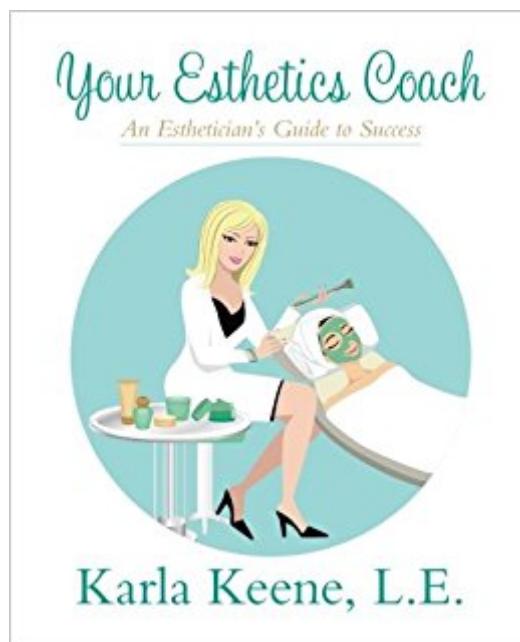


The book was found

Your Esthetics Coach



Synopsis

LEARN the 6 Steps to Becoming a Successful Esthetician Behind the Chair The skin care industry is a rapidly growing and exciting industry to be a part of. As the industry expands, the need for highly trained Estheticians is at an all-time high. It takes a lot of hard work, time, education and training, with the right *à cœtableside manner* • to be successful in this extremely competitive industry. I want to explore all of these elements throughout the book and share some lessons and pearls of wisdom that can help put you on the fast track to success. As a licensed Cosmetologist with an emphasis on Esthetics for over three decades, I have had the blessing of working with all aspects of the business of beauty and skin care. From being an Educator my entire career and having taught thousands of Estheticians over the years, I have often been asked to write a book to share my knowledge. My goal with this book is to guide, share, and mentor you in most aspects of your esthetics business and to empower you to be the best skin care expert within. I am often asked, *â œHow did you get here? Whatâ™s your secret to success?* • Most successful people can most likely contribute their success to a life event, a circumstance, a person or people, or an opportunity. I view mine as a lifetime of events, a lifetime of circumstances, a lifetime of people, and a lifetime of amazing opportunities. **SUCCESS IS WHEN PASSION MEETS MONEY** *â œFirst, we must do what we love and love what we do!* • Your Esthetics Coach will teach you the 6 Steps to becoming a successful Esthetician behind the chair. Weâ™ll take a look at all the tools in your toolbox, understanding how each is to be utilized, as well as what precautions should be taken. The education you obtain will help take you to the next level. You will learn how to conduct a skin analysis, and gain valuable tips on how to perform a client consultation. Learn how to guide your clients in making smart choices in skin care, yielding powerful results. You will learn how and why the skin functions, behaves and reacts the way it does. Understanding skin conditions and how to treat them will build trust with your clientele. Educating them on skin care products, ingredients, and making a measurable difference in the quality of their skin will help you to increase your product sales and services, helping you to increase your income. Make yourself stand out by learning beneficial extraction tips and techniques that you can start today. Your enthusiasm for listening and connecting with your clients, as well as mastering the facial massage, will build long lasting relationships with your clients. With the education you acquire from Your Esthetics Coach, you can take on a leadership role in your community, partnering up with other businesses in ways that will help grow your business. My hope is that this book will inspire you to follow your passion and make an impact in the beauty industry • by continuing to educate and empower yourself, having the confidence to make a difference in your clientsâ™ skin and lives.

Book Information

Paperback: 170 pages

Publisher: K2 Publishing; 1 edition (October 2, 2015)

Language: English

ISBN-10: 0996741801

ISBN-13: 978-0996741804

Product Dimensions: 7.5 x 0.4 x 9.2 inches

Shipping Weight: 13.8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars (See all reviews) (4 customer reviews)

Best Sellers Rank: #557,661 in Books (See Top 100 in Books) #29 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Cosmetics #39 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Skin Care #474 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing

Customer Reviews

Love the Book and have personally met the author Karla Keene, L.E. during our product training.

Great book filled with tons of information. I use Clarity Rx, the skincare line that Karla & her sister founded. They're INCREDIBLE products. I loved the tips that Karla gave in her book. 5 stars!

Karla is a brilliant Esthetician, she has such a gift for writing. Her book is the perfect reference guide for professionals in our Esthetic industry.

I love this book

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