

# **6 Simple Steps to Dramatically Increase Your Income and Fill Your Appointment Book FULL of Valuable Clients!**

**“In This FREE Report I am sharing with you Easy-to-Implement Tools I Personally Use as an Esthetician Every Day To Generate Income and Fill My Appointment Book Full of AMAZING CLIENTS.”**



 **Lori Crete**  
The Esthetician Mentor™

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## **“FREE REPORT written just for estheticians that want to dramatically increase their income.”**

**The beauty industry continues to grow at a rapid rate.** People are living longer and wanting to look and feel beautiful all along the way. **Estheticians** are a big part of making that happen, and that’s a bonus for us. **How many other professionals do you know have the opportunity to generate revenue from the same clients monthly or even weekly?**

Statistics show our industry is growing, so why is the average esthetician falling short of their full financial potential? On average, **most estheticians can expect to make just \$40,000, according to job postings on [www.indeed.com](http://www.indeed.com). That's 45 percent less than all other job postings across the nation!** These numbers don't make sense and together we can make them a thing of the past.

**You have taken the 1st step to dramatically increasing your income just by signing up for this free report! Congrats! You are on your way to becoming a booked solid, money generating six figure esthetician!**



Hi I am Lori Crete “The Esthetician Mentor,<sup>™</sup>” Skin Care Therapist, Licensed Esthetician, Spa Owner and Author of The 6 Figure Esthetician System, **and I am devoted to helping estheticians from all over the world increase their revenue and make the income that they deserve...a 6 figure income.**

## 6 Simple Steps to dramatically increase your income & fill your appointment book full of valuable clients

I founded Skin Care by Lori, Inc. in 2002 to provide spa services that help women look and feel better about themselves. My love for all things beauty started in the sixth grade watching my best friend's mom do leg lifts to Jane Fonda with a fresh avocado mask on her face, mayonnaise in her hair and a cigarette in her hand (hey, it was the 70s), and she looked amazing...better than anyone else's mom in the neighborhood!

But before launching a career in the industry, I spent my first 10 years out of college working with women from all walks of life as a flight attendant for American Airlines. However, the events of 9/11 inspired me to make a career change I had long put off (which is a whole other story). The only answer was diving into something I was truly passionate about...the world of skin care.

Now, I own and operate Spa 10's two locations in Southern California and still practice as a Licensed Esthetician at both. I have made several media appearances including various beauty related news segments, Guthy-Renker infomercials as an industry expert and The Style Network makeover shows. **I am the Author of the Six-Figure Esthetician System – 10 Key Strategies to Build a Lucrative Business You Love!**

I have experienced how frustrating it can be trying to build a lucrative business as an esthetician! I am aware of how competitive our industry is and that there will always be someone undercutting your prices or a Groupon ad offering a facial for a third of what you charge! But none of this means that you can't be booked solid, loving what you do and making a lot of money as an esthetician.

Throughout my career as a flight attendant combined with my years as an esthetician, I have learned so much about what women really desire in life to be happy. Although, every woman is different, we find common ground in the search for fulfillment. We want to be successful, happy,

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healthy and we all desire great relationships in our lives. I am proof that a career as an esthetician can provide you with all of these things and more.

**I have spoken with so many estheticians and realized many were not maximizing their true earning potential. I created all my success programs to empower estheticians and give them the tools to reach their financial dreams.**

## **Special Report**

### **Six Simple Tips to Book Any Esthetician Solid!**

#### **1. Create a demand for your work.**

You can do this by specializing in one specific treatment or service that you provide to your clients. Did you know that as a rule, specialists earn more than generalists?

Have you thought of developing and offering a specialty treatment? This type of service can help you attract loyal clients who will place a greater value on what you are providing because you will be **addressing and solving specific problems.**

There is a formula for creating a specialty spa service, one that solves problems for new and existing clients. If they feel you are fixing their problems they will place a higher value on what you are offering.

**You will become more appealing and valuable if you advertise solutions that will make a big difference in their lives.**

## **My "Ah-ha" Moment**

When I first started out, I didn't know of any esthetician networking groups or coaching programs. I learned through trial and error what worked to increase sales and unfortunately what didn't (a sometimes costly expense for me). I realized through a stroke of good luck how important it was to have a special service niche, and I was amazed at how my income tripled once I figured this out! I was also amazed at how many other estheticians had heard about how well I was doing and were calling me to ask for advice on how to improve their sales. I continue to use this simple tool in almost every aspect of my spa business and in my work as an esthetician today.

**My guess is that your special "esthetician service niche" is right under your nose! You just need the right tools to incorporate this idea into your practice, and you will immediately start attracting valuable clients! Can you think of a service you feel so passionate about you would practically do it for free....if so this is where you want to focus when you are goal setting to attract valuable new clients!**

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## **2. Get Lucrative repeat business**

**The most profitable appointment on an esthetician's book is a repeat visit from past client.** Once you make a connection, the client will begin to trust you and turn to you for more services and products. Every time you get a past client back in the door you're in the moneymaking phase of building the relationship.

Do you collect your client's email and mailing address? Have you reached out to your client list lately? Did you know that there is an average time frame when your clients run out of their retail products, and you can make thousands of dollars just by sending them a quick message reminding them that they may need to restock soon? This type of communication is a must to succeed in "the new economy." Pick up the phone today and reach out to your clients!

**Did you know that you are 10 times more likely to get an existing client back in your door than a new one?**

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It's easy to increase repeat business and when you master this you will get a constant flow of clients in the door and you will never have to ask yourself these questions again:

✓ Why am I wasting money on advertising that gets poor results?

✓ Why am I sitting in my spa treatment room twiddling my thumbs, wishing just wishing I could be a busy, successful esthetician?

✓ Why are my past spa clients not rebooking with me...I thought they loved the treatment I provided them?

✓ I know I am a great esthetician, so how can I fill my appointment book and start making a lot of money?

**It saddens me to see and hear how many estheticians are spending money on ineffective ways to build their clientele and wasting their money on advertising that will NEVER fill their appointment books with clients.**

**Or even worse not doing anything to educate themselves on how to be a successful business oriented esthetician.**

## **Typical Roadblock For an Esthetician**

I bet most of you have spent A LOT of money on amazing equipment for your treatment rooms or have access to expensive machines available at your spa. We learn all about these amazing machines in beauty school, **but not how to advertise them to clients. What's the point having that \$8,000 microdermabrasion machine, if you don't get to use it?**

## **Easy Solution**

### **Marketing Strategies!**

I am here to help and offer you guidance that I have learned from past victories (and failures) in my business! **Follow these six simple tips and you will see an increase in your clientele and appointments.**

I have spent the last 10 years devoting my time and effort into building a six-figure esthetician business that provides me with an amazing lifestyle and now I am ready to share all this information with you. **I want you to be happy, successful and have an appointment book full of clients who value you and the spa services that you provide to them!**

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I want to help estheticians learn to use simple and effective ways to market themselves because I have been there before, and spent hundreds of dollars on ads that never brought one client in my door. I wish I had someone to provide me with effective tools to fill my books - it would have saved me thousands of dollars (and A LOT of time) on research, trial and error!

It doesn't need to be difficult; you just need to learn the most effective way to fill your appointment book, which in turn will boost your income immediately.



### **3. Show up representing your business**

Learn how to be your own free billboard. Use your face and your skin as a free advertisement for your business. Clients looking for beauty treatments will be attracted to someone who looks like they take care of themselves!

Use your products on your skin so you can provide your clients with a testimonial that comes from real experience! They will ask why your skin is glowing and this will open the door to an easy retail sale for you.

Show up at work looking your best because current and potential clients do notice!

## **IMPORTANT**

**NEVER** forget the six seconds rule: **Six seconds is all it takes to form a positive or negative impression of you and ultimately your business! Make your first impression be your very best one.**



### **4. Attend an industry trade show**

This sounds so simple, but so many estheticians I speak to have never been to an aesthetics trade show! You should plan to attend at least one per year. The shows are so valuable to us as estheticians because they keep us educated on all the latest trends in an ever-changing industry. We need to be aware of what's happening in skin care to answer questions from our clients – knowledge is power.

A trade show is where I had my "ah-ha" moment mentioned earlier in this report and found my service niche that has provided me with thousands of dollars in revenue over the last few years.

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Clients love new products and services that help them look and feel beautiful. A trade show is the perfect place to find everything you need to wow them. Be a shining star, be one step ahead of all the other estheticians on your block!

**Trade Show Recommendations:**

- 1. [www.lneonline.com/tradeshows/](http://www.lneonline.com/tradeshows/)**
- 2. [www.experienceispa.com/events/annual-conference/](http://www.experienceispa.com/events/annual-conference/)**

**In The Six-Figure Esthetician System I have created accountably worksheets that help you outline, commit to and carry through on your yearly trade show (and education) plans. Having a combination of organized plans and goals is a must for any booked solid successful esthetician.**

***These trades show are fun! Grab a few esthetician friends and make a girls weekend out of it! Every year I meet my best friend who lives across the country from me at the Las Vegas International Esthetics, Cosmetics and Spa Conference and we have a blast!***



## 5. Join a charity organization in your area

This is something that not only improved my business financially, but also made me realize how many things I had to be thankful for in my life. Working with charities has made me a more thoughtful compassionate person and this type of volunteer work will always improve who you are as an esthetician in your treatment room.

I started airbrush spray tanning women with cancer as it made them look and feel so much better while going through chemotherapy. I was doing this in my spa or going to their homes if they were too sick to come to me. I would leave these appointments feeling pretty darn good about what I had done because I was making a big difference in their day. Women would cry when I was done because they looked healthy for the first time in months! When their families and friends would see the how good my services made these women feel you better bet they all started coming to me and supporting my business!

Find a charity in your area and donate your time, as this will make a huge difference in your life and the success of your business!

I know estheticians that have even received amazing news coverage for doing this type of volunteer work and the payout from that kind of public relations can put you in a whole new tax bracket!

One charity I love in the LA area is: [www.thebeautybus.org](http://www.thebeautybus.org)



## 6. Realize the importance of mentorship, support and guidance from an industry expert.

*“An investment in knowledge pays the best interest.”*  
**Benjamin Franklin**

I have invested in a business coach, marketing coach, mindset coach and even a public relations firm- not all at the same time, but when I need specific types of support in my business. This guidance provides a wonderful support system and gives me the knowledge and confidence to make decisions that push me towards a higher income, which I would have been too scared to make on my own. I have found that almost every time my income increases it is because I have invested in guidance from someone who is more successful than I am.

**Here is a perfect example of how my mentorship and coaching support have helped me:** The last week of August and first week of September is ALWAYS the slowest time in the appointment book. Before investing in mentoring and coaching it stressed me out to be sitting around wondering where all my clients were! Instead this year I took one tool that a past coach taught me (this involved 15 minutes of my time), and through this tool I not only booked myself solid for the week, but I also booked my other estheticians full of facials they weren't expecting!



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**Although I have invested in amazing coaching and mentoring programs, they never fully understood the needs of an esthetician. It required a little extra work and creativity on my part, but I actually developed systems that really work to fill my appointment book and increase my income!**

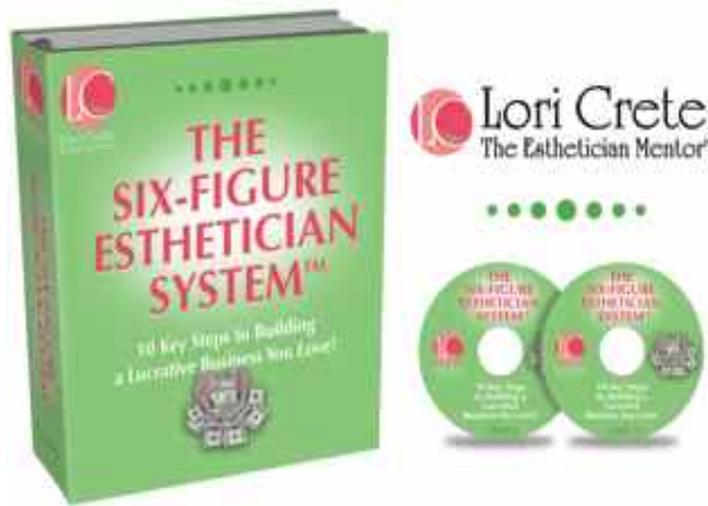
This is why I created a specific support system for estheticians – I know what estheticians need to be booked solid, and I want to share this information with you! I want your appointment book to be packed with clients that enlighten your life and fill your bank account with lots of money.

**Now are you ready to take your esthetician business to the next level and not sure where to start?**

In my “Six-Figure Esthetician System”, I personally show you everything you need to know to get your appointment book full of valuable clients (instead of sitting in your treatment room wondering why your business isn’t thriving!).

This system is designed to be your blueprint to success with easy to following goal setting strategies, marketing plans and success building worksheets

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**I owe a great deal of my career and success...**

*I owe a great deal of my career and success to Lori. She was the one who originally inspired me to be an esthetician. She then guided me and supported me during beauty school. I invested in one hour of coaching with Lori to figure out “my service niche” and how to incorporate it into my esthetician practice. This coaching was amazing as it gave me the confidence to build a clientele, and help my business grow. The hours that she has spent with me were invaluable.*

Jill 22  
Licensed Esthetician  
Calabasas, CA

**Your Six-Figure Esthetician System™ success binder** - neatly laid out to walk you through all my 10 strategies to increasing your income, step by step.

You'll discover:

- ✓ How to find the perfect work environment for you
- ✓ How to increase your income dramatically with NO paid advertising
- ✓ How to avoid BIG mistakes that estheticians make that hurt their income when starting their business
- ✓ The one thing you can start doing immediately that can INSTANTLY add up to \$27,000 a year to your income

The secret to being the "go to esthetician" in your community

- ✓ Why you DO NOT need to be and you should NEVER be the cheapest esthetician on the block
- ✓ How to charge a lot more than your competition – with confidence
- ✓ How to recognize your biggest asset and how to turn it into a money generating machine
- ✓ What the two MOST IMPORTANT steps are to get great clients in your door and keep them coming back
- ✓ What it takes to convert a new client into a valuable repeat client

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- ✓ How I got 70 phone calls in one morning for a specific service that I offer
- ✓ Why investing in your own well-being will help you attract more clients
- ✓ Recognize who you most enjoy working with and how this can considerably increase your income
- ✓ How to sell every client who walks in your door retail products with out ever seeming pushy or desperate
- ✓ Which low to no cost goal setting strategies helped me increased my income by \$60,000 in nine months
- ✓ How to make \$100 per hour right out of esthetician school
- ✓ Which four questions you MUST ASK YOURSELF before making any business decision AND what the answers should be

**I'm handing you everything you need to be on your way to six-figures, FAST – all my secrets to success – so you have NO excuse not to succeed.**

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**“The 6 Figure Esthetician System” will provide you with thought provoking ideas, inspirational stories, worksheets, tools and resources on how to become a booked solid money generating esthetician!**

**[www.sixfigureesthetician.com](http://www.sixfigureesthetician.com)**

Live Beautifully,

*Lori*



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Lori Crete - Skin Care Therapist, Licensed Esthetician, Spa Owner, and Creator of the 6-Figure Esthetician System™, - devoted to helping estheticians from all over the world build a business they love and earn the 6-figure income that they deserve.

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