

SUCCESS COACH

Practice Tips That Really Work

A Learning Opportunity from your Dental Hygienist

Electrologists have a lot in common with a dental office. Think about it: office set-up, type of patient chair, magnification and lighting, infection control standards, flexible schedules, ergonomic positioning, pain management, handwashing, sterilization, etc. The similarities are impressive so I was delighted to find a new website with great information for every working electrologist. The website is a resource for dental hygienists. Check it out — www.dimensionsofdentalhygiene.com. The editor of the publication graciously invited electrologists to access the articles and valuable information on their website free of charge. Thanks to Kristen Machado, Executive Editor, Belmont Publications, Inc.

Give Your Business an Extreme Makeover

What image comes to mind when potential clients see your business name in print? Do they think “professional, trustworthy, up-scale, hi-tech, clean, panache” or perhaps, nothing in particular comes to mind. Maybe it’s time to turn to professionals to create a logo that portrays your intended image. You can achieve a very polished result even on a modest budget. Check out www.logoworks.com. You can get a great looking logo for as little as \$265 within three days. They use a team of professional graphic designers and offer a variety of packages from basic logos to complete business identity packages.

Reward Your Referrals

Rewards enhance your client’s experience with your service. It’s a way to express your appreciation, so make it count and keep the referrals coming. Get creative. Be delighted. Let them know you appreciate them. Check out some

zingy examples in *1,001 Ways to Keep Customers Coming Back: Wow Ideas That Make Customers Happy and Will Increase Your Bottom Line* by Donna Greiner, \$10.88 on: Amazon.com



Leverage Technology

Look for technical solutions that improve efficiency and enhance customer relationships.

One idea — enter every customer’s contact information and pertinent data (treatment area, average treatment time, personal notations etc.) into a palm pilot. Take the information from the client history and enter the data between appointments. It’s small enough to fit in your purse and easy enough to access quickly. It also works well if you have to return a call from outside the office.

Make Magnification Work For You

Use a lighted magnification mirror as part of your consultation so the client can get an accurate view of how much hair is really there. I find 8X magnification works best. The usual reaction is “YIKES, why did I wait so long!” It also helps to use “before and after” a treatment so clients can view their progress. On my website and in my office, I sell a variety of magnifying mirrors that clients can use at home or even carry in their purse. It can provide a strong incentive to pick up the phone and make an appointment to see you. The 8X Magnifying Mirror Light also works great for doing self-electrolysis on your face. Check out — www.facereflections.com. A 15% discount is given to AEA members

and their clients by entering the electrologist’s name and state in the referral field.

Be the Eyebrow Expert



We already know that electrologists *own* permanent eyebrow shaping. Enhance your expertise by displaying books and pictures of beautifully shaped brows. Several

good books: *Beautiful Brows - The Ultimate Guide to Styling, Shaping, and Maintaining Your Eyebrows* by Nancy Parker (\$8 on Amazon.com) and *How to Create the Perfect Eyebrow* by Victoria Bush (\$19.95 on Amazon.com). Also, familiarize yourself with the appropriate eyebrow shaping accoutrements (pencils, brushes, gels, etc.) so you can offer clients some helpful hints on enhancing their beautifully-shaped brows. And don’t miss the outstanding presentation on “Brow Power” by June Allen, CPE, at this year’s AEA Las Vegas convention.

Holidays and News Pegs

Use some of the lesser-known holidays (such as *Home-Based Business Week* — the second week of October) to create ways to bring attention to you and your business. Home-based businesses are a hot topic these days and reporters are looking for unique businesses being run from home that they can write about. Send a press release telling why you are unique and list reasons why your home-based business is thriving in your area. Check out *Chase’s Annual Events* book at your local library for other unusual “designated” holidays that you can use to promote your services.



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Think Spring!

Make an added impression with your sunscreen handout (see *EW* insert). Attach a packet of flower seeds to complement the title: “Protect your skin — Let the sun shine on your flowers, instead.” You can find flower seed bargains at many local stores. Some dollar stores sell them at 10 for \$1. For \$10, you can purchase 100 seed packets!



Lovin’ Those Stickers!

We received lots of inquiries about where to order the heart stickers. You can order them online at:

www.aardvarklabels.com

or call Aardvark Labels at:
800-553-2856.

The red hearts come in a variety of great slogans that let your clients know how much you appreciate them. Our favorites:

- I Love Referrals (the small ones fit nicely on business cards, brochures)
- I Appreciate Your Business (stick them on appointment cards)
- You’re The Heart Of My Business (great for promo giveaways)
- Thank You
- Thank You For Your Referral (on a personal note)

Heart Labels in Rolls of 250

Large Hearts: Red/White -
\$8/roll – 1 3/8-inch across

Small Hearts: Red/White -
\$6/roll – 5/8-inch across

Become a Skin Health Resource

Often the electrologist is the first person a client might ask about a

particular skin condition. You may not be a medical expert, but you can now be a valuable resource for information. The American Academy of Dermatology (AAD) offers a wealth of information on dermatological terms and information related to specific diseases and skin conditions. Dermatology A-Z is designed to be a comprehensive resource for the public, including Frequently Asked Questions (FAQs) and Fact Sheets, AAD Guidelines of Care, skin cancer updates, and links to patient advocacy groups. It’s all just a click away:

www.aad.org/public/dermatology-a-z

Be a Healthy Skin Advocate

Let your clients know you care about them by passing on helpful information — like the handy insert in this issue about protecting their skin from the damaging effects of the sun. Make lots of copies and stick on some red hearts — (see left). And don’t forget to add a custom label with your business name and contact number: www.artisticlabels.com

Keep ‘Em Coming Back for More

Direct mail can be an effective and inexpensive way to promote your business. Do you have something new to share with your customers — perhaps a new service or a special promotion? How about a simple reminder that summer is around the corner and it’s time to get “ready” to show off those beautiful naked toes! With some very basic computer skills, you can design your own postcard with fun graphics to grab your clients’ attention. Get a sample postcard to “size” the available space

and type your message on regular paper. Offer an incentive — be creative. Then take it to your local printer (like Kinkos) to be copied onto postcard stock paper. For less than \$50, you can get 500 quality postcards ready to drop in the mail. If you have a database of your client list, you can print address labels to make the job quick and easy. And don’t forget to add your “I love referrals” stickers!

Hey! Remember Me?

Haven’t heard from a client for a while? Invest in a box of pretty, customized, personal stationery that reflects your own style. Write your client a personal, handwritten note that expresses a cheerful and sincere sentiment — for birthdays, special occasions, etc. If your creative juices don’t flow, check out your local greeting card store for appropriate messages that “fit” perfectly. Hey, no one needs to know you “borrowed” a few great lines!

Think Opportunistically

Wherever you go, really pay attention. Most of us navigate through our world on autopilot, but when we start paying attention — when we start questioning what we are seeing and why — good ideas occur. When you pick up a magazine or newspaper, be open and on the alert for ideas that could translate into successful strategies to grow your business. Plant a seed in your brain that you’re always looking and searching for another great idea. And don’t forget to tear it out or write it down!



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Brow Power

Looking for a great way to promote your business with no competition from laser? Check out the article titled, “Brow Power—We’ve Got the Power” by June Allen in the March 2004 issue of *Hair Route*. This is a *must-read* article for every electrologist looking for ways to promote your business. If you’re a subscriber, you can go to www.hairroute.com to request a copy.

Get to the Heart of It!

Let your cup runneth over—Valentine’s Day is around the corner. Let your clients know how much you appreciate their business. Buy a box of luxurious chocolate and hand-wrap several pieces in elegant paper and a satin ribbon. Attach a personal note with your sincerest sentiment for a Happy Valentine’s Day.

Know What You’re Not Saying

Researchers have found that 56% of all communication is done through body language, so it pays to be aware of what your body language is communicating to your client. Remember to sit level with your client while discussing treatment; standing while they sit can be seen as intimidating and increase nervousness. Other actions such as mirroring your client’s gestures or touching your palm to your chest while you speak convey to your client that you can be trusted to do a great job.

Whittle Your Waist

Did you over-indulge over the holidays? Get moving and burn those calories! Take advantage of

your swivel chair between appointments. Sit toward the front edge of the seat with your feet on the floor and your hands flat on your treatment table. Face forward holding your upper body and shoulders still, then lift your feet up a couple of inches above the floor and twist your chair—first to the right, then to the left. Do three sets of five full twists. You’ll be working the lower and side abdominal muscles and you’ll soon find your waist again!

Keep Learning!

Want to learn a new skill or language or brush up on some old ones? There are many websites that offer education courses and information for furthering your skills—for free! Brush up on your computer skills at:

www.techtutorials.com

Communicate with your clients better by picking up a new language at:

www.word2word.comcoursead.html or expand your knowledge of relaxation techniques, nutrition and health issues at:

www.learnwell.org

Stickers

They’re not just for preschoolers any more! Do you hand out brochures, pamphlets, and business cards? Get some red heart stickers that say, “I love referrals” and stick them everywhere. Simply letting your clients know that you appreciate referrals can make a big

difference—and it fits well with the Valentine theme. Cost: about \$7 for 100 stickers.

Send a Message

If you have a website, take advantage of the opportunity to remind your clients how to access it or have it included on your business card. Also, keep your home page updated with an appropriate seasonal greeting—“Happy Holidays”, “Here comes Spring!”, etc.

Pass It Along

Be sure to get your money’s worth out of your brochures, fliers, and pamphlets. Label all of them with your contact information. Often, a client will pass on the information to a friend or co-worker, so the custom label could bring you new business — to view a wide variety of sample labels go to:

www.artisticlabels.com

Stop Stress In Its Tracks

When our schedules are packed and the phone keeps ringing, our anxiety level skyrockets! Time for a brain break. According to Dr. Luann Linquist’s website,

www.deletestress.com

just setting aside a few minutes—even 30 seconds—to close your eyes, relax your hands and take a few deep breaths will help quell anxiety, which will lead to better concentration and help you get everything done quicker and with better results.



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We're still looking for *your* best ideas, but in the meantime, we've collected some great tips from other resources. We hope to hear from many of you for our next issue.

Put Yourself on Paper!

Have a brochure with your picture on it professionally printed (or if you're computer savvy, use desktop publishing to do it yourself). Describe your background and experience and answer a few basic questions about electrolysis treatments. To ensure a professional look, consult a design expert, available at places like AlphaGraphics or your local printer. You'll get a better price for larger quantities—give them to your clients to pass on for referrals. The cost for a customized, professional brochure will pay for itself in increased business.

First Impressions Count!

It's absolutely true that a first impression is formed in less than one minute and most of that impression is based on appearance alone. If you wear a lab coat, is it impeccably white and freshly pressed? Scrubs are also a professional alternative to street clothes and make a favorable impression. Be aware of the subtle nuances that also count: posture, gestures, facial expressions, and confident handshakes (don't forget well-

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manicured nails!) before the handwashing. See yourself through the eyes of a new client and you'll make your most favorable impression.

Lights, Camera, Digital!

Prices are dropping on the new crop of digital cameras and a sharply focused “before and after” picture can be your best advertisement. It's not necessary to take pictures of every client, but if you get a difficult case, it could be helpful in documenting the progress.

Your Name.com

Your own website is a powerful marketing tool and can set you apart from the competition. In fact, it's fast becoming a core necessity in today's fast-paced, competitive environment. One of the first decisions you'll have to make is choosing a domain name. You may want to consider buying yourownname.com. What better way for your customers to find you? Buying your personal name allows you to build credibility for your brand identity and makes it

easy to “Google” you. Go to www.yahoo.com and search for “choosing a domain name.” You'll find everything you need and much more. If you need help creating your website, log on to www.freewebtemplates.com and browse through any of the hundreds of free Web templates available to download.

Check Out Your Local Community College

Most local community colleges have a Small Business Development Center that can be an invaluable resource in helping your business grow. Another organization, Women's Network for Entrepreneurial Training (WNET), is often a subsidiary group of the Small Business Association (SBA) and offers opportunities for networking, learning from role models, supporting one another, and sharing information about resources.

Get Connected!

We live in a world where information is power, communication is instantaneous, and the competitive environment is fierce. To survive in this profession, we can no longer accept the status quo—we need to continuously strive to improve. Get connected. Get a computer and get online!



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Favorite Music

Prior to giving a long treatment of an hour or more, offer your clients the opportunity to bring in their own CD. This will allow them to relax to their favorite music and be more comfortable. It may also expand your own music appreciation and introduce you to new artists you may wish to add to your collection.

*Debbie Beller, CPE
Buffalo Grove, IL*

Pamper Your Client

Give your client a full-body massage during his/her treatment. HoMedics makes a full-body massage mat that fits nicely over most treatment beds. It features five motors that are strategically placed to target major body areas and can be used with or without heat. It also comes with custom options to choose full-body massage or to target one of five body areas. For less than \$60, it's a great way to let your clients know you appreciate them. Look for model # MM-100H.

*Liz Stapleton, CPE
Bloomington, IL*

Get More Referrals

Offer your existing clients a free 15-minute treatment for every new person they refer for

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Palos Hills, IL

treatment. We offer business-sized cards that say, "Thank you, (name) for the referral of (new client). To show our most sincere appreciation for your confidence in our services you are entitled to a complimentary fifteen minute treatment." On the front of the card is all of our pertinent information—address, telephone number, etc. Cards are given to all existing clients to pass on to others who may need our services. It's a win-win for everyone and has been a huge success!

*Kim Macchia, CPE
Oak Brook, IL*

Kiddy Corner

Some moms have no choice other than to bring their child with them when they come for a treatment. Keep on hand little treat bags (filled with pretzels or crackers) and individual, inexpensive coloring books and crayons to keep them busy. Mom gets her treatment in peace and kids don't complain about coming with her!

Debbie Malacina, CPE

Create Your Own E-commerce Website

If you've ever thought about creating your own website and selling products but don't know where to start, log on to www.mydssd.com and download the "Free eBook" that details everything you need to know to get started.

*Vinessa Anthony, CPE
Rutherford, NJ*

Tap Into the Hidden Power of Scent

Try aromatherapy to create a relaxing experience. Scent the room by adding a few drops of your favorite essential oil to an aromatherapy diffuser or combine with water in a spray bottle. The Internet has thousands of sites with recipes to induce specific moods—calming, energizing, relaxing. Essential oils are potent so be sure to use them according to the directions.

*Gerry Adams, CPE
Geneva, IL*

