

96% of
spas are involved
in some type of
**community
outreach.**

Donating
products and
services is the
most common
outreach effort,
and many also
hold charity
events at the spa
or participate
in community
events.

Source: ISPA
2011 U.S. Spa
Industry Study

Bend and Bounce, Don't Break

By Marti MacGibbon



Resilience is the ability to bounce back, adapt to adversity, and roll with the punches. It is a quality in high demand during these rapidly changing times. Although there may be a genetic factor involved, resilience is not something you are either born with or not. You can learn it. Here are four strategies to help you build resilience:

Stay Connected

Relationships with others who are supportive and positive are essential. Isolation creates brittleness and inflexibility. You're more likely to sink into a negative state of mind when alone with loss, failure, or trauma. And your connectedness involves not only receiving, but giving encouragement, experience, strength, and hope. When you reach out to support others, you gain and build resilience and allow yourself a chance to heal from your own personal difficulties.

Get involved with clubs, professional groups, and your local community. And remember to have fun. Fun does wonders for your sense of humor, your resilience, and your health.

Look Back, Learn, Laugh

Step back and look at your life objectively, as if you are watching a movie. Find humor, inspiration, and courage where you can. Refuse to engage in beating yourself up or "should-ing" yourself to death. Accept the things you can't change and take stock of the things that are within your power to change. One thing that is always within your power to change is your attitude.

Develop a Plan of Action

If you want to build resilience, you need a daily plan of action. Action creates motivation, and motivation creates more action. Always be proactive in the face of adversity, failure, loss, illness, or injury. Advance in the face of difficulties or challenges, one day at a time. Think: I'm still alive. This experience did not

kill me. I can use it to make myself stronger and more flexible. Set measurable, doable goals and be consistent with your action plan.

Practice Being Optimistic

Always look forward to a bright future. Visualization is a powerful tool used by athletes, performers, and people from all walks of life. At least once a day, take time to visualize yourself where you want to be, and celebrate it as though you are already there. It's good to visualize the same thing each day—repetition programs your unconscious mind.



Use positive self-talk. "It's temporary," "I'm learning," or "I'm healing," are positive; "Why me?" or "It's not fair" are not. Practice mindful meditation and develop skills to counteract negative feelings.

Feeling good is a choice. You can change negative thought habits; this has been scientifically proven. Direct your inner dialogue, allowing moment-by-moment opportunities to encourage yourself.

Remember, it's your movie, your life story. Often, the best-loved films are stories where underdogs triumph: where the lead characters, faced with adversity, discover their inner strength, embrace change, learn powerful lessons, bounce back, and ultimately

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Marti Mac
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"PEOPLE ARE LIKE STAINED-GLASS WINDOWS. THEIR TRUE BEAUTY IS REVEALED ONLY IF THERE IS A LIGHT FROM WITHIN."
ELIZABETH KUBLER-ROSS, AUTHOR AND PSY

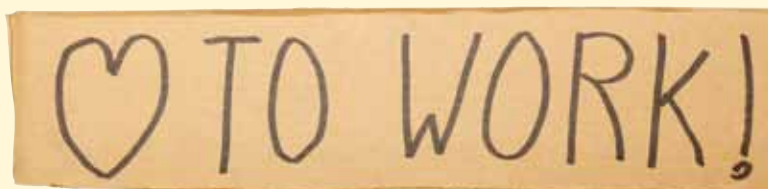
Here to Help

The staff of Associated Skin Care Professionals (ASCP) is on the road frequently, visiting schools to share information and to help provide students with the tools needed to successfully transition to professional life. Below are answers to a few of the most commonly asked questions. If you have a question, visit www.ascpskinicare.com or email getconnected@ascpskinicare.com.

Q. How do I start looking for a job after I graduate?

A. First of all, don't wait until you graduate! The contacts you make now can be important later. Take every opportunity to meet new people and maintain your relationships with those you already know. Everyone is a potential client, or somebody who knows a potential client. The same goes for potential employers. Personal recommendations are gold. Make the right impression, and form contacts from the very beginning of your training.

"Reach out to every spa, salon, and skin center in your area," says Annet King, director of global education for The International Dermal Institute. All networking avenues, including job boards, should be included in a job search. However, be aware that most employers won't call you back to acknowledge your application unless they have an opening and are interested in interviewing you. Be patient when waiting for callbacks.



"The Internet can help job seekers stand out. A professional website can showcase your work and experience. If you don't have a professional website yet, you can create one for free using ASCP's website builder, which includes a student membership and has pre-loaded content and design templates to choose from. Find it at www.ascpskinicare.com.

King also warns job seekers not to have any content visible to the public on Facebook or other social networking sites. "This is information that employers are going to do their research on."

Membership in a professional association can help you network and connect with others in the field. Look for networking events and forums, too. ASCP runs www.skincareschool.com, a networking site for estheticians and students.

What can you mention on a resume, besides your education and training, that will make an employer take notice?

- Retail sales
- Customer service
- Communicating/being a "people person"

Don't just list these skills. Give examples of how you used them in other jobs, at school, or in volunteer work. Look for these three words on your resume: "I used them in a..."

Not a member of Associated Skin Care Professionals yet?
Join now for great benefits! **800-789-0411** or **www.ascpskincare.com**

lay. Resilient people view
as an opportunity to adapt,
novate, and advance in one
areas of their lives. Does art imitate life, or
ther way around? That's up to you. 🌱

Gibbon, CADC II, ACRPS, is a certified mental health
l, humorist, inspirational motivational speaker, author, and
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Overcome Your Fears

It's natural to feel some anxiety about school, but the first step to getting past these fears is to understand them. Experts break fear into three major categories: real, imagined, and worry.

The Real Thing

Real fears have a strong basis in reality. For example, if you are going to school part-time around your regular job, you may fear you will have difficulty balancing the two. By acknowledging the fear, and paying attention to it, you may be able to find solutions. Real fears are overcome with thought, planning, and discussion. Talk to friends, family members, school staff, and anyone else who might help you brainstorm a solution.

Imagination Gone Wild

Imagined fears are about things we can't control. Common imagined fears are fear of rejection, fear of failure, fear of losing control, fear of commitment, and fear of losing a job.

Imagined fear can be healthy if it challenges us to take stock of our present situation. For example, if you are worried that you won't be successful because you don't fit in with a popular clique, you have to question your situation. Can you be successful and not fit in? What would happen if you didn't fit in but dedicated yourself to your goals anyway? Who are some successful people who didn't fit in?

For some people, imagined fears become an excuse. They say to themselves, “I'm too (old, young, or whatever else) to be taken seriously,” or “People will laugh.” This type of negative self-talk has to be challenged. Hold on to the vision of yourself as a skin care professional, and commit to that vision. It will help you to keep your priorities in perspective.

The Worrying Kind

Worry consists of low-level negative self-talk, and projections of negative outcomes. It's natural to worry a little, but when it takes over, it depletes your energy. For example, a student realizes her notes for an exam are incomplete. First she tells herself, “I will need to read the chapter again to pass the test.”

Then she starts to worry, “Can I get it all done? Maybe I don't have time.” Spending all her time worrying about failure instead of getting on with studying, she soon thinks, “This is a waste of time, because I'm going to fail anyway.” She decides to watch TV all evening instead, and fails the test. If this pattern persists, this student will train herself to be very good at failing.

The best way to overcome a fear is to assess it honestly and explore the way it affects your life. Set goals and make positive self-talk a good habit. 🌱



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Charity Work Good For You, Good For Others

The primary reason why most of us do charity work is the desire to help others. But by helping others, you can also reap an extra benefit: growing your business and your professional reputation.

- Here are a few of the business benefits of getting involved in volunteer work or other charitable efforts:
- It gets your name out in the community.
- It creates goodwill for you, and for the esthetics profession as a whole.
- It builds a stronger community, which indirectly means a stronger business for you.
- It lets you introduce your services to a whole new group of people.

What kind of charity work is available to an esthetician? Any kind! You could donate your services to a particular group such as teachers, hospital staff, or military personnel and their spouses. Or donate a portion of your income to your favorite cause, and let your clients know about it. For example, you could note on your menu of services that "\$1

from the cost of every facial is donated to the Louisville Animal Shelter." Start by asking yourself what issues are important to you and who could benefit from your endeavors. Charitable work need not be just a once-a-year event. Think of it as part of your business plan, not only to fill the charitable needs in your heart, but to build the spirit of your business. 🌸

