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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 \$\$\$\$?!

## What to include:

1. **Not Rebooking on the Spot** → + sample rebooking script
2. **Underpricing Services** → + how to reassess your rates
3. **Skipping Consultations** → + quick intake form questions
4. **Not Having a Signature Service** → brief mention & link to your full course
5. **Trying to Do It Alone** → encouragement to find mentorship, community (Skincare Lounge!)

# 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 MAY LOSE 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

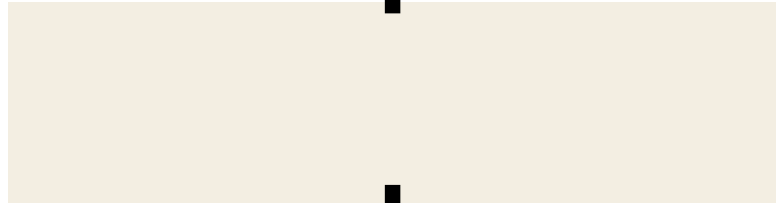
Products price / by number of services can be used in



+

### 2. Time Spent in Service

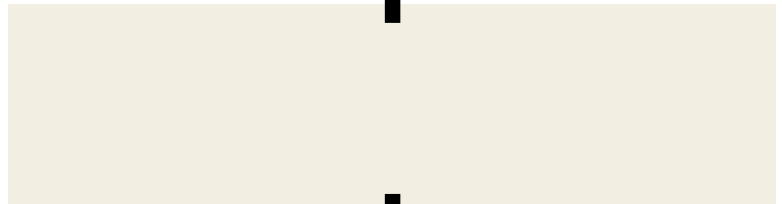
What's your hourly values add this number into your pricing



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### 3. Overhead Cost

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



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### 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.**

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

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

**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.

That's why I've made it my mission to create spaces that support estheticians beyond just licensing. From The Skincare Lounge Facebook group, to my YouTube channel: Truth and Skin by Caryssa, and now the launch of Truth & Skin Pros—I've built resources designed to help estheticians bridge the gap between school and the real world, from being someone's employee to running a successful solo esty-empire.

You don't have to do this by yourself.

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



# Conversation Starters

Let's stop pretending we 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?"

"How do you bounce back from slow weeks or cancellations?"

"What's a facial, peel, or product you swear by for acne or dark spots?"

"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?"

"What does your dream business look like 1 year from now?"





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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!

Interested in expanding your knowledge in other areas? Take a look below for other trainings offered by Truth & Skin!

ADVANCED ESTHETICS

THE SKIN GUIDE

MONTHLY PRO MEMBER

Looking to grow as an esthetician with real, in-depth training that leaves you confident in the treatment room? I offer two comprehensive online courses plus a flexible monthly membership — all with lifetime access, video demos, certifications, and mentorship along with Spanish course options.

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

Wrap up the guide here. This can be used for a quick knowledge check, refresher, summary or conclusion. Here are my contact links! Reach out with additional questions and leave a review on my google!

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THIS CONTENT IS DESIGNED TO BE SHARED WITH ANY AND ALL PROFESSIONALS WHO WOULD BENEFIT AND IS A FREE RESOURCE SO FEEL FREE TO PASS ALONG MY CONTACT INFORMATION IF THEY HAVE ANY QUESTIONS.