

HOW TO INCREASE YOUR EARNING POTENTIAL

by
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If you really want to be more successful and increase your earning potential, you should not just perform your job routinely. Certainly at times it is demanded of you, especially when some of the procedures you perform are limited in personal expression. But, if your aspirations are high and you intend to go on to greater career heights, you must focus more on the meaning of your work and the satisfaction you derive **from** doing it. You must question, whether there is not some other way to do what you do more efficiently. In this article we will explore just a few of the ways in which you can improve your skills and increase your efficiency level to become a high achiever.

Start Off by Carefully Analyzing the Way **You Perform Your **Services****

Do you realize the significance of what you do? Are you bringing to your job the best that is in you or do you feel that you are doing work that is beneath you? If you are ambitious and wish to reach a position of greater responsibility and importance you should view your job in relation to the business you work for as a whole. In other words, you should seriously consider informing yourself about all the different phases of the salon or spa to which you are a part. While others are merely **frittering** away their hours at work, you could be analyzing the overall operation and thinking of the various ways you could increase your efficiency and your earning potential.

To the high-performance skin care specialist, there are no dead-end, boring tasks, only opportunities to learn more about every aspect of the esthetics industry. This perspective is vital to the success potential of any high achiever, no matter what his or her position. With this attitude, even the esthetician with the least challenging aspects to his or her job can become inspired by all the **different** aspects of their work. Every business is interesting if you know enough about it. You may not be happy over the position you currently hold, but where you are professionally right now, is the only starting point you have **from** which you can begin your journey to **outstanding** high-level achievement.

Look At Yourself & Your Career Objectively

Competition in the field of skin care is as fierce as that in any facet of the business world. Take time to look at yourself and your career objectively. Are your actions or worse your inaction's costing you and your employer money? **After** all, business inefficiency results in loss of revenue. The esthetics expert just like the business professional should be doing everything that an upper level executive does to keep their organization running at peak efficiency. Think entrepreneurially. Act as if everything you personally do is critical to the success of the entire business operation.

Become an Efficiency Expert

Observation is the key to high-level performance. If you are remain alert, and you keep your eyes and ears open, you will not fail to acquire ideas of great professional value on the job. Become more observant. Observation is a highly active process, one that requires intense concentration. Work on your ability to notice everything Place yourself outside your work mentally and carefully view yourself and your actions as though you were an efficiency expert. Look at every detail surroundii what you do and how well you do it with a critical eye. Assess your skill level honestly.

Make Your Work Environment Less Chaotic & More Functional

Order is the basic foundation behind efficiency. A cluttered, disorganized workspace means wasted time **and** effort on your part. Are you a victim of poor space planning? Carefully analyze the arrangement of your treatment room, facial equipment and supplies. Are they positioned properly so that you waste as little time, space, or effort as possible in using them? **Are** you exerting more energy than is really necessary to practice even the most basic of esthetic procedures? To avoid having to jump up and down as you work, have the materials you use most **frequently** close at hand.

Protect Yourself

What about the documentation of your skin care treatments? Would your record keeping skills protect you if a liability issue should arise? Make it a rule to keep tract of the procedures you perform and any adverse reactions

that your clients report to you. Meticulous, written accounts of your procedures will protect you should you ever be drawn into a lawsuit.

Learn to Listen

Listening, like observing, is another way to derive more from your job. It involves paying closer attention to what is being said. The passive listener who succumbs to day dreaming derives very little **from** what they hear, whereas the attentive listener is constantly learning and drawing conclusions from what is being said. Seek out opportunities to focus in on what others are really saying. **Listening** is a skill that takes time to perfect. Practice it constantly.

Become an Avid Reader

Regardless of how much you learn through your own experience, you still can find many valuable suggestions in trade journals and other industry publications. Reading will help you to obtain knowledge through the recorded experiences of others. The most successful people in the **skin** care industry are great readers. Despite their already hectic schedules, they somehow manage to find the time to read. In fact, most of them schedule time for reading as a regular part of their workweek. One of the chief reasons why so many people in our field do not do more serious reading is because they do not have the proper materials with them when they have the time to read. Use odd moments to read interesting and helpful information connected with the esthetics industry. Keep files with clippings **from** magazines and newsletters containing information you wish to later review. Organize it categorically.

When you read, read with purpose. Keep your attention centered on the subject. Do not allow yourself to become distracted by outside distractions. Think as you read, weigh and consider. Stop now and then to reflect on what you have just read. Interest is a **great** friend to concentration. When you are interested in a subject concentration is automatic.

Gain the Knowledge of an Expert

To achieve a higher level of performance it is imperative to acquire additional information well beyond your current level of understanding. What we think is determined by what we learn. It is said that knowledge is the key to verbal **confidence**. Partake in as many advanced courses as possible. Advanced education will not only enable you to earn a better living, but it will also give you a feeling of increased satisfaction in what you do. Take advantage of the vast array of professional seminars and trade shows available. Many classes combine industry knowledge with the **true-to-life** business experiences of the instructors. Of course, you could learn some of these same lessons on the job, but the **difference** is that mistakes are much costlier outside of a classroom setting.

Develop an Outstanding Reputation For Yourself By Forming the Right Associations

One of the important things we all know about the esthetics industry is that we gain status in our profession with the help of our professional contacts. Successful, high-level performers form strong bonds early on in their careers with their employers who later become powerful, professional allies to them. **Successful** estheticians recognize that there are reasons for rules and regulations in the workplace and they respect them. They know where power exists and they feel no need to challenge it. They refuse to engage in counterproductive concerns with resentful co-workers. They know that the person that follows the crowd will get no further than the crowd. The judgements that others project can often influence you to think or act in a negative way. High performance employees have bigger issues to focus on. There are too many opportunities to explore to waste time expressing how they may personally feel about-imposed work policies. Their objective is to maintain good relations with their employers. It only makes sense that each powerful person that cares about you increases your chance of success.

Some Thoughts to Ponder

These days, we spend a great deal of time at work. Don't cheat yourself. Set high standards for yourself and enjoy every phase of your career. Carry out your goals. Learn as much as you can about your product, service and the business you are currently working for. Stay informed about new developments and practices in our industry. Implement only work strategies that will support and boost your career success.

Foster an independent and can-do attitude but at the same time value and incorporate the ideas and opinions of those with more experience in our profession. Gain a reputation for constantly producing highquality work. High performance achievers attract the best bosses and the best positions available in the industry. Make today the day you start sharpening your performance skills and begin achieving **outstanding** results. And, don't be surprised if by doing these things, you derive a more satisfying experience from what you do professionally.