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Therapist

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Business Matters



Maintaining long-term motivation in the Beauty Industry

With the amount of time I spent in our wonderful industry I have learnt over the years that maintaining your motivation and knowing what motivates you, are the keys to ongoing career success.

As well as helping you achieve more it is also the key to getting more out of what you do. I am often asked about how I stay so motivated and so here are some of my tips.

DON'T THINK OF IT AS HARD WORK

Yes, the job of a beauty therapist can be hard work but try not to think that way no matter how hard it gets. One of the best things is to think of how the job you do directly influences your client. There are few jobs out there with the potential to influence a person's appearance,

how they feel about themselves and therefore their whole self-esteem and confidence.

Try to do something every day to improve what you do for your clients and remind yourself how your skills can make a difference to someone's life. Remember this and it will be a great motivation to do the best job you can for your clients.

MAKE SURE YOUR MOTIVATION IS INTERNAL NOT EXTERNAL

Rewards are great things to motivate and challenge yourself short term but you need to commit to something more

consistent to keep yourself motivated longer term. As an example, something that can carry you through long term is taking pride in building a habit of excellence in everything you do, no matter what the situation.

Committing to excellence with every client, every day is the best way to avoid poor performance on those days when you are not feeling 100%. If you don't accept anything less than the best as an option then you will deliver great advice and service by habit.

If you can be great on the bad days then you will be sensational on the good days. Be motivated

to make excellence the norm and you will reap the rewards you want more regularly.

BELIEVE IN WHAT YOU ARE DOING OR FIND OUT WHY YOU DON'T

I mentioned earlier that our industry is one of the few industries where you can have a direct influence on a client's self esteem. So if you don't believe in what you are doing then find out why and fix it.

Is that you haven't continued to educate yourself and keep your skills cutting edge? Are you too busy focusing on the wrong

things? Are you not doing the basics with your clients that help you learn what they really need? If you can maintain your confidence in what you do then you can keep performing at the highest level.

SYSTEMISE IMPORTANT TASKS

Every one of us at some stage gets very busy. Sometimes it feels like that all the time. To make sure that you keep performing at a high level you have to systemise the important things that keep your skills, or your business, performing at their best.

Tasks like marketing, training, taking time out to review your own performance, etc., need to be non-negotiable and locked into your schedule upfront so that they get done no matter how busy you get. Locking in these tasks before appointments go in ensures you will keep performing and moving forward no matter how busy you get.

CHARGE WHAT YOU ARE WORTH AND STICK TO A PLAN

Lack of financial success can make it hard to stay motivated. If this is a stress that is reducing your motivation then work out what the cause of it is. Are you pricing yourself too low? Are you spending too much? Are you neglecting regular marketing and networking? Do you need to refresh your sales skills? Work out what the cause is, fix it and then go back to delivering great service and enjoying your work. You will stay motivated and the rewards will come.

COMMIT TO KEEPING YOUR SKILLS CUTTING EDGE

As a member of one of the most dynamic and constantly changing industries around you must commit to keep on learning. Every year at the International Beauty Expos there are new technologies, products and techniques coming

out. There are better ways of getting a result for your clients and opportunities to gain new skills.

If you commit to ongoing learning not only will you get better results for your clients and business but you will also gain a personal satisfaction and sense of pride in what you do that will keep you motivated and dynamic.

REVIEW AND REFRESH REGULARLY

If you are purely focused on serving as many clients as you can in a week before rushing off to another part of your life then eventually you experience stress and lack of direction. Take some time each week to review what you did, what you can implement in the coming week, where you have come from with your skills and what you can improve overall.

It can be tempting to use every spare moment to switch off and forget about work but the small

amount of extra time you spend reviewing can make a world of difference. Regularly reviewing your week can keep ideas flowing and your enthusiasm and focus at its peak.

FIND WHAT WORKS BEST FOR YOU AND STICK TO IT

I hope these tips help but at the end of the day you have to know yourself and what works for you. When you find that formula stick to it and your motivation stay high and success will follow for you throughout your career!

Gay Wardle – one of Australia's most awarded salon owners and educators. Gay is a leader in skin analysis training and educates therapists on how to use in-depth skin analysis to improve profits for their salons. For information on Elite Level Skin Analysis training visit her website at www.advancedaesthetics.com.au

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