



How to bring joy to your practice

THE BUSINESS OF AESTHETICS

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Are you feeling stuck in your esthetic practice and looking for a way to inject some fun and excitement into your work?

Well, hold on to your brushes because we're about to embark on a journey of discovery and creativity! From exploring new techniques to finding inspiration, there are many ways to bring joy to your esthetic practice.

So grab a cup of your favorite beverage, and let's get started!



Patients

How to make your patients feel more comfortable, relaxed, and appreciated.

- Create a welcoming and friendly atmosphere in your waiting room with comfortable seating, fun magazines and books, and engaging wall décor.
- Offer complimentary beverages, snacks, and other small treats to your clients.
- Encourage your staff to wear cheerful and colorful outfits and to decorate their workspaces with personal items that bring them joy.



- Play uplifting music in your waiting area and treatment rooms to create a calming and relaxing atmosphere.
- Offer special promotions or discounts to your clients, and celebrate their successes with them.

- Create a customer loyalty program to reward your repeat clients for their loyalty and to encourage new clients to try your services.
- Use positive affirmations and uplifting messages in your marketing materials and on social media to spread joy and positivity to your clients.
- Encouraging open communication so that your patients can express their concerns, preferences, and expectations. This can help you tailor your treatments to their needs and ensure that they are happy with the results.
- You can celebrate milestones with your patients, such as their birthdays, anniversaries, or the completion of a treatment program. This can help you build stronger relationships with them and make them feel valued.
- Encourage your patients to refer their friends and family members to your practice. This can help you expand your patient base and show your patients that you value their support.
- Giving back to the community: You can participate in charitable events or donate a portion of your profits to local organizations. This can help you make a positive impact in your community and show your patients that you care about their well-being.

Staff

How to make your patients feel more comfortable, relaxed, and appreciated.



- Organize staff bonding activities, such as team lunches or off-site adventures, to build stronger relationships and create a positive work environment.
- Set achievable goals: By setting achievable goals for yourself, you can experience a sense of accomplishment and satisfaction as you work towards your vision.
- It's important to take breaks from your work, especially when you're feeling burnt out. Taking time to do things you enjoy, such as reading, exercising, or spending time with loved ones, can help bring balance and joy back into your life.

- **Get feedback:** Sharing your work with others and receiving feedback can help you see your work from a different perspective, as well as provide valuable insights into how you can improve.
- Adding new skills and techniques to your repertoire can bring a sense of excitement and challenge to your work. Consider taking a workshop, class, or online course to learn something new.
- Taking time to acknowledge and celebrate your achievements, no matter how small, can help build confidence and bring joy to your work. Keep a record of your accomplishments, and take time to reflect on the progress you've made over time.
- A well-organized workspace can help you feel more focused and efficient, allowing you to enjoy your work more. Consider creating a system for organizing your materials, tools, and everything else you use on a daily basis.
- Creating a beautiful and inspiring workspace can help you feel more motivated and joyous as you work.

Tune in to [this podcast](#) to find out how you can empower your staff to be their best.