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The Savvy Solo Esthetician 2:

How To Become A One-Person Brand Sensation!

Presented by: Douglas Preston

What is a brand, anyway?

Characteristics:

1.

2

3.

Is a brand the product it represents?



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Can a person be a brand?



Let's name a few:

1. _____

2. _____

3. _____

4. _____

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Brand Appeal

What makes a brand attractive and appealing to consumers?

1. Quality
2. Reputation
3. Product performance
4. Personal identity
5. Group consensus

Pick your favorites:

ESTÉE LAUDER

MAC

AVON

BOBBI BROWN

CLINIQUE

LANCÔME
PARIS

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If they can be a brand, so can YOU!

What's unique about you as an esthetician that the public would notice and appreciate?

- _____
- _____
- _____
- _____
- _____



If they can be a brand, so can YOU!

What's unique about your professional practice and methods?

- _____
- _____
- _____
- _____
- _____



If they can be a brand, so can YOU!

Now describe this uniqueness in a way that a journalist or potential customer would find fascinating:

*Rebecca Moss is an esthetician who defines the meaning of “personalized care.” An hour with this amazing professional will tell you what’s been missing from any other spa facial you’ve ever had! Her “out of this world” Constellation™ skin analysis system makes understanding your skin’s type and needs simple and fun. I’ve never had more pre-treatment attention from anyone before. I even received a follow-up call the very next day! Now **that’s** what I call a real professional!*

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Okay, now create a brand YOU facial!

Name it: _____

Describe it: _____

Price it: \$ _____

Sell it! _____



Follow-up care and home regimen!

To get the optimum benefit from this treatment I suggest you do the following at home:

1. _____
2. _____
3. _____
4. _____
5. _____

I'd like to call you within 24 hrs. to see how your skin is doing after the treatment and with your new products. Would that be okay with you?

A unique brand must always:

1. Contain feature or features that stand out and is valued by the public.
2. Consistency in delivery!
3. Offer a good story to tell others.
4. Play on positive emotions, not mere practicality or price value.
5. Appear as something only you or your spa can produce.



Client referrals are everything to us!

Of course we all know this is true but, do we all know how to really charge up our referral generating **power?**

Meet with pro esthetician Aleks Vranicic following this presentation to learn about a system that will bring you more and better new customers faster than ever before!



Your questions, please!



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The Preston 100 Club™

Career Mentoring for Professional Estheticians



One on one career mentoring



Educational tele-seminars



Group career growth conference

A career mentor is a skilled professional that cares about your values and ambitions. Someone that will help you grow well beyond your own real or self-imposed limitations. A true personal advocate that wants you to succeed as much as you do! Why have a career mentor on your side?: *so you can go much further in your practice than you could on your own!*

- Build your clientele faster
- Earn higher service prices
- Learn new techniques
- Gain career confidence
- Keep clients longer
- Plan your future
- Red-hot referrals
- Low-cost marketing tips
- Special industry perks

Our program is strictly limited to 100 members so join early!

Signups begin September 1, 2008

For program and membership details contact Vic@prestoninc.net or

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