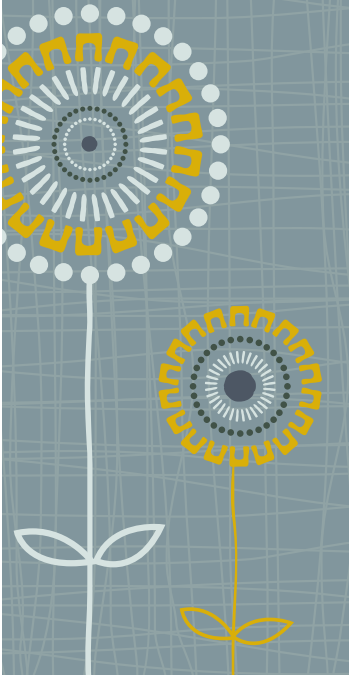


Did You Know?

Four \$1,000 scholarships for esthetics students are awarded each year by the National Coalition of Estheticians, Manufacturers, Distributors & Associations (NCEA), partly sponsored by ASCP. Visit www.ncea.tv/scholarships-grants to learn how to apply. The next deadline for applications is June 1.



Your Public Image

Whether you start your career as an independent practitioner, or work in a spa and see a few of your own clients on the side, you'll want to think carefully about the image you project. A professional image tells clients that you have high standards, strong professional ethics, and a commitment to the therapeutic benefits of the treatments you provide.

Name Your Business

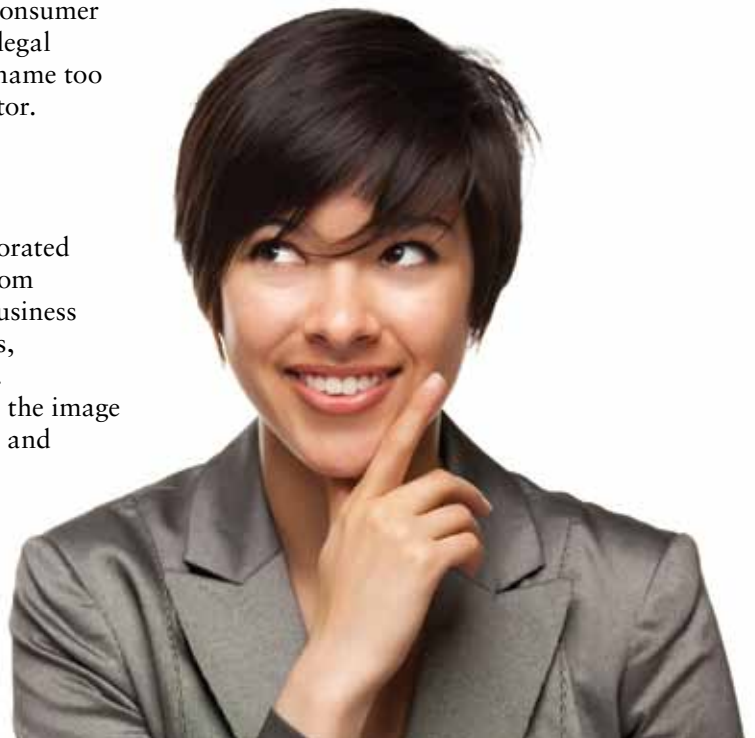
Choose a name that clearly communicates what you do and makes you stand out from your competition. Avoid gimmicky or cutesy names that may confuse potential clients or come across as amateurish. Use the Yellow Pages online to research other business names being used in your community, both to avoid consumer confusion and to eliminate legal challenges to your use of a name too similar to that of a competitor.

Create a Logo and Marketing Materials

Your logo should be incorporated into everything emerging from your business: brochures, business cards, emails, mailing labels, menu, signage, and website. The goal is to communicate the image you want to convey: serious and clinical, earthy and all-natural, fun and casual, or something else. Don't try to create a finished logo yourself; homemade artwork almost always looks unprofessional, even if you believe it fits the image you want.

If you have a specific logo concept in mind, take it to a professional graphic artist as a starting point.

When you have a logo, choose a limited number of colors and fonts that go well with it, and try to use these consistently in your business materials. As a member of Associated Skin Care



Professionals (ASCP), you have access to ASCP’s customizable brochures, client newsletters, website building tools and more. Log in at www.ascpskinicare.com and look under Marketing. You can also check under Exclusive Member Discounts for your ASCP discount with Vistaprint, which provides business cards and other marketing materials in a wide range of ready-made designs.

Be Contactable

If you work from home, get a separate phone line for your business. Nothing will tarnish your professional image faster than answering a business call with a casual “Hello,” or having children or other family members answering your phone. Answer the business phone with your business name: for example, “Good morning, this is Serenity Skin Care; Linda speaking.” Your voicemail message should identify your business, briefly mention your business hours and website, and invite the caller to leave a message to schedule their appointment or to book online. A generic voicemail message (or worse, no voicemail at all) makes a business seem very amateur.

A professional-looking email address is just as important. An address like “cutiegirl93” or “bigdogsrule” will be self-defeating.

Whether or not you want to set up a Facebook page, Yelp account, or other social media presence for your business will depend on your goals and preferred marketing methods, but there is no excuse for a modern business to be without a website. ASCP provides you with a free, fully hosted website that comes with a variety of design templates, pre-loaded content, and unlimited pages that you can customize as needed. Log in at www.ascpskinicare.com and look for the Website Builder link.



“Failure is simply the opportunity to be again, this time more intelligently.” ~Henry

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. In this column, we answer a few of the most commonly asked questions. If you have a question, visit www.ascpskinicare.com or email getconnected@ascpskinicare.com.

Q. How can I make sure I don’t burn out in my f

A. This is a risk in any profession, but those in ca vulnerable. Overscheduling is a big factor; keep practice grows.

Remember your personal care. Are you eating enough rest? Do you get facials and massage c with fellow professionals to save money and r

Journaling helps prevent burnout, and so does get a fresh perspective on your work. If you ca estheticians online at www.skincareprofessiona ups and downs of working life.

Schedule vacations and regular days off. Whe effort not to spend all your time on chores; ho work will help keep you balanced.

Keep learning. Attending seminars, trade sho thinking and give you new perspective. Ment provide additional income.

The best antidote to burnout, of course, is to when that’s the case, burnout can happen. Tal will help you be sure you need just a break an



Dress for Success

Take your cues for clothing from the standards set by your peers in the esthetics business. Consider buying a spa uniform, if that suits the image you want, or create your own “uniform” by buying several simple, professional-looking tops in a solid color that goes with your design theme. If you don’t go the uniform route, at least think carefully about what you wear from your regular wardrobe (including makeup and jewelry) and decide whether you should keep your personal and professional style separate. 🌸



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y Ford

Future career?

Caring roles may be especially appealing to you. Keep it in mind as your successful career evolves.

Properly, exercising, and getting on a regular basis? Swap services with a friend to restore yourself.

Talking with someone else to help you decide? Can't do it in person, talk to other professionals on www.ascp.com to get advice and share the experience.

When you're at home, make a conscious effort to do hobbies that have nothing to do with work.

Classes, seminars, and workshops can shift your perspective. Continuing education can also refresh you and may lead to new opportunities.

Love what you do. But even if you're not, taking good care of yourself is a priority. It's not a career change. 🌸

What's your learning style?

By understanding the way you process information, you can choose study strategies for greater success. Auditory learners prefer to learn by listening or discussing; kinesthetic learners learn best by doing; and visual learners like written information, along with charts, diagrams, and pictures. Try these study tips to suit your own style.

Auditory Learner

- Attend every lecture and record it to replay later.
- Recite key information aloud. When reading textbooks, read out headings and any difficult or important passages.
- Ask questions in class.
- Join a study group to discuss the material.
- Explain the material to someone else.
- Keep your study area free of unstructured background noise, but quiet music may help.

Kinesthetic Learner

- Take notes, make flash cards, draw pictures, and make lists. (The act of creating them is the study process, not reviewing them later.)
- Plan study sessions around activity rewards. For example, after reading 10 pages, you can get up for 10 minutes to take a walk or get a snack.
- Use all your senses (hearing, smell, sight, taste, touch) when studying.
- Break information into a process or series of steps.
- Your study area should allow room for movement. Don't feel that you must sit to study, but if you do, consider sitting on a Swiss ball so you can move around or bounce up and down while reading.



Visual Learner


- Read the textbook chapter in advance of the related lecture.
- Highlight key information in the textbook.
- Color code information.
- Always write down anything you need to remember.
- Organize and rewrite your classroom lecture notes.
- Watch videos, webinars, or live demonstrations whenever possible.
- Your study area should be quiet, well-lit, and well-organized. Keep calendars, goal statements, and to-do lists in a place where you can constantly see them. 🌸

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

4 Questions To Ask Your Employer

When you start your first job, it's important to have liability insurance. This pays for your legal defense, settlements, and other costs that may arise from a situation where a client is accidentally harmed. If your new employer says you're covered by their insurance, that's great—but ask these questions to make sure.

1 DOES YOUR LIABILITY INSURANCE POLICY COVER ME INDIVIDUALLY? Many employers mistakenly believe the spa's insurance covers everyone who works there. But under some plans, the business alone is protected, not individual employees. If you are personally named in a lawsuit, and the employer's policy doesn't cover you, you will have to pay your own attorney's fees, court costs, and share of the settlement.

Having your own insurance is the best way to make sure you're covered. As an ASCP student member, you get a discount on your first year of professional membership, which includes full liability coverage for the whole year, no matter where you work during that time. If you are not an ASCP student member, contact ASCP for more information at www.ascpskinicare.com or 800-789-0411. 

2 DOES YOUR POLICY COVER EVERY TYPE OF TREATMENT I PROVIDE? Some services, techniques, products, or equipment may be excluded from an employer's policy.

3 AM I COVERED FOR TREATMENTS I PERFORM OUTSIDE OF THE SPA? If you provide treatments to clients, friends, or family members in your home or any other location, you probably aren't covered under your employer's policy.

4 IS YOUR POLICY CURRENT? Even the most competent spa owner may set bills aside and forget to pay them on time.