



THE BEAUTY EDUCATOR

5 BOOKING MISTAKES WE ALL MAKE





“

Always remember
your focus
determines your
reality.

George Lucas

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HI!

I'm Katt Philipps, I'm a licensed esthetician that works every week in my skin clinic, I've run my e-commerce site for 6 years and before you ask, 'Yes, I sleep!'

My passion is helping other Estes build their business to *support* their life rather than have a business that takes over.

You should love your life. Every aspect of it should be crafted and honed to suit you uniquely.

The most important key to loving your life is surrounding yourself with the right people. That includes your clients.

Be your own architect and stop building your dream business for someone else.





5 Booking Mistakes We All Make

➤ Forgot to invite them back

It's easy to get caught up in conversation that we forget the most important task at the end of the service: the rebooking. I know it can feel a bit awkward to ask for the next appointment, but few clients will request another appointment prior to leaving, so you have to take the initiative.

➤ Relied on the client to rebook online

I love online booking because it's like having a receptionist that never takes a lunch break. However, it's too easy to lean on it too much for the rebooking. Letting clients leave without personally seeing that their next appointment is in the books choosing to leave your business success to luck. Luck isn't a strategy.

➤ Offered too many appointment times

No one wants to eat at an empty restaurant. When you offer open-ended times like "anytime Tuesday," it gives a subtle cue to the client that there is no urgency to book with you now. Avoid the "I don't have my diary with me now, I'll call you back" by giving no more than two concrete time slots.

➤ Didn't build anticipation for what's next

Start talking about your client's next session with you before you finish the service. It's important that you let them know the benefits of regular treatments and the results that they can achieve. Lay out a treatment plan that spans 3-12 different appointments with a goal for you and your client to achieve in mind.

➤ You were distracted at the end of the service

It's not hard to tell when someone's focus has already shifted to the next task. Once the treatment is over we often start thinking about what's next - clean the room, grab a bit of food, our next treatment. Our clients can feel that and often subconsciously feel rushed to leave. Give yourself ample time between clients to remain focused on them the whole time.



THANK YOU

It means so much to me to have the chance to share with you! Since 1998 when I launched my first beauty business I've been studying business and technique with some of the best from around the world. Now it's time to share what I've learned with you. I can't wait to watch you rise! xoxo

Katt Philipps

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