Being trapped in the treatment room and not mapping out your marketing calendar will cause your business ship to sink! A simple solution of staying in touch with clients, but not necessarily bombard them with special offers and discounts on your products or services. People of today don't want to be sold. They want education. You are an expert in the beauty industry, so be sure to send valuable skin care information through newsletters, social media, or emails. Focus on relationship building. They will come back to buy. I promise.

Doing this alone- It's easy to get stuck in a rut and allow your ideas to rule decision-making...even if those ideas are not growing your business! It's good to tap into another perspective. A good business coach will help you think about things that you have little or no experience with.

Not understanding finance- As an esthetician, you are great with "hands on" delivery, but it's important to have an understanding of your numbers in order to strategize accordingly. How do you know if your top selling skin care product has the biggest growth potential? Having informed data will assist you in making solid business decisions. It's important to look at the business dashboard at least once a week to know where your numbers are.

Undercharge or discount your services- Don't even get into the habit. Once you start discounting, you will condition your clients that they are not getting a good deal unless you slash your prices. Instead, offer greater value for your service like adding an eye treatment, for example. Know your target market. Price won't be an issue once you have successfully shown your client solutions to their specific problem. They will trust and value you.

Don't mistake being busy for being productive- Set at least two essential business tasks per day. Before you hop on Facebook, respond to emails, or get lost in some other non-essential task, knock off some essential tasks from your list. It will make you feel good, give you energy, and boost your confidence! Build that momentum! Like I've heard before; if you're feeling *listless*, make a list!

Not providing outstanding customer service- More estheticians today are running a solo practice, so be sure you are delivering the ultimate client experience. Anyone can deliver mediocre customer service, but if you can provide exceptional service, you're ahead of the game. Whatever you do, keep it consistent.

Economically dependent on a handful of clients- While the 80/20 rule (Pareto Principle) applies to all aspects of business, be sure you are continually building your client list. There are many ways to attract new clients such as social media, events, and savvy referral programs, to name a few.

Becoming stagnant- One of the biggest threats to your esthetic business is becoming static. How do you continue to motivate *you*? As a small business owner, it's important to reinvent yourself from time to time. Tap into the passion and creativity that inspired you to start your business in the first place. I'm not talking about purchasing a new piece of equipment, or remodeling your treatment room, but rather looking into business classes or retreats which will enable you to re-group and become re-inspired!

Note about Discount: The root of the word is from Medieval Latin *discomputus* which literally meant "not worth accounting for", so when you offer a discount, you aren't giving them a deal - you are saying you are worth less.