



PocketSuite



How to Become an Esthetician Volume 1

A guide for aspiring professionals

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CEO & CO-FOUNDER OF POCKETSUITE

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Hi! I'm Chinwe.

Almost 10 years ago, I was a newlywed and had just made the move from Chicago to San Francisco - for love. I was traveling 4 days a week and working around the clock. I had a professional (Pro) supporting me in literally every part of my life. A cleaner and a handyman for my apartment in San Francisco. A dog trainer for my new rescue puppy, Bih. A life coach to help me change careers. A personal trainer. A personal assistant who doubled as a professional organizer and was a miracle worker. An interior designer and a real estate photographer who were helping me sell my condo on the lake in Chicago. And, of course, a hair stylist and **esthetician** in both cities.

I would text them and they would help me keep it all together. Then sometimes up to 90 days later, I would receive an invoice over email with all of our appointments. I would, of course, pay right when I received the bill, but it was sooo frustrating for me that they had to wait at all to be paid. Here I was a small business consultant who had raised over \$150 million dollars in funding for freelancers, service professionals, and entrepreneurs across the country. I knew firsthand what not getting paid quickly by clients meant for a Pro - unpaid bills, stress, anxiety, fear, and credit card debt.

After complaining about this issue - endlessly - to my poor husband, Yang, he asked me a simple question that rocked my world and inspired me to devote myself to solving this problem. Yang asked, "you have such a great working relationship with them over text, why can't you do everything over text with them? Why can't you book and pay them over text?" That was it, that was when we knew that we had a problem that we wanted to solve.

Yang had worked for ten years as an engineer at NetSuite (a business management software company that sold in 2016 for \$10 Billion to Oracle). So he knew a thing or two about how to build stuff. Together, we decided to build an app for our Pros. We thought, if we could help them get booked and paid over text...they would be paid faster not just by us, but by all of their clients. And we were right! After launching [PocketSuite](#), an app for Pros to run their business. We saw not only our Pros, but hundreds of thousands of other Pros from around the country using it to get booked and paid by their clients over text. My esthetician went from waiting weeks to send an invoice via email to being paid upfront or immediately after completing an appointment.

Fast forward, it's been almost five years since we launched PocketSuite. It started with my esthetician (and a few of my other Pros) and now we have served thousands of estheticians in the U.S.. We see full time Estheticians on PocketSuite making anywhere from \$40,000 to \$125,000 and part-timers earning \$12,000 to \$30,000. We even have some Estheticians with small teams earning high six and seven figures on PocketSuite.

When we ask them how they got to where they are today, they all say the same thing. They say that there was no "roadmap". They say that they "wish they knew then what

they know now.” Every time I have heard their responses, I find myself both inspired by their persistence and frustrated that it isn’t easier for more people to figure out how to work for themselves and make a great living.

So, here I am again, looking to be part of the solution. I am on a mission to create the [largest online library of content](#) for Pros. I want anyone who has ever dreamed of working for themselves to know exactly how to do it. This “How to” guide is just one piece of the puzzle. PocketSuite is working with tens of thousands of Estheticians and solo businesses in over 165 different industries to make [online guides, articles, video tutorials, podcasts, and more](#).

Anyone who aspires to become or is already an Esthetician will have everything they need to do it from information about how to get trained/certified and licensed; to service & pricing lists; to client marketing strategies; to booking & payment tools; to sample contracts and intake forms; to recommended industry associations and networking groups to join; to tips on how to run their own Skincare and beauty business and grow; to how and where to get health insurance & benefits; to access to financing and other resources; to savings and retirement planning.

I am thrilled that you are here now. I so want to reach out and hear your story. You can always reach me by texting PocketSuite at 415-841-2300. I mean it! The only way we get to the point where anyone feels comfortable going out on their own is if everybody, including you, has the information you need and the support of other Pros (like you) when you need it - on demand. I won’t stop until we get to the point where there is a clear roadmap, access to a comprehensive library of online resources, and community mentorship for anyone to have a financially and personally rewarding career working for themselves.

And so it begins...

Introduction and Contents

If you've been dreaming of a career in the beauty industry or just want to build on your existing skincare business, the information in this book will propel you forward.

We're going to take a look at what you need to do to become a certified esthetician as well as the training required for some of the most popular cosmetic procedures practiced today at spas and salons throughout the country. You can earn a great living as an esthetician while enjoying the professional satisfaction that comes from using your knowledge and artistic skills to help others feel better about themselves by enhancing their appearance.

Each chapter in this guide provides an overview of the licensing and certification requirements as well as the costs to learn several different beauty treatments.

In this PocketSuite guide, you'll also discover how much you can earn by offering each procedure, what's involved in getting started, the best professional organizations to join for advancing your career, where to look for employment and how to draw more clients to your beauty business. There's even a section on helpful tips when you're just starting out.

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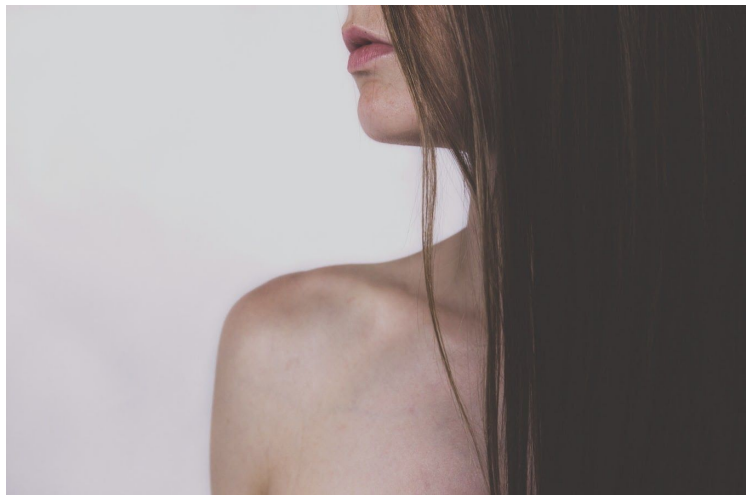
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Chapter 1 How to Become an Esthetician

Training to become a certified esthetician comes with many benefits to boost your career as a beauty professional, make a great income, and delight your clients.

An esthetician helps people feel better in their own skin. You'll enjoy flexible hours and many potential career paths. Work for yourself and you can literally write your own paycheck. And you can do this all while continuing to perfect your skills, since every client you serve has different skin. As an artist, you'll also enjoy great professional satisfaction by making clients feel better about themselves as you enhance their appearance and their overall wellness.



These are just some of the services you can provide:

- Facials
- Eyebrow and eyelash treatments
- Extractions
- Waxing
- Body Wraps
- Masks
- Scrubs
- Acne Treatments
- Makeup Applications

- Makeup consultation
- Chemical Peels

To reach this level, you'll need to get certified and licensed to practice in your state. It's fun, a great investment, and accessible. Much of the coursework can usually be done online for convenience.

Ready to get clear on this great opportunity? Here's what you'll learn in this chapter on becoming an Esthetician:

[How Much You Can Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Estheticians](#)

[Finding Clients](#)

[Helpful Tips for New Estheticians](#)

How Much You Can Make?



The [average esthetician salary](#) in the United States is \$35,112. That works out to about \$17.56 per hour. Those on the high end of the pay range (the top 1 percent) are making more than \$29 per hour. With tips and commissions on products you sell in the salon, you'll make even more.

You can check average salaries for your state with [EstheticianEdu.org's](#) searchable web page.

Required Training and Certifications

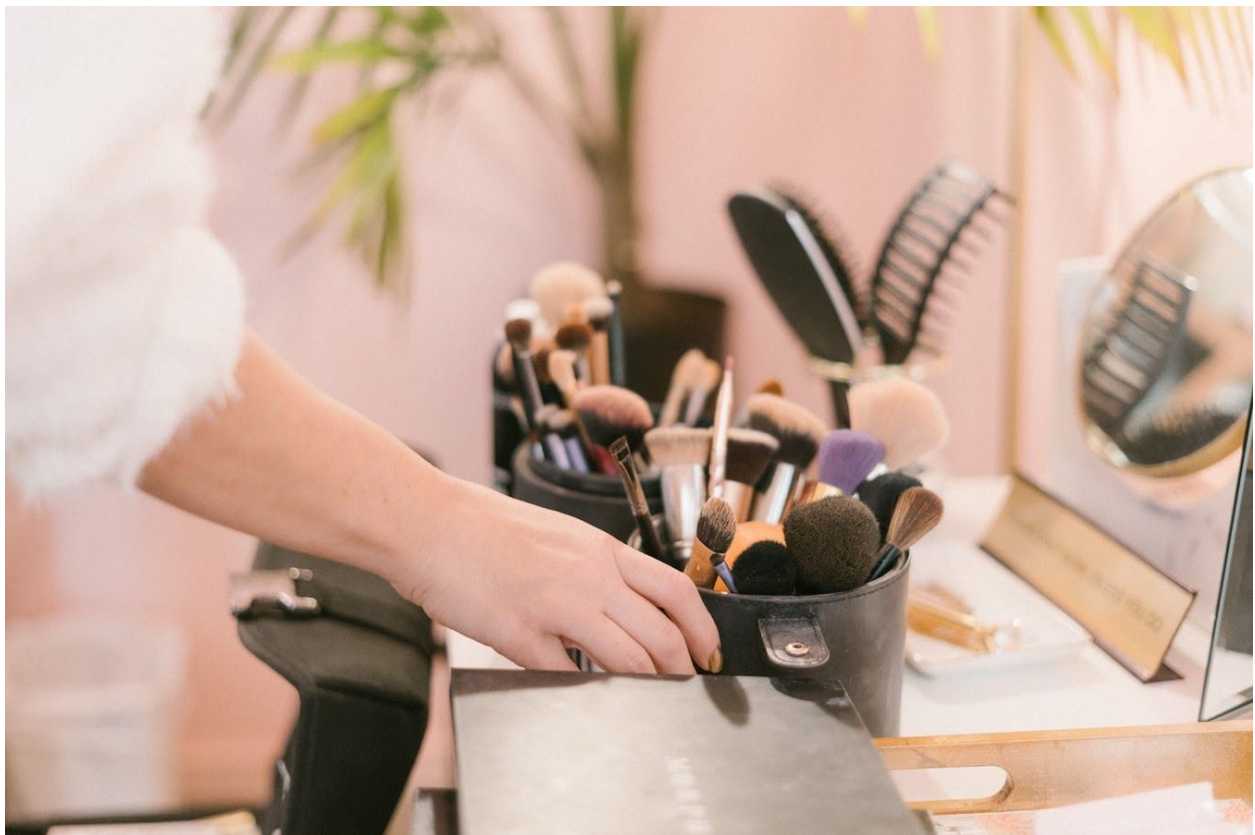
Many private schools and institutes offer esthetician training at varying price points. The best approach to selecting a program is to check with your state's cosmetology board on local requirements for certification and licensing. Then you can choose a program that best fits your needs. An alphabetical list of state

cosmetology boards and contact information [is available here](#).

If you want the best, the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#) is the premiere organization for certifying professional estheticians in the United States. “NCEA Certified” represents the highest skin care credential currently available in the United States and adherence to the profession’s code of ethics.

The [cost of training](#) ranges from \$664 if you pay in installments to as low as \$600 for paying upfront. You can complete the training at home with study materials delivered by the NCEA.

From initial training to certification as an esthetician, expect to invest four to six months of full-time effort. If you choose to train part-time, you can earn certification within nine to 12 months.



There are 3 Steps:

1. Order the training manual and start your candidate application requirements while working through the manual. Your candidate application should be ready to send in after four to six weeks.
2. Authorization to test. Schedule and pay for your exam.

3. Take the exam. You'll need a computer, a smartphone and an Internet connection, which will allow you to take the test anywhere you want.

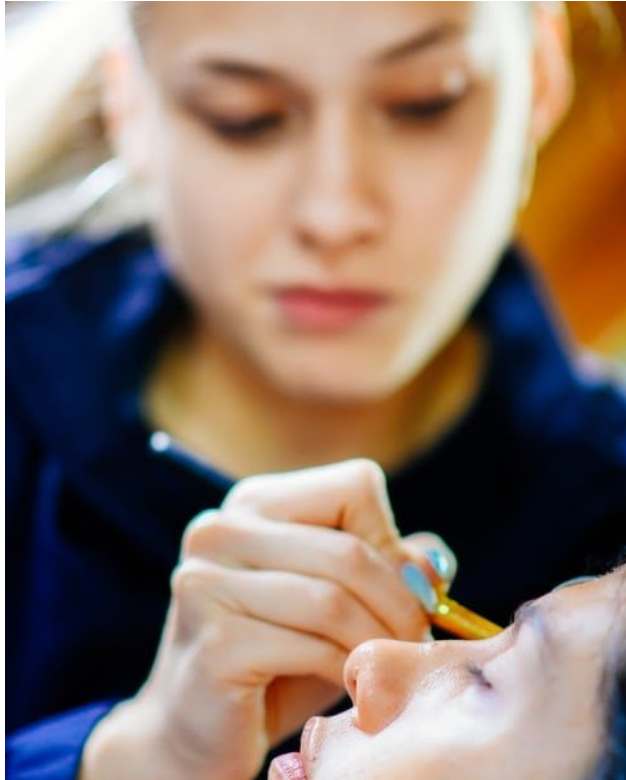
You'll also need CPR/AED/First Aid certification and to be recertified during an in-person class every five years. Certification training is available through the [Red Cross](#) and the [American Heart Association](#).

Here's what you'll learn in preparation for the national esthetician exam. The 90-minute exam covers scientific concepts and skin care and services, testing your knowledge in these areas:

- Infection control procedures involving bacteria and viruses, controlling infection, including methods, and safety guidelines, knowing what to do when exposed to blood
- Basic understanding of human physiology and anatomy
- Skin histology and physiology, including the function of skin layers and glands, and hair follicle structure
- Body hair composition, including hair structure and growth; hair growth abnormalities
- Chemistry of cosmetic products, including ingredients, labeling and more.
- How to perform a client consultation with appropriate documentation. That includes:
- The analysis of the skin, including type and condition
- Handling the records of clients, including intake and consult charts
- Protocols involving treatment
- Knowing when to withhold certain Skin services based on client evaluation
- Cleansing procedures
- Steaming procedures, including towel and steam
- Exfoliation procedures, both chemical and physical
- Hair extraction procedures
- The effects of massage movements
- Use of masks, including clay/mud and gel
- Methods and procedures of hair removal, including waxing and tweezing

- Makeup application principles, including face shapes and features analysis, plus color theory
- How to use equipment during skin services (lamps, facial steamer/vaporizer and LED therapy).
- Services related to body treatments and eyelash extensions

Professional Groups to Join



You'll want to remain a [member of NCEA](#) both to maintain certification and have access to their continuing education materials and other valuable professional information.

There are three membership options:

\$65 per year

\$95 per year – this includes your business listing in the NCEA's online directory

\$160 for a three-year membership, in which you'll save \$35.

In addition to the NCEA, there are a number of other [industry associations for Estheticians](#) and [Facebook communities for Estheticians](#).

Career Options

Professional estheticians have a wide array of career options each with different benefits.

Let's go through the most common career path:

Independent Contractor with Booth Rental

These estheticians pay a salon or spa a rental fee for access to the salon or spa facilities. As independent contractors, booth renters buy their own supplies, set their own work hours and fees, and provide their own business insurance. You are completely in control of your earnings. If you love your freedom and are committed to building and sustaining a book of steady clients, independent contracting may be right for you.

Hourly Pay + Commission

Many salons and spas pay their full-time employees an hourly wage plus commission, which is based on a percentage of how much business you produce. So if you delivered \$500 worth of

services to clients and receive a 20% commission on gross sales, you'd be paid \$100 plus your pre-set hourly wage.

Team Member Compensation

With this compensation structure, you receive a base salary plus commissions on your services and any products that you sell to clients. If salesmanship is a skill you have or would like to master, this compensation package might be right for you.



Straight Salary

You earn a yearly salary and may receive benefits like health insurance and paid time off. Straight salary jobs can often be found in medical spas. You deliver services and are typically not required to sell products while working with clients.

If you're just starting out and are not yet ready to go out on your own, you may want to consider working for someone else. An up-to-date resume and a copy of your NCEA certification are essential parts of your application. Online job-search services such as [Indeed.com](https://www.indeed.com) and [ZipRecruiter](https://www.ziprecruiter.com) are a good place to look for openings.

Join esthetician discussion groups on social media ([Facebook has several](#)) so you can build your professional network. Set up your professional profile on [LinkedIn](https://www.linkedin.com) to start connecting

with other estheticians and groups whose members may know of upcoming job openings before they're advertised.

If you're thinking of opening a studio, search for cities where the competition is not as great. Consider locating in resort areas where people on vacation want to be pampered. You might get so much seasonal business that you'll be able to take a nice vacation yourself during the offseason.

Finding Clients

When running your own business, a great social media profile with lots of examples of your work is essential. Don't forget to include an [online booking link](#) on your social profiles and

website so clients can see your availability and easily book you. The key is that you have an online presence and keep it up-to-date with photos, special offers on skin-care products to drive new clients to you, discounts for new clients, maybe even a price break for existing clients who refer new business.

Build your social credibility with online reviews. The vast majority of consumers research and are influenced by online reviews before booking a service and buying products.

Have all new clients fill out a basic form about their interest in your services and be sure they include their contact information. Your online booking site can be set up to ask for contact information before the form can be submitted. You want contact information so you can follow-up with any potential lead and new clients. Without it, there is no way to follow-up and get them to book you again.

Helpful Tips for New Estheticians:

- Tips are appropriate and encouraged in beauty salons and spas. A 20 percent gratuity is considered the minimum for good service.
- Communication is critical. To succeed, you'll need a loyal client base.
- Create a relaxing environment. Clients should look forward to their visits.
- Apply best practices when delivering services.
- Know how to sell products and upsell services.
- Stay on top of the latest trends, treatments, and tools in the industry. The more you know, the more you can deliver for your clients.

Chapter 2 How to Become a Lash Technician



Eyelash treatments are an affordable way for the beauty conscious to achieve fast results at a fraction of the cost of other services such as Botox and fillers. The popularity of eyelash services continues to rise faster than other beauty treatments, with online searches for “lash treatments” spiking more than 25 percent in a year.

As an eyelash technician, you can make good money and even run your own studio. Because lash treatments, especially lash extensions, [require special products for maintenance](#), you can stock and sell these products as an additional resource for your clients and income for you.

One of the biggest myths in all esthetic services is that eyelash extensions ruin your natural eyelashes. You can reassure clients: extensions when applied correctly by a professional cause no harm.

This can actually be a good selling point for your services because the key phrase is “when applied correctly by a professional.” There is no shortage of

do-it-yourself eyelash extension kits on the market. Some of them are just as expensive as paying a lash tech, but don’t come with the expertise a lash tech provides.

Ready to make some money by adding another aesthetic beauty treatment to your service menu? Read on. Here’s what you’ll learn in this chapter on becoming a Lash Technician:

[How Much You Can Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Lash Technicians](#)

[Finding Clients](#)

[Helpful Tips for New Lash Technicians](#)

How Much You Can Make?

The average annual salary for an eyelash technician in the United States [is currently \\$46,976](#). That works out to about \$23.49 per hour. This doesn't include the tips you can make, often 15 percent to 20 percent of the service charge. The top 1 percent in the profession are making closer to \$84,000 per year, although these individuals have years of experience and typically operate their own studios.

You can check average salaries for your state with [EstheticianEdu.org's](#) searchable web page.

Training and Certification



Most states require a cosmetology, esthetician, or medical license for you to practice as an eyelash technician.

The easiest way to find out what requirements apply to you is to contact your state's board of cosmetology, or a local eyelash technician training program. The professionals running these programs should know the regulations of the state where you plan to work before enrolling in a certification program. This will help you decide which lash tech training program is right for you.

An alphabetical list of state cosmetology boards and contact information [is available here](#).

Contact your local board and find out your state's requirements for certification and licensing as a lash technician. Then you can choose a program that best fits your needs.

Many programs can be completed in as little as a day to achieve basic certification. Pricing for these courses is all over the place, from \$500 to under \$1,000.

Some certification programs let you pay in installments.

To help you narrow it down, take a look at programs that are approved by your State Licensing agency and/or [approved by the National Association of Lash Artists](#) (NALA). Certification

through an approved NALA program and/or Licensing Board carries more clout in the industry than programs not approved by NALA.

If you also need an esthetician certification to meet state requirements, join the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#). This is the premiere organization for certifying professional estheticians in the United States.

The [cost of training](#) ranges from \$664 if you pay in installments, to as low as \$600 for paying upfront. You can complete the training and take your final exam at home with study materials delivered by the NCEA.

What you'll learn in training as an eyelash technician:

- Application of lash extensions
- Techniques for lash lifting (lifts are like a “perm” for the eyelashes)
- Safety procedures
- How to handle coming in contact with blood

To give you a closer look at what's involved, [this video demonstrates the application of eyelash extensions](#).

This video illustrates the procedure [for performing lash lifts](#).

Here you can get [an up-close look at how eyelash extensions are removed](#).

If you'd like to learn more about other lash technician training and certification opportunities, check out this [directory of lash technician training and certification programs](#).

Professional Groups to Join



[The National Association of Lash Artists](#) is a non-governmental organization that advocates for the industry. Membership cannot be bought simply by paying a fee. There's an [application and review process](#) before they accept new members. If a lash tech doesn't make it on her first try, NALA offers mentoring until the lash tech meets the association's standards. Professional guidelines, the group's code of ethics and decontamination guide [are available here for review](#).

Once you're in, you'll be added to the NALA national directory of lash artists, making it easier for clients to find you.

You can also follow the organization on [Facebook](#) and [Instagram](#).

There a number of other [Lash Technician Industry Associations](#) and [Lash Technician Facebook Groups](#) that are worth exploring as you build your business and professional network.

Career Options

You have the choice of working for a corporate studio or chain or working as a 1099 contractor. If you work for a corporate studio or chain and you are just starting out, you're probably making a wage plus a commission of 5 percent to 10 percent on anything you sell.

Overtime, you may be able to increase your income as a 1099 contractor, meaning you are independent. You'll have access to studio space and can usually set your own hours. Much more flexibility with this option, although you'll be expected to pay a fee to the salon owner for use of the space. The fee might be based off a percentage of your income or a fixed, flat fee for the day or week. It's your responsibility to provide your own equipment, supplies and proof of business insurance. Working as a 1099 contractor can be a nice transition on your way to opening your own spa or salon.

Finding Clients

Whether you're operating as an independent or running your own spa, you need to set up profiles on social media platforms like Facebook and Instagram. Photos of your work are key in attracting new clients.

Your website is the place to promote discounts for new customers, maybe even a price break for existing clients who bring new business to your door.

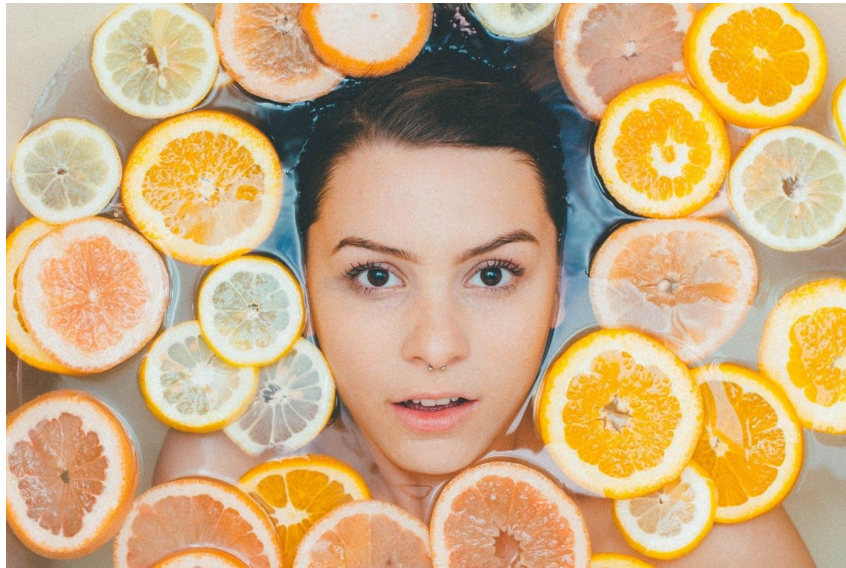


Build your credibility with online reviews. [According to a marketing survey](#), 97 percent of participants reported that they read online reviews about a local business and 90 percent said their decision is influenced by positive online reviews.

Have all new customers fill out a form about their interest in your services and be sure they include their contact information, including email and telephone number. You want contact information so you can follow-up with all your clients. This encourages repeat business.

Helpful Tips for New Lash Technicians:

These are the Top 5 Concerns facing lash technicians, according to [The Eyelash Extensions Blog](#):



Client Aftercare

When explaining aftercare requirements, including proper cleaning, ask clients if they are positive they understand your instructions. Don't just settle for nodding heads.

Fixing another lash tech's work

You must decide if you will offer corrective services to another lash tech's work. Some lash techs only follow-up on their own work.

Product Value

It may take you some time as a new lash tech to identify the products you like best and would feel confident recommending to your clients. Let quality, not price, be your guide. Many lash techs report they tried to save money by testing a cheaper brand of eyelash extension glue, only to have eyelash extensions all over the floor of their studios.

Competitive pricing

You must decide how much to charge. This is based on many factors, including your experience and certifications, competitor pricing in your market, and your reputation among clients. Currently, most lash artists charge \$81 to \$120 for a full set. Fill prices average \$40 to \$60 for both eyelashes. Depending on your market, service level, and other factors, you can set your pricing to fit your client profile.

Attracting new clients

Referral programs work and provide an incentive for customer loyalty. Decide on an appropriate discount on your services and offer that price break to clients who refer new customers to you.

Chapter 3 How to Become a Brow Technician



It is said the eyes are the windows into the soul. Eyebrows, then, must be part of the frame.

A great eyebrow technician can enhance the natural beauty of the eyes through a variety of techniques that are in high demand. As a result, a brow tech can build a good career and make a solid income. Plus there's the professional satisfaction of being an artist who helps clients look and feel good.

Depending on where you live in the United States, you may not need certification as a brow tech, but you will need formal training to offer quality service. Many states do require brow techs to be licensed as an esthetician or cosmetologist. All the resources you need to learn the requirements for your state are right here.

We're going to help you keep your eye on the prize! Here's what you'll learn in this chapter on becoming a Brow Technician:

[How Much You Can Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Brow Technicians](#)

[Finding Clients](#)

[Helpful Tips for New Brow Technicians](#)

How Much You Can Make?

Newly trained eyebrow techs in the United States currently make about \$11.30 an hour, however, if you choose to become a licensed esthetician in addition to a brow tech, you can just about double your hourly rate. See Chapter 1 for information on becoming an esthetician.

You can check average brow technician salaries for your state with [EstheticianEdu.org's](http://EstheticianEdu.org) searchable web page.



Training and Certifications

There's a patchwork of regulations impacting brow technicians from state to state. Some states do not allow eyebrow tinting, for example, but other techniques are permitted.

Most states require a cosmetology, esthetician, or medical license for you to practice as a brow technician. Depending on where you live and the services you offer as a brow tech, your work might fall under the same regulations as a tattoo artist or laws regulating "body art facilities."

There are literally hundreds of schools, groups and organizations that offer training for eyebrow techs. Their pricing for training is also all over the map.



To help you narrow your options, consider this tip:

If you are thinking about moving in the near future, it's a good idea to pursue certification with an organization that certifies throughout the United States. That way, you are less likely to need to recertify if you move to another state.

An alphabetical list of state cosmetology boards and contact information [is available here](#).

Contact your local board and find

out your state's requirements for certification and licensing as a lash technician. Then you can choose a program that best fits your needs.

Many programs can be completed in as little as a day to achieve basic certification. Pricing for these courses can range from \$500 to under \$1,000. Here's a great [directory of brow technician training programs](#) to consider.

If you also need an esthetician certification to meet your state requirements, join the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#). This is the premiere organization for certifying professional estheticians in the United States.

The [cost of training](#) with the NCEA ranges from \$664 if you pay in installments, to as low as \$600 for paying upfront. You can complete the training and take your final exam at home with study materials delivered by the NCEA.

What you'll learn in training for certification as an eyebrow tech:

- Threading, waxing, cleaning and tweezing techniques – and knowing which ones to use
- Eyebrow shaping, such as softly angled brows, high arch, straight brow, strong-angled brows, as well as rounded and curved brows.
- Customizing brow styles to your clients' facial shapes
- Eyebrow threading, which is similar to tweezing but uses a thread to cut hair in a scissor-like motion.
- Eyebrow tinting – a colorizing technique in which you'll clean the client's brows, apply a thin layer of petroleum jelly to prevent the tint from staining the surrounding skin, then prepare the tinting formulation and apply it with a small brush across the brows. Timing is important so both brows are tinted evenly.

There are also other resources for brow technician training and certification. See a listing of other [brow technician training organizations here](#).

Many salons offer certification classes in eyebrow threading and waxing. Some offer online training as well.

Once certified, you'll need to be licensed to practice in your state. Refer to the alphabetical list of state cosmetology boards [available here](#).

Professional Groups to Join

Join the [Society of Permanent Cosmetic Professionals](#) to network with other eyebrow techs, exchange style ideas and techniques, even get tips on job openings. Membership is \$325 per year paid upfront or you can choose to pay \$29 a month, which works out to \$348 annually. [Here's how to join](#).

One benefit of membership is the SPCP's toll-free national line and website so that clients seeking eyebrow beauty services can obtain referrals and locate qualified member technicians and



trainee members. You'll also have access to the society's marketing kit, with downloadable logos, images and other branding material you can display on your website.

There are also other [brow technician specific Facebook communities](#) to look into as you build your brow technician business and professional network.

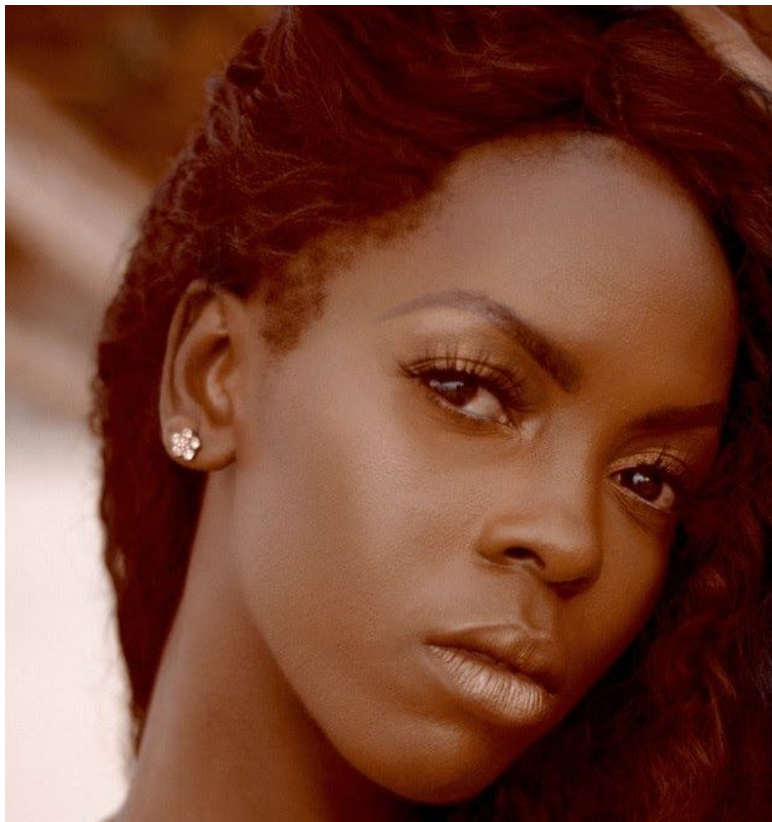
Career Options

The biggest investment required to get started as a brow technician is in certification and licensing. Beyond that, a certified brow technician can launch her own business without having to spend a significant amount upfront on materials and equipment. If you aren't yet ready to go out on your own, job-search sites such as Indeed.com, Simply Hired and Zip Recruiter have good leads on available opportunities for brow technicians.

Also, don't discount the power of the in person touch. You can make the rounds of local salons and introduce yourself and share copies of your resume, professional certifications, and portfolio of your work. Even if there is no immediate opening at a salon, the owner is likely to remember your initiative and follow-up with you when there is.

Salaries tend to be higher at spas and salons in resort areas where people vacation and happily pay for a variety of pampering services.

Finding Clients



Setting up social media profiles with before and after pictures of your brow work, tips, links to videos of you working on a client's brow are gold. Keep it current and fresh with photos, special offers on products to drive traffic to your door, discounts for new customers, maybe even a price break for existing clients who refer new business. Make sure to add an [online booking link](#) to your social media profiles and website so clients can see your availability and self book.

When you set up your online booking, make sure to include a request for contact information as part of the checkout process. That

lead information is the key to your follow-up and will help you get repeat bookings. That's important because many of the services you'll be offering will last several months before clients need to return. A steady stream of clients built up through your marketing efforts means less time waiting for new bookings and more time delivering awesome brow services.

Helpful Tips for New Brow Technicians:

- Having trouble coming up with a cool and distinctive name for your eyebrow services? Try entering random keywords on [BizNameWiz](#) to get instant ideas.
- The U.S. Food and Drug Administration (FDA) at this time does not approve any color additives for eyebrow tinting. Some states, including California, have made it illegal for salons to offer eyebrow tinting. To protect your clients and yourself, when practicing eyebrow tinting, use only vegetable or henna-based dyes.
- [Here's a dozen bold eyebrow moves](#) that will thrill your clients.
- [Top eyebrow tips & tricks](#) from some of the most well-respected brow techs in the world.
- Discover [how brow trends have changed through the ages](#).
- From Tinting to Tattooing: [How to help a client select the right eyebrow treatment](#).
- Check out [this series of before and after eyebrow transformations](#) featuring nearly two dozen celebrities.
- How long does eyebrow tinting actually last? [Find out here](#) in this primer on eyebrow tinting techniques.
- Tips are appropriate and indeed are encouraged in beauty salons and spas. A 20 percent gratuity is considered the minimum for an eyebrow tech's services.
- If you're working at a salon that also sells products, and virtually all of them do, make sure you know the compensation structure. Many eyebrow techs supplement their income by selling in-store products to customers for a set commission.
- Always follow best practices when performing brow services. Use quality tools, and keep them clean. Work with a colleague to perform brow treatments on each other, as needed. Clients will judge your skill by your own appearance – even though you're likely not doing eyebrow work on yourself.

Chapter 4 How to Become a Microblading Artist



Microblading is both the hottest trend in the beauty industry and the highest paying. Working consistently with as few as [two clients per day](#) you can still earn more than \$300,000 a year.

Of course, that kind of income isn't possible without extensive training, licensing, and certification.

Microblading originated in Asia, where it has been around a long time, but only in recent years has the popularity of this beauty treatment exploded in the U.S..

You can learn the fundamentals in as little as three days. Unlike cosmetologists and estheticians who must complete longer training programs and clear regulatory hurdles set by state boards, microblade artists can begin working much faster and earn considerably more because the service is in red hot demand.

How much money you can make is really up to you. We'll take a look at average hourly fees and how to promote your microblading business to maximize your success.

Even a newbie can still earn as much as \$100 an hour.

If you're already a licensed esthetician, adding microblading to your repertoire can expand your business dramatically.

Microblading to the uninitiated might seem like work similar to a tattoo artist. In reality, microblading is highly localized – strictly along the eyebrows – and requires minuscule amounts of pigment to achieve stunning results.

Another aspect of this beauty service that makes it appealing is the relative lack of competition compared to the high demand for skilled microblade artists.

And as a final, intangible benefit, you'll enjoy the artistry necessary to bring your clients to tears when they see the transformation.

Are you ready for some additional color? Here's what you'll learn in this chapter on becoming a Microblading Artist:

[How Much You Can Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Microblading Artists](#)

[Finding Clients](#)

[Helpful Tips for New Microblading Artists](#)

How Much You Can Make?



The short answer? A lot.

Clients gladly pay anywhere from \$250 to \$800 for a single, microblading session, depending on location and your reputation. A treatment session typically lasts about two hours. In that premium price range, an expert [microblading artist can make \\$125 to \\$400 an hour](#). Even after deducting the nominal cost of supplies used in the microblade procedure, including ink and sanitized

needles – materials worth maybe \$25 – you're still looking at an above-average income.

The treatment can last for 15-24 months depending on a client's skin, so you'll need to have a steady stream of clients. That's because you might not see repeat business for more than a year. Don't worry; we'll go over techniques for marketing your microblading business later in this article.

You can check average salaries for your state with [EstheticianEdu.org's](http://EstheticianEdu.org) searchable web page.

Training and Certifications

Because licensing regulations vary widely, the first thing to do is find out what's required by the state where you plan to practice microblading. [Here's a state-by-state listing](#) of official governing agencies.



Even if your state does not require formal licensing, microblade training is still essential because this is an invasive procedure that can put you in contact with a client's blood. As with any invasive procedure, there is also a slight risk of infection. These factors plus the fundamental skills needed to perform quality microblading make training in the profession an essential part of your career development.

You can research and find a [Microblading training organization](#) that meets your state's requirements here.

What you'll learn:

- The manual method of applying permanent cosmetics to the eyebrows. Similar to tattooing, although microblading requires much smaller quantities of pigment.
- Techniques for creating extremely fine, natural-looking hair strokes.
- How to apply anesthetic to minimize pain and discomfort.
- Use of needle and fine blade tools to apply pigment to the eyebrows. The pigment is applied just below the top-layer epidermis to achieve natural looking results.
- Performing touch-ups, which is usually necessary 4-6 weeks after the initial treatment.

Here's an [image gallery](#) that offers a good look at different microblading procedures.

If you also need an esthetician certification to meet your state requirements for licensing, join the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#). This is the premiere organization for certifying professional estheticians in the United States.

The [cost of training](#) ranges from \$664 if you pay in installments to as low as \$600 for paying upfront. You can complete the training and take your final exam at home with study materials delivered by the NCEA. For detailed information on becoming an esthetician, see Chapter 1.

Professional Groups to Join



One professional group for microblading artists is [The Society of Permanent Cosmetic Professionals](#). Membership in this organization shows you are dedicated to promoting the ideals and standards of the society by offering cosmetic tattooing that follows all safety standards specific to the permanent cosmetic process. Becoming a member entitles you to use the society's logos and branding material on your own website, which builds your reputation as a highly qualified professional. An annual membership costs \$325 if you pay that amount upfront, or you can choose monthly payments of \$29. [You can sign up](#)

[here](#). Anyone can join so long as they agree to the SPCP's [code of ethics](#).

There are a number of other [microblading specific industry associations](#) to consider as you build your professional network here. Here is a [listing of some microblading Facebook communities](#) that you may also want to check out and join.

These organizations provide training and networking opportunities to connect with other members, which can help you with your microblading business or in searching for a new microblading job.

If you pursue certification as an esthetician as part of your career preparation, maintaining your membership in the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#) will further expand your professional network while providing opportunities for continuing education.

Career Options

If you are ready to launch your own salon, the key will be focusing on getting the word out. Start with all of those amazing clients who let you work on their brows when you were building your portfolio and working toward your certification. Keep your expenses as low as possible until you have a good group of clients and steady inflow of new client leads coming from referrals and social media marketing. Then you can comfortably rent your ideal space and making other investments in your business.

Alternatively, if you'd rather start by working for someone else, you'll need [at least 100 hours of training in permanent cosmetics](#) before most salons and spas will hire you to provide

microblading services. If you can't hit this number during your actual training program, you may be able to apprentice with a microblading artist and get some hands-on time until you reach the target number of hours.

Use your professional memberships to connect with other microblading artists and ask them point-blank: who's hiring? You may find out about upcoming job openings that have yet to be advertised.

Visit every salon and spa in your area to drop off a resume and copies of your certifications and license. Show them your work. With all of the hours that you have put in, you'll have an awesome book to share with potential employers. While they may not have an immediate opening, the salon owner is going to remember you took the time to introduce yourself and make a good impression.

Don't overlook employment search sites such as Indeed.com, Simply Hired, and Zip Recruiter for microblade artist opportunities.

Finding Clients

In addition to your business website, set up an account on Instagram devoted to your microblading services. Then post pictures. A lot of pictures. Instagram is the top platform for microblade artists to showcase their work. Close-up shots of client eyebrows and microblading work are great to use if there are no identifying marks on the images. Take "before" and "after" photos for maximum impact.

See Chapters 1 through 3 for other strategies for attracting new clients.

Because many microblading procedures can last more than a year, you'll need a steady stream of clients before you start to see repeat business months later.



Helpful Tips for New Microblading Artists:

Always use hashtags on your Instagram posts. That's how people will find you. Without hashtags, all your beautiful images might as well be invisible. Also, definitely tag your clients

when you post. When they comment and share your posts, that's when the referral magic starts to happen. Here are ideas to use:

#Microblading

#MicrobladingEyebrows

#Micropigmentation

#Eyebrows

#MicroStroking

#Brows

#PermanentMakeup

#SemiPermanentEyebrows

#SemiPermanentBrows

#PermanentCosmetics

#SemiPermanent

#FeatherBrows

#FeatheredEyebrows

Chapter 5 How to Become a Threading Technician



Eye-brow threading originated in India thousands of years ago. In ancient Persia, what is now modern Iran, threading was considered a right-of-passage beauty treatment for girls transitioning to womanhood.

Today, threading is considered a clean and painless alternative to waxing or tweezing the eyebrows for a more shapely appearance. Threading gives you greater control over brow shaping than waxing and is less stressful on the skin than tweezing individual brow hairs.

You can practice eyebrow threading, also known as epilation, in most states without an esthetician or cosmetologist license, but you'll still need training to do good work.

There are lots of training options. Your local spa or beauty salon may offer in-person classes and there are dozens of online courses to choose from. With both, you'll get a study manual and training videos (either online or recorded on DVDs), plus a threading kit with the basic supplies. The only real downside to online training is you'll still need some volunteers to practice on before you can reasonably expect to charge money for threading.

With an in-person course, you can be certified in as little as 5 to 6 hours. As a working brow threading tech, you can make good money and enjoy the professional satisfaction of helping clients feel good about themselves by enhancing their appearance.

Ready to take your career as a beauty professional to the next level? Let's get started.

Now this is the golden thread! Here's what you'll learn in this chapter on becoming a Threading Technician:

[How Much You Can Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Threading Technicians](#)

[Finding Clients](#)

[Helpful Tips for New Threading Techs](#)

How Much You Can Make?

[Threading technicians average about \\$11.30 an hour](#) currently in the United States, although a trained and licensed esthetician can generally charge twice that amount based on skill and experience.

Take a look at Chapter 1 for more information on how much money a licensed esthetician can expect to make.

Threading techs also can receive tips (20 percent is customary on a threading service) that add to their income.



You can check average salaries for your state with [EstheticianEdu.org's](#) searchable web page.

Training and Certifications

Not all states require a license to offer eyebrow threading. The best way to protect yourself and be sure of the requirements is to contact [your state's cosmetology board](#) and find out what regulations apply in your area. Some states even have specific prohibitions on the technique for performing certain threading procedures. For instance, California [restricts threading techs from holding the cotton thread in their teeth](#) while working, as this is viewed as unsanitary.

If you do need to become a licensed esthetician, consider joining the National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA), which is the premiere organization for certifying professional estheticians in the United States. "NCEA Certified" represents the highest skin care credential currently available in the country and adherence to the profession's code of ethics.

The [cost of training](#) ranges from \$664 if you pay in installments, to as low as \$600 for paying upfront. You can complete the training at home with study materials delivered by the NCEA. See chapter 1 for more information on training to become an esthetician.



Even if you don't need a cosmetologist or esthetician license to work as a threading technician, training and certification will not only show you're qualified to do the work, but you'll have an edge in the job market over techs who do not have certification.

Here's a [listing of training programs where you can study brow threading](#).

You'll definitely want to shop around for a training program that fits your needs. Prices vary, but start at about \$140 for an online course. In-person training can be more expensive, but you get hands-on experience. With online courses you'll need to recruit willing friends to be test subjects as you practice brow threading techniques. It will be difficult to persuade anyone to hire you unless you can show examples of your work. Be sure to take photos of your test clients before and after completing their brow treatments.

Building a portfolio of work samples is key to finding work in the profession.

What you'll learn in training for brow threading:

- Eyebrow Threading & Shaping online training (typically involves watching videos)
- Eyebrow Threading Technique with demonstrations
- Eyebrow Shaping Technique with demonstrations
- Threading Theory
- Explaining eyebrow threading benefits to clients

- Stocking the correct supplies
- How to fill-in eyebrows using cosmetic products
- How to conduct a proper consultation with new clients
- Tips for promoting yourself on social media

Professional Groups to Join



There are a variety of [brow threading industry associations](#) and [Facebook groups that focus on the brow threading](#) community. You should explore them all and consider joining a few.

Benefits of joining include networking with other members (great for hearing about client marketing strategies and job openings), plus continuing education opportunities, conferences and special events, and discounts on liability, health, dental, and vision group insurance.

Career Options

There are very low barriers to starting your own threading business once you have the training. If you are ready, it is all about building a steady group of clients and referral activity. If you are not yet ready, visit local beauty salons and spas to ask about employment openings. Bring your resume, training certificates and photo of your work on clients. You can also find job opportunities in hair and nail salons, day spas, and department stores.

Finding Clients

Set up a social media profile where you showcase your threading work. Make sure to include an [online booking link](#) on your social media so prospective clients can easily see your availability and book you.

Create an account on Instagram devoted to your threading services. Instagram is one of the top online platforms for beauty professionals to display their work. Take “before” and “after” photos to illustrate the quality of your work. With every Instagram post, include a hashtag (example: #browthreading) so people can find your work. Without hashtags, no one can search for your services. Also, tag your clients when you post so they see it and can brag about you to all of their friends.

See Chapters 1 through 3 for other ways to promote your brow threading business.

When promoting your services, these are the benefits most often mentioned about eyebrow threading:

No chemicals

Unlike other hair removal procedures, threading does not use chemicals, only cotton thread. Clients with sensitive skin should find this appealing.



Accuracy

A skilled threading tech can shape brows with greater precision than a tech using tweezers or wax, which covers the brow and makes it difficult for techs to see what they are doing.

Less pain

Because the thread does not touch the skin during hair removal, threading is less painful than plucking brow hairs individually, or waxing over the brow.

Less time needed to achieve results

Threading involves the removal of several brow hairs at once in one clean motion. Compare that to tweezing one brow hair at a time.

It's safe

For people who use topical retinoids or acne medications, threading may be a safer alternative to waxing, [reports WebMD](#).

Unlike chemical treatments or waxing, threading is much less likely to cause skin irritation.

A long-lasting procedure

Threading results can last from 2-5 weeks before another appointment is necessary to maintain the brow appearance.

It's affordable

Clients can enjoy stunning results for a price typically much lower than other brow treatments.

Helpful Tips for New Threading Technicians:

- Need some new ideas? [Here's a dozen bold eyebrow moves](#) to share with your clients.
- Learn [how brow trends have changed through the ages](#).
- A 20 percent gratuity is considered appropriate for a threading tech's services.
- If you're working at a spa that sells products, and most of them do, take time to learn about selling techniques. Chances are you'll receive a commission on products you sell. It's a nice way to supplement your income.
- Stay current with your profession through ongoing training.
- Follow best practices by using only clean, quality tools.

Chapter 6 How to Become a Sugaring Technician



Sugaring may be the ideal option for people who've experienced pain from waxing, microblading and other hair removal techniques that can leave sensitive skin feeling raw.

Because many clients prefer a low-impact beauty treatment, most spas and salons offer sugaring as part of a comprehensive suite of services. If you don't have a sugaring tech on the team, that's an additional opportunity for you to earn even more.

Sugaring is a more expansive beauty treatment because it can be used for hair removal anywhere on the body.

All you need are three all-natural ingredients – sugar, lemon juice and water – to form a sugaring paste. Some sugaring techs spice up their paste formulas with a drop or two of essential oils, maybe a dash of honey, but the basic ingredients remain the same. A natural product, sugar only sticks to hair and dead skin cells, so the procedure does not agitate healthy skin.

Generally, you'll need an esthetician's license before you can train to practice sugaring. There are many online courses available to train in the skill. Also, beauty salons and spas throughout the country offer training as a sugaring tech. Most of these in-person courses can be completed in a day, after which you'll receive a certificate you can display in your salon – and start sugaring.

You can make good income from offering sugaring services, but again, being able to offer sugaring means you'll attract more clients to your business. So getting trained in sugaring gives your clients one more reason to keep coming back to you.

Sounds sweet? Get ready to train in sugaring. Here's what you'll learn in this chapter on becoming a Sugaring Technician:

[How Much Can You Make](#)

[Training and Certifications](#)

[Professional Groups to Join](#)

[Career Options for Sugaring Technicians](#)

[Finding Clients](#)

[Helpful Tips for New Sugaring Technicians](#)

How Much Can You Make?

Salaries for sugaring techs range from \$33,000 to \$38,000 annually. By training to become certified as an esthetician, in addition to sugaring services you can [nearly double your annual income](#) to an average of \$73,000. Information on how to become a certified esthetician can be found in Chapter 1.

Salaries for sugaring techs also depend on your employment location. Sugaring technicians working in department stores, for example, actually make more money than those employed at spas and resorts.

You can check average salaries for your state with [EstheticianEdu.org's](#) searchable web page.



Training and Certifications

There are dozens of online training programs in sugaring. Many spas and beauty salons also offer in-house training, which is great because you can get hands-on experience.

Because licensing regulations vary widely around the country, the first thing to do is find out what's required by the state where you plan to practice sugaring. [Here's a state-by-state listing](#) of official governing agencies. Even if your state does not require formal licensing, getting trained in sugaring is still important because it takes skill to do the treatment successfully.

Training course fees typically range from \$500 to \$1,000 or more, with \$750 to \$800 being average. Most training courses can be completed in a day. In-person training at a salon or spa tends to cost a little more than online training, but again, the advantage is you get immediate hands-on experience. If you choose the on-line route to training, you could ask friends to be test clients so you can get some actual sugaring practice.

Here's what you'll learn during training:

- Hair removal theory
- How to consult clients on the process, covering what to do and what to avoid before and after their appointments
- Preparing sugaring paste (if you don't want to buy a prepared formula)

- Practicing sugaring technique on a model
- How to sugar different areas of the body



If your state requires certification as an esthetician to perform sugaring, join the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#). This is the most-respected organization for certifying professional estheticians in the United States.

The [cost of training](#) with the NCEA ranges from \$664 if you pay in installments, to as low as \$600 for paying upfront. You can complete the training and take your final exam at home with study materials delivered via email from the NCEA. For detailed information on becoming an esthetician, see Chapter 1.

Check out this video of [a common sugaring procedure](#) to get a feel for what's involved.

[This video](#) offers a demonstration of how to apply the sugaring formulation the way the pros do it.

Other [Sugaring Technician training programs](#) across the country can be found here.

Professional Groups to Join

Explore a range of [sugaring technician industry associations](#) and [Facebook groups that focus on the sugaring technician community](#).

Benefits of joining include social networking (a good way to find out about job openings), plus continuing education, conferences and special events, and discounts on liability, health, dental, and vision group insurance.

If you pursue certification as an esthetician as part of your career preparations, maintaining your membership in the [National Coalition of Estheticians, Manufacturers/Distributors & Associations \(NCEA\)](#) will further expand your professional network while holding onto a valuable credential.



Career Options

If you aren't yet ready to launch your own business, local spas and beauty salons should be your first destination. Many offer sugaring services to clients and those that do not can probably be convinced that they should. Bring copies of your resume, licenses and certifications, as well as photos of your sugaring work (or a business card with links to your website and Instagram account).

If you're able to relocate, online job-search sites like ZipRecruiter, Simply Hired and Indeed.com are also a great source for job opportunities for sugaring techs. Bear in mind that when moving to another state, you'll need to be in compliance with that state's laws as it relates to sugaring before you can work.

Finding Clients



Create an Instagram account to showcase your sugaring services. The idea is to post plenty of “before” and “after” photos with hashtags so that people looking for sugaring services can find you. For example, using #Eyebrowsugaring as a hashtag will ensure your Instagram page is visible when people search for eyebrow sugaring. Instagram is the #1 online platform for sugaring artists to share their work. Close-up shots of eyebrows and sugaring work are a great way to draw prospective clients in.

See Chapters 1 through 3 for other ideas on finding new clients for your Sugaring business.

Helpful Tips for New Sugaring Technicians:

When consulting with clients about their sugaring procedure, there are important pre- and post-treatment topics that you should discuss with them. Here’s what your clients need to know:

- Exfoliate the skin a minimum of 2 days before an appointment.
- Do not exfoliate the day before, the day of or the day after the sugaring procedure.
- Do not moisturize before the appointment. That means no lotions or creams on the body area to be treated.
- Avoid using deodorant the day of the appointment if getting underarms sugared.
- Wait four to six weeks for regrowth of hair before scheduling another sugaring appointment.

In addition, for at least 24 hours after sugaring treatment, clients should avoid:

- Applying scented lotions or creams
- Exfoliating the skin (wait at least 48 hours after a sugaring treatment)
- Using deodorant (if the underarms were sugared)
- Heat (no saunas, steam rooms or hot-yoga studios for at least a day)
- Direct sunlight, tanning beds and infrared lamps
- Working out
- Make-up (if the procedure involved facial sugaring)
- Touching, scratching or rubbing the treated area

Final Thoughts



When you become an esthetician in any of the fields we've covered, you've taken the first step as an artist of the body. You are not only caring for your clients by helping them look and feel better, but also advising them on how to maintain and sustain that feeling.

Joining one or more professional organizations will help you stay current on trends/education/products, network with other beauty experts, and enjoy a sense of community. Membership in any of the different professional groups that we've referenced in this Guide is also a time-tested way to learn the best practices required to advance your career and grow your business. They, in turn, can recommend you for employment and/or refer clients to you.

When all the training is over and the framed certificate hangs on the wall, people will often ask, "Now what?"

It's a great question.

As more and more people come to you for their skincare, lash, brow and beauty needs, you'll need a way to schedule, sell products, and collect payment from clients. An app for sending clients contracts to sign and forms to complete. An app in which you and your clients can keep track of all of your private appointments, packages, and inventory. If you try to do all these things yourself, you're at risk of getting swamped and stressed.

The best use of your time ought to be spent growing your business and delighting your clients, not sending out appointment reminders and trying to stay on top of it all. What you want is peace of mind. [PocketSuite.io](https://pocketsuite.io) gives you peace of mind in the palm of your hand. PocketSuite was built for one mission: to help anyone with clients, make good income.

We hope this guide will give you a great start in preparing for your career as an esthetician. We're here if you need us. Just text us at 415-841-2300 with any questions. We'll be rooting for you every step of the way. Here's to your success!

About Author

Chinwe Onyeagoro is the CEO and Co-Founder of [PocketSuite](https://pocketsuite.io) where she is responsible for strategy, growth, and customer success. PocketSuite has served tens of thousands of independent professionals, freelancers, and small businesses. PocketSuite has 4 million+ appointments booked and over \$180 million in client payments processed. Chinwe has personally raised over \$150 million in funding for businesses. She previously served as president of Great Place to Work with offices in 60 countries and 500+ employees. She also worked for McKinsey & Company and the Pritzker Realty Group (*under former U.S. Secretary of Commerce*). Chinwe has worked as a consultant to the U.S. Small Business Administration, Chase Bank, and dozens of community banks. She coached and advised small businesses across 20 states in the U.S, including women and minority owned businesses.

Chinwe has co-authored publications with the Federal Reserve Bank of Chicago and the Federal Reserve Bank of San Francisco, focused on business financing and financial health. She presented a [TED Talk](#) about access to capital and the small business loan market. Her work has been featured in numerous publications, including the Wall Street Journal, Forbes, Fortune, Fast Company, Harvard Business Review, Reuters, TechCrunch, Crain's Chicago Business, Entrepreneur.com, Essence, and more. She serves on the boards of private equity firms and lending institutions that have invested over \$2 Billion in small and medium enterprises that create good jobs in communities. She holds an A.B. in Economics and East Asian Studies from Harvard University and is a Henry Crown Fellow at the Aspen Institute.

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