



PROFIT PROTOCOL

Complete the answers below - for a profitable 2023 as a Licensed Esthetician!

Word for the Year: _____

Why this word? What does this mean to and for you?

Core Value List

List 5 Core Values that are important to you. How do you want to show up? How do you want the world (your clients) to see you?

1. _____
2. _____
3. _____
4. _____
5. _____

Your Success Commitment Contract

*Fill in the blanks to help you show up in a “remarkable manner”. This exercise will help you quickly gain momentum in the client attraction department! ** Think more referrals coming your way!*

3 areas where I can provide more value:

1. _____
2. _____
3. _____

3 ways I can deliver something different than others:

6. _____
7. _____

8. _____

3 ways I can be more flexible:

9. _____

10. _____

11. _____

What was your first day of esthetics school vision? Revisit this moment in time and try to remember what you felt. What did you want to achieve? What did you visualize your success looking like?

How has this vision changed over time? What does success look like for you now?

What is holding you back from playing bigger?

List three fears and limiting beliefs you may have:

a. _____

b. _____

c. _____

Take those three fears and limiting beliefs and CREATE your newfound approach to success to REMOVE these fears, based on your core values! How are you going to CRUSH your fears?

a. _____

b. _____

c. _____

List the top 5 success supporters in your life:

1. _____

2. _____

3. _____

4. _____

5. _____

Discuss a “day in the life” from start to finish in your new journey as an Esthetician. Hint: Be specific with time frames for proper time management!

Example:

MONDAY | Date : _____

7:45am-8:30am Arrival + Treatment Room Set Up/Organization

8:30am-10:00am Client #1 Microdermabrasion Facial (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

10:00am-12noon Client #2 Microchanneling Facial (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

12noon-12:30pm Lunch

12:30pm-1:45pm Marketing + Social Media (Facebook/Instagram Scheduled Posts for Week | 1 Instagram Reel | Email Newsletter with Promotions/Sweet Deals for the Week)

1:45pm-2:30pm Client #3 Brazilian Wax (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

2:30pm-3:15pm Client #4 Brazilian Wax (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

3:15pm-4:00pm Client #5 Brazilian Wax (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

4:00pm-5:30pm Client #6 Double Exfoliation Facial Facial (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

5:30pm-6:15pm Client #7 Microchanneling Facial (Including Pre-Consultation, Treatment, Post-Consultation + Retailing, Cleaning/Room Sanitation)

6:15pm-6:45pm Sanitation + Spa Clean-Up | Prep for Next Day

Who is your BCE (Best Client Ever)?

Describe the person you want to see every single day, all day. Give the person a name and list as many details about their work and personal life as possible, including their character traits and the way they make you feel when you're around them.

The following information will help you determine how to create an effective marketing message that captures your BCE's attention and ultimately makes them want to purchase your offerings.

List 5 Demographic Characteristics (i.e. - age, income, employment, location, etc):

- a.
- b.
- c.
- d.

e.

List 5 psychographic Characteristics (i.e. - needs, interests, activities, values, etc):

a.

b.

c.

d.

e.

List 5 Sociographic Characteristics (i. e. - personal needs, personal profile, personal attitudes, friends, family, hobbies, passions, etc):

a.

b.

c.

d.

e.

MARKETING

Create content for an Email Newsletter you plan to send out WEEKLY on Sundays or Mondays for the week ahead.

Example:

Join Susan Smith Esthetics this week (Monday, Dec. 1 - Saturday, Dec. 6, 2023) for amazing SWEET DEALS to ensure your skin is GLOWING + RADIANT, just in time for holiday events and family parties!

Double Exfoliation Facial \$135 (Reg. \$160)

Enjoy a truly amazing treatment, customized by Susan Smith, to include a decadent Microdermabrasion of the full face, neck, and chest - followed by a Level 2 Chemical Peel of choice, tailored to your specific needs and concerns. This treatment is followed by a luxurious arm, hand, and neck massage - utilizing an aromatherapy blend, chosen by you!

BOOK ONLINE HERE: www.susansmithesthetics.com/booking

Create an Instagram caption for a Hydradermabrasion Treatment you are featuring with images of you performing this service in your treatment room.

Example:

Susan Smith Esthetics prides itself on its CORE VALUES: Trust, Value-Centricity, and Ingenuity. Through these core values, the *HYDRAGLOW by Susan Smith* treatment was created. Trust: Susan creates a personalized relationship with you, the client - discussing your needs and concerns, creating a curated plan that meets your expectations! Value-Centricity: Susan adds not only her signature arm, hand, and shoulder massage - but a foot massage with aromatherapy of choice to ensure your complete relaxation. Ingenuity: Susan utilizes her creativity and inventiveness to provide the most modern hydradermabrasion treatment possible, leaving your skin glowing and radiant!