

Your Esthetics Coach

An Esthetician's Guide to Success



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LEARN the 6 Measures to Becoming a Successful Esthetician Behind the Chair The skin treatment industry is a quickly developing and exciting industry to be a part of. From as an Educator my whole career and having taught thousands of Estheticians over the years, I have often been asked to create a book to talk about my knowledge. It requires a lot of effort, time, education and schooling, with the right “tableside manner” to reach your goals in this extremely competitive industry. With the education you acquire from Your Esthetics Coach, you may take on a leadership role in your community, partnering up with additional businesses in ways that will help grow your business. As a licensed Cosmetologist with an focus on Esthetics for over three decades, I have experienced the blessing of working with all factors of the business of beauty and skin care. As the industry expands, the necessity for highly trained Estheticians reaches an all-time high. You will learn how and why your skin features, behaves and reacts just how it can. I am often asked, “How did you get here? What’s your secret to success?” Most successful people can most likely contribute their success to a lifestyle event, a circumstance, a person or people, or a chance. I look at mine as a lifetime of events, a lifetime of circumstances, a lifetime of people, and a lifetime of amazing opportunities. **SUCCESS IS WHEN Enthusiasm MEETS Cash** “First, we must do what we love and love what we perform! Your enthusiasm for listening and connecting together with your clients, and also mastering the facial therapeutic massage, will build long lasting relationships with your clients. We’ll take a look at all the tools in your toolbox, focusing on how each is to be utilized, along with what precautions ought to be taken. Understanding epidermis conditions and how exactly to treat them will build trust with your clientele. Become familiar with how exactly to conduct a pores and skin analysis, and gain precious tips about how to perform a client consultation. Learn to guide your clients to make smart choices in skin care, yielding powerful results. My objective with this reserve is to guide, share, and mentor you generally in most aspects of your esthetics business and to empower you to become the best skincare expert within. The education you obtain can help take you to the next level. Educating them on skin care products, ingredients, and making a measurable difference in the quality of their skin will help you to boost your product sales and services, assisting you to increase your income. Make yourself stick out by learning beneficial extraction tips and methods that you can start today.” Your Esthetics Mentor will educate you on the 6 Steps to becoming a successful Esthetician behind the chair. I wish to explore all of these elements throughout the book and share some lessons and pearls of wisdom which will help place you on the fast track to success. My hope is that this book will inspire you to follow your enthusiasm and make a direct effect in the beauty industry... by continuing to teach and empower yourself, having the confidence to create a difference in your customers’ skin and lives.



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A great Very informative. GREAT information! Like the Book and also have personally met the writer Karla Keene, L. Five Stars Great reserve! during our product training. A great read Love it! Great book filled up with tons of information. Her book is the perfect reference guide for experts in our Esthetic market. her sister founded. Five Stars I love this book Five Stars This is an extremely informative and helpful book for Estheticians and skincare business owners. 5 stars! I loved the suggestions that Karla gave in her book. Great book. Exactly what a new esthetian needs to ... Great book. What a new esthetian must get in the proper mindset but also a good guidebook for experienced estheticians who have to stay sharp. Karla is a brilliant Esthetician, she's such something special for writing Karla is a brilliant Esthetician, she's such a gift for writing. I use Clarity Rx, the skincare range that Karla &E. Very informative. They're INCREDIBLE products.



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