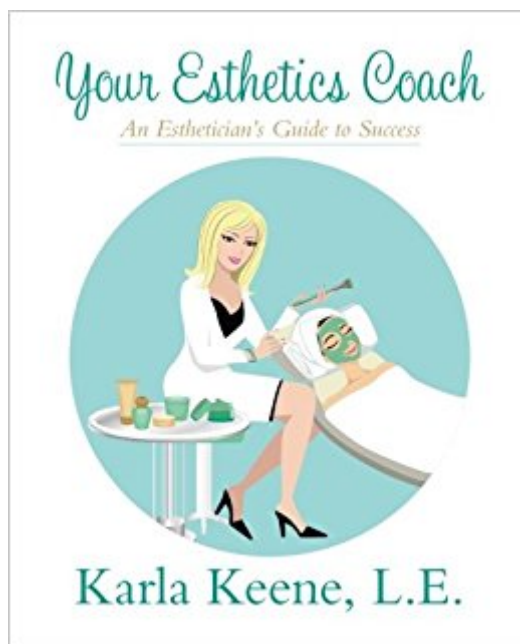


The book was found

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 “tableside 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, “How did you get here? What’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** “First, 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. We’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 clients’ skin and

lives.

Book Information

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Customer Reviews

KARLA KEENE, L.E. is a licensed Cosmetologist with an emphasis on Esthetics for over three decades, working with all aspects of the business of beauty and skin care. Throughout her career, Karla has trained thousands clinicians, estheticians and spa/medspa owners, and has opened over 70 medical spas. Her passion is the skin care line she developed in 2003, ClarityRx Clinical Skin Care, which represents her philosophy in providing a safe, quality, results-driven product line. Karla is a published bestselling author and a frequent contributor to trade publications, industry resources and articles.

This is a very informative and helpful book for Estheticians and skin care business owners.

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

Great book. Exactly what a new esthetian needs to get in the right frame of mind but also a terrific guide for experienced estheticians who need to stay sharp.

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.

Great book! Very informative.

I love this book

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