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SKINCARE LOUNGE

5 Common Mistakes Estheticians Make – and How to Avoid Them

Questions? [Contact Caryssa](#)



Hello there!

We've all been there, not knowing why your offer isn't working? Why new clients aren't lined up out the door? What am I missing that's costing me \$\$\$\$?!

How to use "5 Common Mistakes Estheticians Make - and How to Avoid Them"

1. Read it - top to bottom, side to side!
2. Go back and use the area's provided to practice (because practice makes perfect!)
3. Revisit quarterly to make sure you haven't relapsed into old habits that are costing you big.

1. Not Rebooking on the Spot

**IF YOU'VE THOUGHT
"I DON'T WANT TO SEEM PUSHY"
"IDK IF THEY EVEN ENJOYED THE SERVICE AND
WOULD WANT TO REBOOK"**

You aren't alone but you are **WRONG**. Yep, wrong to assume they wouldn't want to rebook with you. That they don't have the money to do so and that makes you the **RUDE** one. Plus, what's the worst that can happen "No"? what's the best thing that can happen "YES PLEASE".

So what's stopping you? Let's go through some easy rebooking scripts, practice makes perfect so practice with your next client!

REBOOKING SCRIPT:

"Let's go ahead and book your next visit now so you get your ideal day and time!"

"Most clients see the best results when we stay consistent. How does four weeks from today would for your schedule?"

POST SERVICE REBOOK:

Hey, BLANK I hope you're feeling after FILL SERVICE NAME, to make sure you get the best results I'd like to see you the week of FILL DATE. Let me know which day works for you and I'll check the available times. Also, Here's a link to my review page if you'd like to take the time it means a lot to my business! - Best, YOUR NAME



CREATE YOUR OWN

PRACTICE A SCRIPT THAT
FEELS COMFORTABLE TO
YOU.

MOVE THE WORDS AROUND.
BE DECISIVE AND NEVER
DOUBT YOUR ABILITIES.

USE THE NEXT PAGE: PRINT IT
OFF AND CREATE
SOMETHING THAT FEELS TRUE
TO YOU AND YOUR BRAND.

Rebooking on the Spot

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MOST OFTEN CLIENTS WANT TO REBOOK BUT FORGET AFTER AN AMAZING
EXPERIANCE. YOU ARE THE VOICE OF REASON AND NEED TO PRESENT THE OPTION
OR YOU RISK LOSING THEM.



2. Under Pricing Services



ARE YOU CHARGING ENOUGH? ESTY PRICING CHECK-IN!

Use this area to cross reference your prices and make sure you aren't missing out on potential income

1. Cost of Product per Treatment

Products price / by number of services can be used in



2. Time Spent in Service

What's your hourly values add this number into your pricing



3. Overhead Cost

Your rent/booking service/insurance/certification fees/etc



4. The Cost of You Treatment Should be Reflected
by the Total

EXAMPLE

If your 60-Minute facial takes \$12 in product and 90 mins of your time, your pricing should reflect your hourly value not just what other esty's charge.

You aren't "charging more" you're charging fairly for your service.

Pricing Services Template

USE THIS SPACE HERE TO TEST YOUR PRICES!

There are many factors that contribute to price setting, and they DON'T have to follow this structure, but it allows you to stand by your service prices when clients request discounts.

1. Cost of Product per Treatment

Products price / by number of services can be used in

+

2. Time Spent in Service

What's your hourly values add this number into your pricing

+

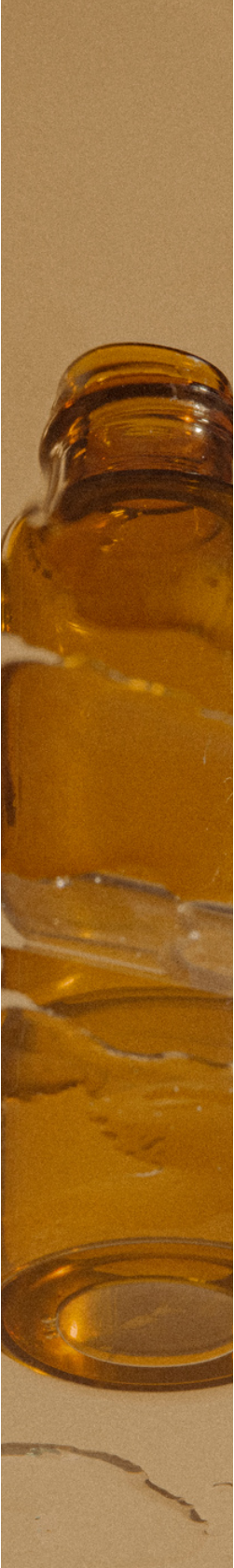
3. Overhead Cost

Your rent/booking service/insurance/certification fees/etc

+

4. The Cost of You (Hourly) Should be Reflected by the Total

Minimum Price for Service =



3. SKIPPING CONSULTATIONS

By skipping consultations (for any service) you're missing out on valuable information leading to mismatched expectations, missed contraindications and a slower progress on client goals.

CONSULTATION QUICKSTART: THE 5 QUESTIONS YOU MUST ASK

1. What are your top 3 skin goals?

This allows you to focus on what they care about most and manage expectations!

2. Are you using exfoliants, retinoids or acne medication?

Extremely crucial for avoiding over-exfoliating and flag contraindications clients might have forgotten to list on in-take.

3. Have you had this service before?

Allows you to understand their comfort level, prior experiences and potential expectations.

4. What's your current skincare routine?

Give an understanding of if their daily habits are helping or hurting their goals.

5. What would you like to improve most after today's visit?

Focuses their intent on ONE goal and allows you to deliver satisfaction - even if the result takes time.

CONSULTATION FORM RECOMMENDATIONS

USE A STANDARD FORM FOR ALL CLIENT CONSULTATIONS TO KEEP THE PROCESS STREAM LINE FOR YOU.

MY SUGGESTION TAKE THE TIME TO CREATE A VIRTUAL FORM AS SOON AS POSSIBLE. IF YOUR BOOKING SITE ALLOWS FORMS UTILIZE THEM!

LIMIT YOUR CONSULTATION TIME TO 5 FOR RETURN CLIENTS TO ENSURE NOTHING HAS ALTERED AND THEY'RE SEEING RESULTS!

ASKING THEM SIMPLE QUESTIONS BEFORE THEY START TO GET COMFORTABLE CAN BE A PERFECT TIME TO ALLOW YOU TO ALTER THE SERVICE TO BEST FIT WHERE THEY ARE NOW.

OPEN-ENDED QUESTIONS ARE GREAT FOR GETTING TO THE CORE OF CLIENT CONCERNS!

THINK "HOW WOULD YOU LIKE TO FEEL ABOUT YOUR SKIN ON A DAILY BASIS?" OR "WHAT WOULD YOUR DREAM NIGHTTIME ROUTINE LOOK LIKE?"

USE WHAT THEY SAY TO EDUCATE, CONNECT AND RECOMMEND CONFIDENTLY AFTER THE SERVICE. THIS IS THE PERFECT INFORMATION TO BASE A TREATMENT PLAN OFF IN CONJUNCTION WITH THE SKIN ANALYSIS.

Create your own consultation forms that address every concern, question and issue you feel relates to your services and the way you perform them! This is a very personal form, take your time to create one that represents the information you need to see success in client treatments.

4. Not Having a Signature Services



A CORE SERVICE OR TREATMENT ALLOWS YOU TO STAND OUT AND STREAMLINE YOUR MENU! THIS SERVICE COULD BE AS SIMPLE AS TAKING YOUR MOST LOVED SERVICE AND RENAMING IT TO BE ON BRAND OR CREATING A WHOLE NEW SERVICE ITEM THAT REPRESENTS YOU AND YOUR AUTHORITY IN THE ESTHETICS INDUSTRY!

FIND YOUR SIGNATURE SERVICE IN 3 STEPS!



List Your Top 3 Favorite Services

- 1.
- 2.
- 3.



Identify what results you're most passionate about

What does this service make someone feel/look/leave with:

-



Align with Your Ideal Client's Needs

The price, products used, outcome and name should all focus on bringing in your ideal client and directly treat their needs! This is what you want to become known for:

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5. Trying to do it ALONE

In a field full of solo professionals, it's completely normal to feel isolated, unsure, and even a little lost.

I've been there, starting my business with no roadmap, no support, and wondering why the clients weren't just walking in. I know how discouraging it can feel to give your all and still have slow weeks, empty books, and no one around who really gets it or can offer advice.

You don't have to do this by yourself.

This is your reminder that you're not meant to grow in isolation. There are communities created to make space for honest conversations, shared knowledge, and actual support from people who walk the same path.

When you create connections with others who are actively achieving a goal similar to yours, or already accomplished it, you're enabling yourself the ability and community to reach your goal. By learning from their mistakes, taking their tips and suggestions into actual consideration and oftentimes seeing what it really took to get them from point A to point B and not just the highlight reel - Surrounding Yourself With The Right People Changes Everything



Let's State the Conversation

Stop pretending you have it all figured out and **start leaning** on each other for real growth. If you're ready to connect, drop one of these questions into the group today or another estheticians DMs and see who answers back:

"What's one system or process you couldn't live without in your treatment room?"

"If you could go back to your first year in business, what advice would you give yourself?"

"What's something you're struggling with in your business right now—and what would support look like?"

THIS is why I've made it my mission to create spaces that support estheticians beyond just licensing. From [The Skincare Lounge Facebook group](#) that enables Estheticians like you to connect with other professionals & discuss topics to keep us open to community & opportunities within our industry. To my YouTube channel: [Truth and Skin by Caryssa](#) that teaches & guides you through weekly video uploads, so your skills & knowledge stay fresh for each new client and challenge that comes your way. And now the launch of [Truth & Skin Pros](#) enabling passionate estheticians to take their career to the next level of confidence in the treatment room & beyond. I've built resources designed to help estheticians bridge the gap between beauty school basics and the real world, from being someone's employee to running a successful solo esty-empire, the framework, dedication and skills needed to succeed together.

You don't have to do this by yourself.

So, don't! This is your reminder that you're **not** meant to grow in isolation. I created each of my communities to make space for honest conversations, shared knowledge, and actual support from people who walk the same path.

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Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond all measure. It is our light, not our darkness, that most frightens us. We ask ourselves, “Who am I to be brilliant, gorgeous, talented, fabulous?” Actually, who are you not to be?”

MARIANNE WILLIAMSON



That's All For Now!

Looking to grow as an esthetician with real, in-depth training, that leaves you in charge & confident in your treatment room? I offer comprehensive online courses plus a flexible monthly membership (ALL THE GOODS) — lifetime access, video demos, certifications, and mentorship along with Spanish course to make sure you succeed doing what you love most, esthetics.

[CLICK TO LEARN MORE ABOUT TURTH & SKIN PRO EDUCATION](#)

Here are my contact links!

Make sure to follow my YouTube channel
[Truthandskinbycaryssa](#) for weekly
educational videos to keep you on top of
your esty game!

Reach out with additional questions

[Click Here: Truth & Skin by Caryssa](#)

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