



# Unlocking

THE GATEWAY TO  
ESTHETICIAN BUSINESS

# Success

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## *A Letter to the Esthetician Solopreneur*

Dear Esthetician Solopreneur,

I am writing this success guide because of you. Your success matters to me.

Over the past twenty-five years, I've seen the beauty industry from all angles. From starting in the treatment room to running an eighteen-person full-service salon, I've experienced fabulous highs and frustrating failures. Then, I changed course. For half a decade, I worked as a sales representative for professional skin care lines. Eventually, I became a director of sales for one of those lines. In that capacity I watched passionate estheticians struggle to grow their businesses.

All along the way, you continued to matter to me. Whether you were worrying over how to grow your client list and continue to provide quality service or if you were searching for the right talent to advance your esthetician business, you stayed on my heart. While I was writing articles and building out courses, I continued to think of you and your needs.

Some of you I may have met as a skin care sales rep. Others I may have engaged with online as an industry leader esthetician business coach. In whatever way we may have connected, or if we have not yet met, this guide is

for you, the esthetician solopreneur.

Esthetician solopreneurs like you have found that my proven process, what I call the D.R.A.K.E. © approach, puts them on the pathway to turning their passion into profits. The approach has become a keystone in my Esthetician Business Academy™ and Elite Esthetician VIP Coaching Program™.



Also, it is core to my newest program: Esthetician Inner Circle Membership™. Short for five simple concepts that can change the course of your business—Define, Ritualize, Act, Know, Establish—the approach gives direction and focus to the esthetician solopreneur.

Now, digging deeper into the D.R.A.K.E. © approach, I'm revealing for you the gateway to bringing *clarity* and *intentionality* to your esthetician business. This revelation is sure to result in greater profits while leaving you more time to do all the professional and personal activities that fuel your spirit.

What is this fantastic gateway? I call it the *Three Ts of Esthetician Business Success*: Focus your time. Grow your talent. Know your target.

How do I know it will work for you? I've seen it work for hundreds of esthetician solopreneurs. In the pages that follow, I'll reveal how to *focus your time*, *grow your talent*, and *know your target*—unlocking an amazing gateway that leads to fulfilling your esthetician business dreams.

I'm confident that after you've read this guide and starting implementing the Three 7's, you'll want to continue down this success path. I'm here to support you with a multitude of resources, including specialized courses and business coaching. So, let's delay no further.

To your success,





## *Bring Clarity & Intentionality with the Three Ts*

Let's face the truth; owning an esthetician business keeps you on your toes. You're juggling marketing, supply ordering, financials, and a myriad of other tasks. Not to mention hiring talented team members and servicing your fabulous clients! You've hardly time for yourself. Let today be the end of the frantic chaos that may surround your esthetician business. Take steps now to bring greater clarity and heightened intentionality with the Three Ts of Esthetician Business Success. Walk through what I like to call the "gateway to esthetician business success."

What is the gateway and how do you get there? The gateway is a thoughtfully constructed metaphor meant to help you achieve your highest earning potential by bringing into harmony three key elements of your daily business operations: time, talent, and target. We'll explore each of the three Ts in later sections, but let's think now about getting clear and setting our intentionality.

By "getting clear" and the word *clarity*, I mean having an exact understanding of where you want to go with your business and the steps you need to take you there. Bringing clarity means more than having a one-page

business plan. Clarity is about making your goals transparent to not only yourself but also those around you. Now, I know you've likely heard this before, and I don't mean to sound redundant, but having the build-it-and-they-will-come mindset can have dangerous financial implications on the success of your business.

I've talked with so many new estheticians and some seem shocked that they're failing to make a substantial amount of money within a short period of time. The esthetics industry can be incredibly lucrative, but multiple factors go into the business-building process. Finding clarity to the following questions will point you in the right direction. Think of answering these questions as a precursor to walking through that fantastic gateway.

Perhaps you'd like to do this now. In order to have a clear picture of your successful esthetician business, I recommend writing it all down. So, get a relaxing cup of tea or a steaming mug of java and pull out pen and paper to answer the following clarity-seeking questions:

- What do you want?
- What exactly do you see yourself creating?
- What's your magic number? Everyone has a magic number of how much money they want to make. What is your magic number?
- What does your business map look like?
- What are your goals and sub-goals?
- What is your marketing strategy?
- How much money do you need to make to be profitable?
- What *one* thing do you need to improve upon most in your business?

Finding greater clarity will help you define and set crystal clear goals. Record your goals. Be specific so that it's transparent and clear to you. Once you have your main goal, attach a solid plan of action around that goal. What will you do? How long will it take? Then, create sub-goals that are timely, yet doable. If you set a goal that isn't attainable, you'll only get discouraged, and possibly even give up. Setting timely and doable goals and sub-goals is part of getting intentional with your business.

*Intentionality* is a philosophy of the mind. Instead of scattershot action, practicing intentionality means acting in a calm, reasoned, and well-designed manner, in this case toward your business goals. Gaining greater clarity leads to heightened intentionality. Both clarity and intentionality are reflected in my proven D.R.A.K.E. © approach within the concept of Define, signified by the letter *D*. When you define something you determine its meaning and establish its characteristics. In essence, you paint a clear picture. Once you have a clearer picture of what success looks like, dig deeper with more clarity-seeking questions, such as these:

- Who is your ideal client?
- How will you reach your target market?
- What services will you offer?
- What are the price points? (Don't be afraid to charge what you're worth.)
- What will it cost you to perform said services?
- How much do you need to live on?
- Do you have cash reserves?



About this last question, I recommend keeping expenses minimal, especially when starting out. You don't need every modality out there. You have two hands. Build your business slow and steady. Most of all enjoy the process! In my free guide *Esthetician Business Mistakes to Avoid*, I examine nine traps esthetician solopreneurs can fall into and what they can do to avoid them. Not knowing finances is a treacherous business trap. Gaining clarity and increasing intentionality will help keep you far from business mistakes.

As you delve deeper by asking clarity-seeking questions, you'll begin to uncover ways you can set your intentionality toward success with timely and doable goals. All your goals will require in one way or another that you utilize the Three *T*s of Esthetician Business Success. They will all require that you *focus your time, grow your talent, and know your target.*



## *Focus Your Time*

Picture yourself with all the time you need to create, grow, and run a successful esthetician business. Does that picture seem unrealistic? What if I told you that you already have all the time you need to achieve your desired success? In this section, we'll examine how focusing your time can lead to unlocking the gateway to the esthetician business of your dreams.

We live in such a distracted world today that we can find plenty of things to keep us busy versus actually being productive in our business. Many business owners find that their time is unfocused, full of distractions. What if all this "busyness" is really just avoidance? Do you find yourself so busy that it keeps you from working on the tasks that you know would move your business forward? What if this so-called busyness was just a form of procrastination, and what if procrastination was just a form of avoidance? Are you keeping yourself distracted and avoiding things you know you should be working on in your business but don't?

Perhaps the project you're resisting is the project that needs to get done. What if I suggested to you that procrastination and avoidance is just another

form of fear? As humans, we tend to resist the things that we don't like mostly because we're not good at them.

So how do we flip that switch? How do we get good?

We just start. We just do it. I know this sounds obvious but it's the truth.

We know the things we are avoiding. I recommend writing down a daily list of just 5 things that need to happen today to move you closer to your goals. What few things need to happen in order for you to have an outstanding day? Be intentional and focused with your list. I usually recommend turning off any distractions so that you can concentrate your efforts to work diligently on this daily five. In fact, I stress this in my proven D.R.A.K.E. © approach within the concept of Ritualize, as represented by the letter *R*. If you are disciplined, you should notice a shift in your energy as you cross off completed items. As you become more productive, you will feel more energized! Nothing feels greater than a day well accomplished where you have nailed your "to do" list.

Remember, your main objective in business is to be profitable. Period. What you do on a daily basis reflects in your bottom line. Once you get into the habit of writing out this daily list, you will gain a momentum you won't want to stop. Make your daily five list a ritualized part of your day. Stick with it. Soon it will feel like second nature, and you'll find your time will be used in a clear, intentional, focused way.

Of course, many more ways exist to focus your time; ritualizing your daily to-do list is only one way. Another major one is getting clear and intentional

about money. Yes, money! After all, we've all heard the old adage that *time is money*. Time and money are interrelated in business. How much is your time worth? What money decisions are costing you valuable time?

To further focus our time, let's talk numbers for a minute. Then, we will look more at how focusing our time can increase our profits!

Most estheticians I've worked with don't have clarity around the money their business brings in. I talk to many new and seasoned estheticians, and many express that they're frustrated because they're not making the money they thought they would. Some don't know their breakeven point, or the number of clients they have in their database. Some don't even know how much retail they're selling, or what to charge for a service. Others are so over-budget with lease agreements that it's scary.

Thankfully, there's a formula for everything. When I coach esthetician solopreneurs, we use these formulas to understand all aspects of their money. I recommend following some sort of budget guideline to ensure a healthy business and having a financial plan before you open the doors for your first client. Writing down your financial plan and budget guideline will bring clarity and intentionality to your finances and keep you from wasting precious time in the form of business financial mistakes.

Taking the action of putting things in writing brings clarity. In fact, taking action is so important that I incorporated it into my proven D.R.A.K.E. © approach. *A* stands for *Action*, and it's clear that certain simple actions, such as having a financial plan and budget guideline, will yield positive results.

As discussed earlier, asking clarifying questions is always a good action to take. Here are some important questions around your finances. The very first question you need to ask yourself is, *how much money do I want/need to make?* Everyone has a magic number in their heads and the meaning of *success* is different for everyone.

Next, you'll absolutely need to know your breakeven point. I can't stress this point enough. How much money do you need to generate in order to cover all of your direct expenses? How many services do you need to deliver just to keep the doors open? Naturally, breaking even shouldn't be the goal, but knowing what you need to make on a monthly, weekly, and even daily basis is helpful to set your target goals.

As you move from breaking even to making a profit, you need to extend your clarifying questions further. How many treatment plans do you need to sell in order to gain a profit? How much money do you need to "take home"? What will you do for income until you reach that target? Do you know what your profit margins are on all of your services? How much did you profit last year?

Is your head spinning yet?

Stay with me! I'm about to tell you something that will focus your time when trying to figure out these financial must-knows.

Here's what you should remember: vendors are there to help you succeed. Most vendors can supply you with a cost-per-application analysis chart. This chart is a good place to start as you're pricing out your treatments.

Don't forget to factor in the price of equipment. Did you recently purchase a new piece of equipment? How many treatments do you need to deliver to recoup that initial investment? These are the questions I get my clients thinking about.

Most estheticians overspend on products, equipment, and the latest, greatest gadgets. Ask yourself, *do I really need it?* I know you want it, like you want that pair of new shoes, but it's important to find out the demand in your community before you spend on a piece of equipment that your community isn't interested in. Do your homework. Take your time making large purchase decisions. Save as much money as you can initially and reinvest that cash back into your business. You will thank me later, I promise. Think of all the time you'll save not worrying over purchasing mistakes and ways to make up that lost money!

Experience has shown me that one huge way we estheticians have sabotaged our practice is by having to rebuild or regain our clientele after moving our business location. This time drain can be avoided by following what I call the Fifteen-Minute Relocation Rule.

Consider that every time you change locations you will lose a percentage of your clientele. Business is great, you've outgrown your current location, and it's time to upgrade your facility. You have a greater chance of recovering most of your clients—and thus saving tons of time that can be better spent focused in other ways—if you move no farther than fifteen minutes way.

I learned this the hard way. I spent over two years building a stable

clientele. I had a dream of working in a medical practice and the perfect opportunity came up. This new med spa was eight and a half miles away from my current location. No biggie! A fifteen to twenty minute difference in drive time at best. I was incredibly lucky. Seventy-five percent of my clientele followed me with persistent follow up, I might add. I quickly recovered and earned new patients at my new location. I learned the latest technologies and made more money than I ever imagined as a new(er) esthetician. Life was grand!

Then, I realized that the medical side of esthetics was not my calling (that's another story), so I began looking around again. Here's where things went downhill fast. A friend was opening a spa in a gorgeous location by the beach that was forty-five to sixty minutes away. "Shiny object" syndrome was taking over, along with a bit of inflated ego in thinking my clients would follow me since they'd done it once before. I had one client tell me, "I love you, Maxine, but not that much." Very few clients came to that beautiful spa where I serviced some celebrities but lost almost all of my clients. I basically had to start over and build a clientele from scratch. That part didn't bother me as much as the fact that I missed my clients. I missed hearing about their day, about their children, and what was new in their world.

In less than a year, I moved again. I headed back to my original area and decided I was staying put! I share my story because I have had many coaching sessions with estheticians who have also moved around a lot. It can be financially crippling to a business, as well as extremely time consuming and mentally exhausting.

If you are moving around often, you want to dig deep to find out why.

Working conditions? Conflict with coworker or owner? Not clear on what you want to specialize in within the esthetics industry? It's time to seek clarity and set your intentions. I could have avoided my many moves if I'd had a clearer vision of what I wanted for myself in the esthetics industry.

Sometimes moves are unavoidable, and if you must move your business, be sure to plan in advance and let your clients know of the change. Use the time before your move in a focused, smart way. Try to stay within the fifteen-minute radius. Keep your clients informed throughout the moving process, and follow up with them after the move, especially if they have not booked an appointment at the new location.

I hope that these three ways of focusing your time—getting clear about what you may be avoiding and why, making smart financial choices that save time, and following the Fifteen-Minute Relocation Rule—will help you realize that you have more time than you may think to fulfill your goal of a wildly successful esthetician business. In the next section we'll move on to the second of the Three Ts of Esthetician Business Success, moving closer to unlocking that fantastic gateway.





## *Grow Your Talent*

A key component of my proven D.R.A.K.E. © approach is represented by the letter *K*, which stands for the concept of Know. When I work with my clients in this key success area, I coach them to “know” by staying fueled, in mind and spirit. Embodied in *knowing* is also the all-important second *T* of the Three *T*s to Unlocking Esthetician Business Success: grow your talent. If your business is to be a success, it takes growing your talent in a clear, intentional way, and it takes finding the best talent available to build your dream team. Let’s examine both of these ways in which we must grow our talent as we continue to unlock the gateway to spa business success.

We in the beauty industry know it’s true that one of the biggest threats to an esthetics business is becoming static. It’s incredibly easy for us to fall in love with our current ways of thinking and behaving in business. The things we did to bring us to our current level of success won’t be the things we must do to move our business forward.

We work hard, and at times we are recognized for our achievements. This is fantastic; however, it’s easy when we’ve had some success to think we’ve

“arrived.” How do we continue, then, to motivate ourselves?

As a solopreneur, it's important to be constantly reinventing, since the way we do business changes rapidly. If you're feeling stuck or if you've reached a certain success level but want to keep moving up, tap into your passion and creativity that inspired you to start your business in the first place and write down a list of the things you love, the things you don't love, and the things that need to change. Keep innovation alive by writing out your new vision and don't be afraid to let go of the things that aren't working.

It's easy to become complacent. As human beings, we resist change. As a solopreneur, it could have great ramifications if you become too content and set in your ways. It's essential to keep imagination and innovation alive. One way that we can keep our passion for our profession and our creativity fueled is through learning. I recommend gobbling up as much education and information as you can. If a class comes to your area, take it. Often times I hear estheticians say, “I'm too busy” or “I can't afford it.” The truth is, you can't afford not to. I am always impressed when I discover an esthetician has traveled far and wide to attend one of my live business workshops. You never know where that next great idea will come from.

Another way to maintain our passion and creativity is to allow ourselves quiet time. In a ritualized, intentional way, we must step away from the noise in the world and retreat into deep thought. Drive is good, but pushing ourselves to exhaustion is not. I recommend spending time in solitude, reconnecting with our hearts, our vision, and our spirit.

Renewed and refocused, we can make gains toward our goals. We stop with intentionality, knowing that we will move forward again when the time is right. We won't stop, however, longer than we need. The key is to keep moving forward. Even if it's small steps. Remember, that this is about realizing your clear vision. You are worth it!

I like to keep in mind the famous words of Will Rogers on moving forward: "Even if you're on the right track . . . you'll get run over if you just sit there."

What can you do to grow your talent and keep innovation alive? Here are a few actionable suggestions:

- Journal. Record your daily progress and celebrate your wins.
- Read books that inspire you. Read industry articles that motivate you.
- Surround yourself with people whose lives you admire, who live the sort of life you'd like for yourself.
- Invest in yourself. Invest in workshops or retreats that will enable you to regroup and to fuel your mind and spirit. I once heard from a business guru that if you reinvest just 3 percent of your annual earnings back into yourself, you'll never have to worry about money.
- Take a class or advanced certification course
- Work with a business coach who understands the fine nuances of the esthetics industry and running a successful practice.

The bottom line is this: find ways to improve your skill set. Keep stretching yourself to live outside of your comfort zone. After all, that is the place where true growth happens.

Remember, also, that you're not in this journey alone, or you shouldn't be. As an esthetician business owner, it's important to rely on a team of people to help you unlock the gateway of success. Often times, though, being an esthetician feels like a lonely business. You may be alone in the treatment room day after day, week after week, and year after year. I've been there myself. What I discovered is that most estheticians don't have many people to talk to for business advice or help, and most are afraid of asking for guidance because they don't want to feel stupid. This is just fear getting in the way. When fear rears its ugly head, it can impact self-esteem and cripple a business quickly. The truth is, you can't build your dream business alone. You will eventually need a dream team. Growing your talent is also about growing your team.

Maybe the first person on your team is your certified public accountant. This is a good start. Make sure your CPA has your best interest in mind and is willing to help you in areas of your business that may not be your area of expertise. A good CPA can help with accounting tasks that would normally take you hours to do. (Unless of course accounting is your thing!)

When I first started out, I would have been lost without my attorney, my CPA, and my consultant. Yes, I hired a coach for my business before it was popular. Now, many savvy solopreneurs today are seeking out expert advice on how to take their business to that next level of excellence. When you do reach a point where you want to work with a business coach, keep in mind a few key details:

- Make sure they offer a trial session. I love setting up a strategy call

initially before working with someone to ensure we are a good fit, and that I can actually be of service to them.

- Before you begin working with a coach, ask yourself, *what do I need exactly?*
- Prepare questions to ask your potential business coach: What is their business format? What is their business philosophy? The right business coach will help shine a searchlight in the dark corners of your business that need attention and hold your hand during the process.

Many estheticians who hired business coaches shared this insight with me: They felt it was important to seek coaches that were familiar with the beauty/esthetics industry. Those who hired business coaches not familiar with the esthetics field felt as if they had wasted valuable time explaining our industry. Remember that the first *T* in the Three *T*s to Esthetician Business Success is to focus your *time*. Instead of hiring a business coach unknowledgeable about your industry, seek out those trusted advisors that have a good understanding of the esthetics/beauty business.

Finding additional dream team members also includes building strategic alliances. Tap into others' talents, skill sets, and businesses. What other businesses could you partner with that complement what you do? Building business partnerships is a powerful way to expand your client list, as well as your reach within your community.

When you focus your time in a clear and intentional way, your dream team will come together, and together you can grow your talent, moving even closer to

unlocking the business success you deserve. To fully realize your dream, however, you'll need to take another crucial step, which leads to the third of the Three Ts of Esthetician Business Success: To unlock the gateway, you must know your target.



## *Know Your Target*

We've reached a vital point in unlocking the gateway to esthetician business success. Once you've focused your time and as you're growing your talent, you must expand your reach by knowing your target. This key concept, *know your target*, will help you turn your passion into profit and help you realize your maximum earning potential. For the purposes of this D.R.A.K.E. © Approach Success Guide, the third *T* of the Three *T*s of Esthetician Business Success has been narrowed to seeking clarity about and setting intentionality toward your marketing and sales, your client list, and your customer service.

It's easy to understand how marketing and sales ties into knowing your target; in this case, by *target*, I mean your target clientele. Marketing and selling is the pulse of your business. Without sales, there is no business. You may have heard of a sales funnel before, the leads-to-customers sales pipeline that fuels your business. Knowing about a sales funnel is great, but the real question is, do you have one? And if so, is it working? Is it pointed toward your desired target clientele? Does it provide the connection, information, and services your target clientele desires?

If you're not good at marketing and sales, find someone to help you get good. Start now. Call me. Call someone and fast! As a solopreneur, you cannot afford to be weak in this area. Marketing is an ongoing process for as long as you are in business. It's like home owning—you're never done! The trick is to be clear about who you're targeting as a potential or recurring client and to be intentional with your marketing efforts. You must know who your target market is and then know how to reach them. I can write an entire success guide on marketing and sales, but for simplicity sake, take a look at these fast and easy solutions:

- Make good use of your client intake form. Yes, you gather vital health information so that you can perform the best service without harm, but if you ask the right questions on your intake form, this could serve as a beautiful sales tool. You have the ability to make recommendations for a client treatment plan and homecare without feeling all "salesy."
- Create a professional treatment plan for each client. I believe we need to move away from ala carte services if we are truly going to help clients with their skin.
- Use that valuable information on the client intake form for homecare prescribing.

Take special note; low or nonexistent retail sales will be a death sentence for your esthetics business. I cannot stress this enough. Think about it. There are only so many hours in a day to perform services. Remember, we have to unlock the gateway to success by focusing our time. In essence, you're increasing your earning "time" when you sell products. What has been your best revenue-



generating service day so far? Now imagine doubling that figure just by selling products. It's as if you've doubled your service time. That's the power of retail sales. Start using your client intake form every single appointment to not only gather current information but also to use as part of your sales flow.

As you implement these simple and easy marketing solutions, you'll also focus your time and employ your dream team toward building your client list, again with clarity and intentionality. I like to share the 80/20 rule (Pareto Principle) with my coaching clients, which suggests that 80 percent of your business comes from 20 percent of your clients. While this well-accepted principle applies to all aspects of business, it's important to pay attention to the overall growth of your clientele. Often in my coaching sessions, I find that estheticians rely on just a handful of clients. There's a reason, though, that the old saying "don't put your eggs in one basket" rings true time and time again. Relying on just a few clients could have dangerous financial implications to your business, if you're not continuing to know your target and focusing on growth.

Clients move away. People get sick. Life happens. Clients fall away never to be heard of again. Where would your business be right now if your top five clients no longer invested in you? That loss will undoubtedly affect your revenue stream. While I understand some estheticians are motivated to make more money than others, keeping new clients coming down the pipeline should be a priority.

For most estheticians, it's a challenge to get their name and their brand out there. I'm often asked, "Well, what do I do? How do I build my client list?" I always answer with questions of my own: "How badly do you want to build?"

How motivated are you?" I've found that if you must pay for your child's private school, or if you must take care of an ill parent, or if you're recently divorced, then that underlying motivation can inspire you a lot differently than if you're in a comfortable financial situation and a partner pays all the bills. Use your existing motivational life factors to your benefit.

There are several avenues for building your client list. The first thing I recommend is to implement a strong referral program. There are so many ways to reward a client who has recommended your services. Often times we get discouraged if we don't get a response right away. These things take time. It's all about building relationships. This is not new news! Yet, we live in such a distracted, disconnected world that we're making less time to strengthen our already existing client connections. Remember the first *T* of unlocking the gateway: focus your time. Invest the time. Once you've built a good rapport, it's so much easier to ask for the referral.

Often you'll find that a few clients are your best PR! When I owned my spa, we had a particular client who was just a machine with referrals. She worked at a mall and was in direct contact with consumers, women ages thirty to fifty. People would comment on her hair, and she would pass out our card with enthusiasm. One month she referred four people! Which one of your clients is your biggest fan?

Another way to build your client list is simply to get in front of people. What could you be a part of in your community? What kind of events could you participate in that would give you exposure to your target market? Know your target. Know where to find them, and get in front of them.

Implementing a referral program and getting directly in front of people are two sure ways to help build your list and not become dependent on a handful of clients. Once you know your target, though, you want to ensure that you are clear and intentional about providing excellent service.

This brings me to an important consideration about knowing your target to unlock the gateway to business success: focusing on excellent customer service. We need to cherish, honor, and *thank* our clients for choosing to do business with us. All too often I will visit a forum and watch a discussion unfold about how terrible a client is. Or, a client didn't tip, or a client didn't buy products. Or a client was late. Or a client no-showed. All of the above happens. It's all a part of doing business. Don't get me wrong, a client continually missing appointments needs to be addressed, but with kindness and professionalism.

Seek clarity and set your intentions upon your business success and answer these three important questions:

- Are these events happening in your business?
- Do they affect your mood or how you might treat your clients?
- Do they affect your level of customer service?

What do your answers tell you about what steps you need to take next? Now, take those steps.

Anyone can deliver mediocre customer service, but if you can provide extraordinary service, you're ahead of the game. And what is extraordinary service? Extraordinary customer service is about providing the best client

experience. It's knowing what's important to the client and making them feel as if they're the most important person in the world—that no one else matters at that moment.

Mediocre customer service delivers exactly what your client expects. Extraordinary customer service exceeds your client's expectations and then some. Extraordinary customer service is about creating those magic moments for your client. Those incredible little moments that make them think *wow!*

Extraordinary customer service is about making your client's day. A great question to ask yourself is what could you do better? Where could you improve? There is always something to improve. Just this one area of improvement could have tremendous impact on your bottom line.

When you focus on delivering outstanding customer service you will feel more joy and your client referrals should improve. Happy clients become avid fans. Increasing your fan base means increased energy and engagement around your brand and your business. Remember, though, that all this success—improving marketing and sales, building your client list, providing extraordinary customer service—starts with our third *T* to unlocking the gateway of esthetician business success: *know your target.*



## *Bring the Three Ts into Harmony*

In my opening letter, I shared that this guide was written for you. Your success matters. I believe that wholeheartedly. I'd be doing you a grave disservice if I declared that realizing your maximum earning potential is as easy as reading my guide. We both know that's not true. I want to applaud you, though, for moving in the right direction. You're on your way to unlocking the gateway. I've every confidence that you'll reach your goals. Before we conclude, however, we'll need to consider an important factor, which is bringing the Three Ts into harmony.

As we move into our final section of this D.R.A.K.E. © Approach Success Guide, it's important to reaffirm how the Three Ts of Esthetician Business Success are interrelated and bring them into harmony. You can't work on just one of the three and expect maximum results. You can, however, expect clear results when you seek clarity and focus your intentionality on each individually and collectively as a whole. When you bring each aspect of the Three Ts into harmony, you'll find that they work synergistically. Each gives energy to the others.

As you build your business, you'll continually and consistently need to

focus your time, grow your talent, and know your target. This will take energy and determination. This is where the proven D.R.A.K.E. © approach will serve you well. I've represented this continual drive toward success in my proven process with the concept of Establish, of course represented by the letter *E*. This letter also begins such words as *excel*, *energize*, *enthuse*, *evolve*, and *elevate*. I invite you to learn more about this proven process on my website, MaxineDrake.com. I'm always blogging about these topics and sharing knowledge and stories, so it's a good place to fuel your mind and spirit as you establish yourself as an authority in your industry.

As you move forward, it's important to realize that sometimes life and energies can shift out of harmony. At times, we may waste our time and energy, we may forget to grow our talent, or we may lose sight of our target. Do not panic; we can always come back into harmony. Here are some ways that I bring harmony into my heart, spirit, and business:

- Using a journal to record my thoughts on clarifying questions surrounding my business.
- Keeping a record of how I spend my time and who I spend it with, being sure to spend time with more people who fill my spirit than drain my energy.
- Saying no to people, places, and things that don't serve me, and in the case of my business, that don't serve my business goals. It's OK to say no!
- Getting adequate exercise, sleep, water, and healthy foods. Getting rundown and sick is not a good use of my time. Not taking care of me doesn't grow my talent or connect me to my target.

- Building and maintaining healthy relationships, whether with personal friends, clients, or business-to-business partnerships.
- Applying the D.R.A.K.E. © approach, which continues to amaze me in its simplicity and effectiveness.

I promise that when you implement the Three *T*s to Esthetician Business Success—focus your time, grow your talent, and know your target—you'll unlock the gateway to the esthetician business of your dreams and turn your passion into profits. Not overnight and not by magic, but by your own sense of clarity and intentionality.

As you advance in your efforts, I'm sure you'll want to investigate further my Esthetician Business Academy™, Elite Esthetician VIP Coaching Program™, and Esthetician Inner Circle Membership™. Join me online at [MaxineDrake.com](http://MaxineDrake.com), where I blog about the esthetics business and the beauty industry. You'll also find information about The Abundant Esthetician Workshop, where you can level up your business in just five hours!

If you've found value in what you've read, look for more upcoming D.R.A.K.E. © Approach Success Guides and other Maxine Drake publications. It's always my honor and privilege to connect with esthetician solopreneurs like you.