

Mike was rewriting the Hinkel text, but now unable. This is a finished chapter that might be useful.

Chapter I4

Developing a Practice

Now you've completed your training, and here you sit, epilator in hand, and no place to go. Just what business opportunities await you? Where should you work? With whom, if anyone, should you associate? How should you conduct yourself? These and similar questions must be answered before any of your skills can be put to use.

Up to this point, you have developed only the technical side of your chosen profession. There is yet another side to a successful practice, namely, *professional integrity*. Professional integrity is the most powerful tool the electrologist has for maintaining a harmonious relationship with her clients and attaining success in the profession.

Your professional integrity is a combination of three essential elements: 1) personal hygiene and grooming, 2) basic honesty, and 3) the appropriate attitude with your clients. These qualities are desirable in their own right, but in addition they serve to enhance your *professional integrity*. These qualities comprise the image the public has of you and your practice.

A genuine professional is what the public wants; and this must be communicated. Electrologists who are masters in technical skills are sometimes unsuccessful in practice because of their inability to properly present themselves. Professionalism in our field cannot be earned from advertising and promotion; the client-electrologist relationship is too intimate for that. Your professional image in electrology results only from genuine integrity. Developing your professional integrity requires earnest, and thoughtful effort.

Personal Hygiene and Grooming: Besides the normal routines of well-balanced meals, proper rest and exercise, you should also give particular attention to keeping your body immaculate and free from odors or strong perfumes. You should maintain clean and conservatively manicured fingernails. *Extremely long fingernails are out!* Long nails appear unsanitary. With long nails, you cannot properly wear your exam gloves. Long nails, especially highly decorated acrylic nails, interfere with your work and feel uncomfortable to the client. *People judge you by your appearance!* Which of these hands look the most professional?





Keep your hair carefully groomed and tastefully styled. Purple or green hair might be fun at the moment, but what are you communicating to your client? A shorter style is preferable to long flowing “locks” that might accidentally cascade onto the client’s face as you’re working. Avoid trendy hair styles that are extreme or “in” at the moment. If you have long hair, you might tie it back during working hours.



Make sure that your face is always fresh and clean and use light make-up; not heavy. Clothing must be neat, clean and properly fitted to convey a well-groomed appearance.

Because a good portion of your professional image involves physical appearance, wear a uniform rather than street clothing. It’s best to dress more

like those in the medical profession. Dangling earrings, multiple bracelets and large flashy rings should not be worn. High-heels are not appropriate.

Honesty: If an electrologist misrepresents her abilities to remove hair permanently, she is going to end up failing to perform as expected, thus losing both her client and her own self-respect. Experience has shown that ethical practices are, in the long run, the most profitable. Your initial consultation with the client should be honest and forthright ... on every issue; even the unpleasant issues. In a field where electrologist and client work in close cooperation over periods of months, even years, a relationship of mutual trust must be established.

Professional Attitude: Acquiring the proper professional attitude is a challenging aspect of establishing your identity as an electrologist. The electrologist is neither a doctor nor a beautician, even though electrology encompasses aspects of both of professions. As of 2021, electrology has been re-categorized as “allied health professional.” However, electrologists are not doctors. Yes, you will have clients refer to you as “doctor.” *But remember, the purpose of electrology is a cosmetic one ... not medical!*

The categories of allied health professional are growing. There are a lot of careers that now fall under the umbrella of allied health professional. Electrology and laser have been added to this growing list. Here are a few professions considered allied health professional.

1. Anesthesiologist assistant. Anesthesiologist assistants work with physicians to provide high-quality anesthetic care to patients. Because they need a solid background in biological sciences and a firm understanding of numerous medications, anesthesiologist assistants must obtain a master’s degree and proper certification. While nurse anesthetists perform similar functions, their education and training pathway is notably different. Earning potential: The median annual salary for anesthesiologist assistants in 2019 was \$112,260.

2. Athletic trainer. Whether they’re taping a sprained ankle or developing an injury prevention plan, these allied health professionals work to manage injuries and illnesses common among people who play competitive sports.

Athletic trainers collaborate with other health care providers, but they're often first on the scene when an athlete gets injured. To become an athletic trainer, you'll need at least a bachelor's degree as well as the appropriate certification. Earning potential: The median annual salary for athletic trainers in 2019 was \$48,440.

3. Audiologist. Diagnosing and treating hearing problems only scratch the surface of what audiologists do. They work with patients who have balance problems, fit people for cochlear implants and recommend strategies like lipreading for patients with extensive hearing loss. Audiologists must have a doctoral degree in audiology to obtain licensure. Earning potential: The median annual salary for audiologists in 2019 was \$77,600.

4. Cardiovascular technologist. Physicians need diagnostic tests to assess conditions that affect the heart and lungs, which is why cardiovascular technologists are so vital. These providers take a patient's medical history, maintain and operate sophisticated imaging equipment, conduct tests like electrocardiograms (EKGs) and record results. You'll likely need at least an associate's degree to qualify for this role. Earning potential: The median annual salary for cardiovascular technologists in 2019 was \$57,720.

5. Cytotechnologist. Any time a blood or tissue sample is collected from a patient, it needs to be analyzed by professionals who can identify abnormalities that may lead to a diagnosis. Cytotechnologists play an important role in this process by preparing and viewing slides under a microscope, recording their findings and communicating relevant information to a pathologist for the final diagnosis. Most laboratory technologists are expected to have a bachelor's degree, but requirements vary both by state and employer. Earning potential: The median annual salary for cytotechnologists in 2019 was \$53,120.

6. Diagnostic medical sonographer. You're familiar with ultrasounds being used during prenatal care, but they're also used to help guide needles during a biopsy and diagnose a variety of conditions that affect internal organs. Diagnostic medical sonographers prepare, maintain and operate the equipment during diagnostic tests. They're also responsible for analyzing the information they collect and providing a summary for the physician. You'll need at least a postsecondary certificate to pursue this profession. Earning potential: The median annual salary for diagnostic medical sonographers in 2019 was \$74,320.

7. Dental hygienist. Dental hygienists are experts in oral health. They clean teeth, take X-rays, apply sealants and more. They work closely with dentists and provide patient education. Most dental hygienists complete a three-year associate degree program prior to obtaining mandatory licensure. Earning potential: The median annual salary for dental hygienists in 2019 was \$76,220.

8. Dietitian. Being a dietitian is much more than delivering set meal plans to clients. It all starts with assessing a patient's nutritional and health needs, and can include providing education on healthy eating habits, documenting progress and helping clients overcome barriers that may be preventing them from eating well. Many dietitians also promote better health by speaking to groups about diet and nutritional issues. While certification requirements vary by location, a bachelor's degree is typically preferred, and many employers prefer candidates with the Registered Dietitian Nutritionist (RDN) credential. Earning potential: The median annual salary for dietitians in 2019 was \$61,270.

9. Emergency medical technician. Often referred to as EMTs, emergency medical technicians respond to 911 calls to provide urgent medical care and ensure safe transport of patients via ambulance, or helicopter when needed. They must act quickly to assess a patient's condition and immediately respond with the proper treatments, which could include cardiopulmonary resuscitation (CPR) or administering intravenous fluids. While a postsecondary degree isn't required to become an EMT, you will need to obtain a number of certifications. Earning potential: The median annual salary for emergency medical technicians in 2019 was \$35,400.

10. Lactation consultant. New mothers sometimes experience pain when nursing or find they're not producing enough milk to support their growing baby. Lactation consultants are specifically trained to help families work through these types of problems. These health educators are often employed at hospitals, clinics or birthing centers. Education requirements vary, but you may choose to obtain certification through the International Board of Lactation Consultant Examiners (IBLCE). Earning potential: The median annual salary for health educators, the category the U.S. Department of Labor assigns to lactation consultants, in 2019 was \$55,220.

11. Nuclear medicine technologist. These allied health professionals are usually the ones who work closest with patients during imaging procedures like positron emission tomography (PET) scans. Nuclear medicine technologists educate patients on what to expect, administer radiopharmaceutical injections, operate the medical equipment and maintain detailed records. You'll need to obtain at least an associate degree to pursue this profession. Earning potential: The median annual salary for nuclear medicine technologists in 2018 was \$77,950.

12. Occupational therapist. Occupational therapists are allied health professionals who help individuals with disability or illness perform tasks and improve skills that are vital to their everyday lifestyle. They might, for example, instruct a patient with a permanent disability on how to use adaptive equipment like leg braces or wheelchairs. This role requires a minimum of a master's degree and proper licensure while some therapists have a doctoral degree. Earning potential: The median annual salary for occupational therapists in 2019 was \$84,950.

13. Physician assistant. There's some debate about whether physician assistants (PAs) are considered allied health professionals, but the career is definitely worth covering. These medical professionals conduct patient exams, order lab tests, make diagnoses, treat certain conditions, prescribe medications and collaborate with physicians and nurses as needed. They can also choose to work in a variety of specialties. Physician assistants must complete a graduate-level PA program and obtain state licensure to practice. Earning potential: The median annual salary for physician assistants in 2019 was \$112,260.

14. Physical therapist. Whether due to injury, illness or something else, patients can find themselves facing functional problems that can cause pain or discomfort. Physical therapists (PTs) are highly trained medical experts who diagnose issues and develop plans to improve mobility and prevent future issues. Treatment can include stretching, specialized exercises, hands-on techniques and more. To become a physical therapist, you need to complete a Doctor of Physical Therapy (DPT) program and obtain a license. Earning potential: The median annual salary for physical therapists in 2019 was \$89,440.

15. Speech-language pathologist. Speech-language pathologists work with individuals to treat or prevent speech, language and swallowing disorders. While that might sound very specific, everything from hearing loss to Parkinson's disease can lead to these types of issues. Speech-language pathologists conduct assessments and create individualized treatment plans based on the patient's needs. To pursue this field, you'll need at least a master's degree and appropriate licensure. Earning potential: The median annual salary for speech-language pathologists in 2019 was \$79,120.

16. Laser and electrologist technician. Our field has steadily grown more medical over the many decades. We work with pre-op patients needing hair removal before surgery, and on medical conditions that require permanent hair removal; and of course, clients being treated for PCOS. The shift in our profession largely came about because of laser (that needed medical supervision). In a sense, electrology was “brought into the allied health profession” along with laser technicians. Earning potential: The median annual salary estimate for hair removal therapists is \$55,000 - \$120,000.

The most successful electrologists have one personality trait in common: a kind of maternal firmness which one would expect of a *dedicated and skillful nurse*. The ideal electrologist has a certain calm way of listening to the client. Being truly listened to and understood gives the client confidence in you ... and your abilities. When you're starting your practice, of course you're energetic and excited and can't wait to give all your knowledge to the client. But don't! You are now the expert and don't have to give the client a course in electrology. It's much better if you listen to the client rather than overwhelm her with information she won't remember anyway. *Listen and empathize but be firm and factual.*



Often times, the more you say, the more the client gets confused. Think about this. If you went to your dentist for a crown, would the dentist tell you about the instruments he's going to use, exactly how he's going to administer the anesthetic, that he uses sterile instruments and shows you his autoclave ... and every detail of the operation? You go to your dentist, give him/her your problem and trust the dentist to do a good job. Don't talk yourself out of having a good client by frightening them with all the details. *A good consultation is mostly listening to the client ... don't give a lecture!*

The key factor in a professional attitude is concern. It's important to develop concern for every aspect of your practice. This will make you more efficient, and increase the client's trust in you. Your concern for the client's hair problem should, perhaps, be greater than her own. When a client breaks an appointment, instead of being annoyed, express your concern that she should stay on schedule to more quickly complete the job. In this way she will come to think of her treatments as more important than, say, keeping appointments at the beauty salon.

Concern, however, has its limits. You and your client will often develop a close friendship over the months of treatment. But when it comes to discussing family or personal problems, it's best to politely change the subject. What the client divulges to you might cause her

later embarrassment. Sometimes a client will discontinue coming to you because she divulged personal information and later regrets telling her secrets. Above all, never offer personal advice and never divulge a confidence ... especially information about another client.

When you have succeeded in developing the elements of personal hygiene and grooming, basic honesty and the proper professional attitude, you will have acquired *professional integrity*. Taken together, professional integrity and technical skills are your “tools of your trade.”



Setting up Shop: There are, of course, no firm rules to guide you to happiness and fulfillment in the profession. Some electrologists succeed under the most adverse conditions while others fail under ideal circumstances. Business failures are largely due to integrity factors such as those discussed above. But, with few exceptions, your success is impossible without a careful application of certain business principles.

A. R. Hinkel, through his close personal contact with a large number of former students, was able to observe the successes and failures of a wide variety of business practices. From these observations, Hinkel formulated a few rules to help you avoid the ordinary pitfalls of bad business decisions.

You must decide whether your personality and financial position suits you for self-employment. Being self-employed, you must be independently minded, assume all the risks and be able to make your own plans and decisions. You must be able to keep accurate records for the client and for tax purposes. While developing your clientele, you should possess some degree of salesmanship, since you are “selling” your service. You must have sufficient financial resources to cover equipment, rent and living expenses *for at least the first year of practice*.

Perhaps being employed would be more to your liking because you are simply putting in hours and being paid for your work? As an employee, you would not have to bother with any of the problems of setting up shop. But, as self-employed, you must make many decisions concerning location, leases, promotion, websites, social media and other forms of advertising.

What Neighborhood Is Best? The first decision facing you as a self-employed electrologist is where best to set-up your practice. In selecting a location, you should consider the following factors:

1. Affluence of the population. *Do the locals have disposable income?*
2. The ethnicity of the people. *Is the ethnic group concerned about unwanted hair?*
3. General interests and living habits of the people. *Are they athletic and outgoing?*
4. What are the demographics? *Is the community of all ages?*
5. Public transportation accessibility and parking facilities. *Is there a parking lot nearby?*
6. Foot traffic past your shop (if a factor). *Are you in a mall? Are you on the ground floor?*
7. Advertising media at your disposal. *Do you have access to website creators?*
8. Other established electrologists in the area. *How many other electrologists in the area?*

Every location has some disadvantages. You should try to determine how these disadvantages might affect your business. For example, if all factors are ideal, except that the local people have

little money, say, in an economically depressed city, the location would be a bad choice. Or, if local people are sufficiently wealthy but ethnically “hairless,” or culturally have no concern about unwanted hair ... then this too would be a poor location.

What Kind of Office Is Best? The neighborhood is not the only consideration in locating an office. The nature of the premises is also important. What you choose is a matter of your personal preference. Some prefer a prestige location with higher rents, while others would rather have a less flashy office and a greater profit margin. Again, some like the noise and activity of a beauty salon while others would rather have the quietness of a private office.

Electrologists’ locations have varied from private offices in plush medical buildings to converted spare rooms in their homes. From unmarked rooms high in an office building, to street level shops with a sign advertising your business name. Listed below are ten of the most common office arrangements found among practicing electrologists ... These locations are not ranked in terms of desirability:

1. Private office in a professional building.
2. Small store in a shopping complex.
3. Office in a medical or dental group sharing common reception room.
4. Booth or a room within a beauty salon.
5. Concession within a department store.
6. Space in cosmetology establishment or hair salon.
7. Space in a fitness center/health club.
8. Office space in conjunction with doctors, optometrists, podiatrists and other professionals.
9. Office in a home that meets all state and city requirements as a licensed business.

In the final analysis, the success of any office location hinges on your effort to maximize the locations specific advantages. There are, however, certain general advantages and disadvantages attached to each of the above types of office arrangements.

1. A private office in a professional building has the advantage of privacy. Not sharing space gives you more independence. The drawback is that the location is somewhat invisible. More than a year will be required to promote your business since there is no way for people to discover your practice by walking by. You’re going to have to invest money on different sorts of advertising. You can’t rely on referrals from doctor and friends.

2. The small store in a shopping complex requires more money to set-up than does a private office. In addition, rents tend to be higher in these high-traffic areas. The higher rents are usually offset by the increased business stimulated through modest signs other forms of advertising, strategically located on your door or window.

Modesty is a vital factor in any public location. Clients are hesitant to pass through a door that declares to the world that they have a hair problem. For this reason, it’s best that the shop not be in plain view of the street. Although we want to overcome the “shame of having a hair problem,” privacy is still a big concern for your clients.

One clever way to help clients avoid embarrassment is to allow a sub-tenant to sell cosmetics or some other product compatible with electrology in the front area of the shop. This

gives your client some cover. Sharing your shop also brings the sub-tenant's customers in contact with your practice, and helps to defray rental expenses.

3-8) Situations 3 through 8 in our list have one advantage in common. In each of these cases association with other business operations exposes your practice to a steady flow of people from the other businesses. In addition, those people with whom you associate will spread word of your practice. In this way, the public becomes aware of your service at little or no cost in advertising

9) An office as part of your home has an obvious rental advantage. But the great disadvantage to this setup is that such an office eventually ceases to be a home. Clients knowing you are at home might arrive or phone for treatments at any hour of the day. A beginning electrologist should be aware that to establish a business at home she must, in many states, not only fulfill city requirements but state requirements as well. Often state public health and safety laws must be observed as well as city zoning and licensing laws. Before you embark on a home-office operation, it's important that you check with state and local authorities.

What Rental Situations Are Available? If you rent an office from a building owner, you become the tenant or lessee. If you rent space in a doctor's office or other type of business, you are known as a sub-tenant. Renting or leasing your own office in a building is usually the least complicated arrangement. You have only yourself and the building owner/manager to deal with. Rental cost is usually based on square footage. Most leases require a year, whereas a simple rental agreement is "month-to-month." With the year lease, you are responsible for the entire year of rent. "Month-to-month" means that you pay as you go and the agreement can be terminated by either party with a 30-day notice.

The NNN lease: In the past, office leases in commercial property had you pay a simple monthly fee. The owner/manager was responsible for his/her taxes on the building, maintenance, and insurance. In a "net lease," in addition to your base rent, *you are responsible for paying some or all of the expenses* related to real-estate ownership: the landlord's taxes, the building maintenance (grounds and janitor services) and insurance for the building. Sometimes you are required to pay your portion of all the utilities too: electric, air conditioning, heating, gas and water. Costs are usually shared between all the tenants, either equally or based on square footage. *Most onerous is that some leases have you pay the landlord a percentage of your income.*

Usually, in these types of leases, your rent will be slightly lower ... however, when you factor in the unknown expenses, the cost of these leases can be high. Net lease types include single net, double net, and triple net leases, depending on the number of items they include. The term "net lease" is often used as a shorthand expression for any of these arrangements. A triple net lease that includes the three "nets" (taxes, maintenance and insurance) is now common and is often abbreviated in writing as "NNN lease" but is still pronounced as "triple net lease." Triple-net leases have become the norm, because the leases greatly favor the landlord. Consider that if the building is damaged by fire, you might be responsible for all the clean-up and construction costs. *If you are considering such a lease, have a realtor or an attorney carefully read the lease and advise you on your rights and responsibilities.*

Usually, you'll discover that the office spaces being offered are too large for your business. Two 100-square-foot rooms ... 10 x 10 rooms ... is ample space for a waiting room (reception) and a single treatment room. If a larger space is all you can find, you might add a

second treatment room, dressing room or private consultation area. If the landlord agrees, you might sub-lease the extra room to another electrologist or other professional.

The rental of commercial space has several advantages worth considering. If you decide to lease for several years, you are assured of a fixed rent for that time. If you wish to sell your business, the lease makes it more saleable. On the other hand, leasing involves the disadvantage of having to stay at the same location for the duration of the lease.

The alternative to being a direct tenant is to become a sub-tenant of someone else, such as a doctor or beauty salon or other business. The rental agreement can get complicated because the cost is often not based only on square footage but upon other factors. For example: is electrology compatible with the other business? Do their business hours agree with yours? If they close at 5:00 P.M., how do you handle evening or weekend appointments? Can you have access to the place whenever you wish? Will they give you a key to the premises so you can function independently?

If you're going to sub-lease from a doctor, does the doctor have other expectations? The doctor might want you to assist in his/her treatments or act as a part-time receptionist. Will you have your own private room, or will you only be allowed to keep your equipment in a multi-purpose room and work around the doctor's schedule?

Sub-leasing in a beauty salon might be a good idea; but there are also some questions. In most hair-cutting salons that rent booths to private operators, your electrology station will take up two stations. In most cases your income won't cover the profits made from two cosmetologists or hair stylists. If, however, the salon has an unprofitable facial booth as well as a few unused stations, the income from an electrologist may be quite welcome. The question is, what will the salon have to gain by having you on the premises? Will your clients help their business? Is an "all-beauty-services" type of operation desirable for you and your clients?

There are many aspects for you to consider before becoming associated with a beauty salon. For example, one of the most important factors is the organization of the salon. Is it run by energetic business-minded management or is it failing, with warring factions of employees overpowering weak management? The latter type of salon may prove commercially successful, if other conditions such as location, rent, etc., are favorable, but it would not be a pleasant place to spend your working hours.

You must also consider the privacy of your clients being exposed to the hustle and noise of a beauty salon. Most clients prefer anonymity, and a beauty salon is usually not private! Most men, for example, will not go to a beauty salon for electrolysis because of the "wide-open" nature of a salon. If, however, you intend to mostly do eyebrows and facial hair ... and normal areas where women have their hair waxed ... then a beauty shop might be perfect for you.



How Much Space Is Required? Whether you are to become a tenant or a sub-tenant the amount of space you need, want, or have to contend with soon enters the picture. The minimum treatment area that an electrologist can squeeze into is 6 x 8 feet. Since the table is six feet long, it is obvious that the eight-foot dimension allows only a two-foot clearance from the table end. A space that small should not be considered unless other factors such as “big name” salon or prime location make the cramped quarters worth enduring. Spaces of 8 x 8 feet or 7 x 10 feet are much more desirable since a small desk and a comfortable chair can be added to the basic equipment. In addition to the treatment area, there must also be a reception area. The reception area of a beauty salon, medical office or other similar business will accommodate your waiting clients without need for renting further space. Your own shop or office would have to include additional space for this purpose. If ample space is available, a private consultation room or office, a waiting room and a dressing room might be added. If business warrants it, a second treatment room for an assistant may be considered.

What Equipment Is Needed? The following list of the minimum equipment and furnishings you’ll need: Epilator and accessories, sterile disposable needles, tweezers (forceps), latex or vinyl exam gloves, treatment table and step stool or treatment chair, light source, microscope or surgical telescopes, autoclave or other approved sterilizer, adjustable height stool, cotton, germicides and other products for disinfection, medicaments (for post-op soothing, etc.), covered trays, jars, utility stand or cabinet, covered waste receptacle, storage cabinet with doors for linen and other storage, towels, wash basin with hot and cold running water, paper towel dispenser for hand washing, desk or table for you cell phone, appointment book, wall charts of the hair follicle and an “Alexa” device (or other) for soft music or other entertainment.

If you’re going to have a dressing cubicle, further equipment is required: Mirror with shelf or dressing table, chair or padded bench, adequate lighting, coat hooks and washable gowns if desired. Have a mirror for your clients use in some area other than the treatment room. This saves time between clients. A dressing table or a wall mirror with a shelf beneath it is quite practical. The above list includes only the bare necessities. Drapes, carpeting and crystal chandeliers can be added if desired but, please, no string quartette at 2:00 P.M. in the foyer.

Promoting your Business: Once you’ve found your office space ... now the real challenge: developing a client base. There are several tradition ways of finding clients such as talking with your friends and other social contacts and advertising (in local newspapers). Today, however, everything depends on your visibility on the internet. Years ago, “Yellow Pages” ads were important. Today, there is no need for “Yellow Pages” at all ... nobody uses the phone book; people find you on-line.

Getting a nicely designed website is everything today. You don’t have to spend a fortune and you might have someone familiar with WordPress or another similar program design a website for you. If you join the American Electrology Association, they will design a website for you. *You must have a website!* Facebook and other types of social media are also a good way to get visible on-line. Join Blogs, such as www.Hairtell.com and participate. Very few electrologists take the time to participate in such on-line groups ... but, they should! These international social media groups give you great standing in the electrology community.

You must also search out and join any group that will list you and your location. Again, the American Electrology Association www.electrology.com is a perfect example of how this works. The AEA lists all their members with their location and other details you want them to include. *Being on the AEA “find an electrologist” listing is a must!*



Make a YouTube video. The production doesn't have to be super-professional; you can even do it using your cell phone or iPhone. Best, of course is to have someone who has made videos “shoot it” for you. Take extra care that the audio is perfect. *Use a microphone* and understand the dynamics of audio recording. Don't record with walls or hard surfaces behind you ... that causes an echo. Too many videos sound like they were recorded in a tin can. People must be able to understand you. Add subtitles if possible. Record the video in your office; not in your car! A video can show your outside location, waiting room and your operatory (where you perform electrolysis). Always dress in an appropriate uniform; not street clothing.



Your video should be about 5-minutes long and get right to the point telling people your location and what you do. Be sure to put your location in the video, right on the screen, *with your email address!* I've seen lots of videos and you don't know where the person is located! If you have a website, add a “thumbnail” and a link to your. Your imbedded thumbnail will look like this photo. Constantly check with on-line media because it's changing all the time.

At the moment Facebook is becoming less popular, whereas Twitter (now allowing videos) and other social medial platforms are becoming more successful. All on-line media is very competitive. You can upload your video to any of them.

Your initial contact will probably be through email. This is a good chance for you to talk with the client, find her/his needs and correspond a bit. Eventually, you'll want to talk by phone; and that's where your personality and *willingness to listen* will be evaluated by the client. To develop professional integrity, always be honest and straightforward. Do not promise your treatments are painless; because they're not! As soon as the client feels the current, she'll realize it's not painless; it may not be excruciating, but it's certainly not painless. The client's first thought will be that she was deceived.

Don't advertise “no regrowth” because that will open up a difficult conversation later on, and you will have no easy answers when the hairs “start returning!” At the moment, as has

happened for the last 50-years, people are advertising how many hairs they can remove in, say, one hour. This is a very touchy subject in our profession. Setting standards is a valuable ideal, but in the real world, advertising your “hair count” might back-fire on you. After your exaggerations and promises, the new client will probably think, “The electrologist said the treatment was painless but it hurts. She did not take out fifty hairs in the last two minutes either. She also said that the method was permanent; but the hairs are ‘all coming back.’ Maybe that’s a lie too. Perhaps I’m simply wasting my money having this work done.” *Few clients return after such a let-down.*



Print advertising: If you decide to do print media advertising, it’s best to place your ad in a local “hand-out” paper; the kind you see at Starbucks or the market. The readership of most traditional city newspapers has plummeted. However, the little local “free presses” are doing quite well. These are the types of papers that have local and neighborhood stories and ads from local shops, realtors and other small businesses. Also, check out your local on-line news sources that have advertising. This might be just the place for an advertisement.

There are basically two types of print advertising: *display ads*, and *classified ads*. The display ad is a block of written text, illustrations and photos that appear randomly in the newspaper. If the paper has special sections, you can specify being placed on a sports page or the woman’s section. These ads have the advantage of people seeing your ad and not specifically looking for your services.

Classified ads, on the other hand, appear in the section of the newspaper that’s read by people seeking a specific service or product. Classified newspaper advertising is of questionable value. If you classify your ad under beauty aids or hair removal, this will only be a duplication of what the customer can find on the internet. If you place your ad under “personals” you might be associating with unsavory messages. You certainly don’t want people contacting you for sexual favors. For these reasons, personal ads are not recommended.

The display ad is most likely to bring in new clients. These ads should be simple and in good taste. Be careful with the wording. Don’t insult your prospective client by saying, “Get rid of those unsightly hairs!” Promote the idea of clear lovely skin ... beauty is more marketable than ugliness. You should concentrate on hair removal from the eyebrows, hairline, underarms and legs and avoid statements such as “full Brazilian.” People already now where their unwanted hair is located ... don’t recruit unwanted creepy phone calls!

Don’t place “before and after” photographs in your ad, don’t use testimonials and grandiose language. If you state your hourly rate, you might ignite a price war in your area. Don’t tout your method as being better than all the other methods ... you’ll cause resentment and bring up technical questions that you might not be able to answer. For example, if you say that your frequency is better than all the rest; you’d better be able to back it up with scientific fact. *Always make you ad classy and tasteful.*

Promoting through social contacts: Membership in social clubs, gym memberships, Pilates or yoga groups, swim clubs, churches, business groups and other organizations can help you develop business contacts. Some involvement with your political party of choice might also help promote your business.

Acquaintance with people in related fields such as doctors, dermatologists and cosmetologists/estheticians might bring in a number of referral cases. Introduce yourself to the people in the business that share your commercial building; maybe take them to lunch and find out about them too. Hinkel always recommended that you reflect a positive attitude that is active and friendly. *Above all, be yourself.*



Is electrology seasonal? Electrology is somewhat of a seasonable business, with Spring and early Summer being the better time of the year in most parts of the country. As people start to think about Spring and Summer, March usually marks the beginning of the uptrend, while June and July are the peak months of the year. As we move into the holiday season, December starts the down cycle with January and February being the lowest months of the year (Northern hemisphere).

When you're established for several years, your income won't vary greatly between the highest and lowest months of the year. Usually, it's just in the beginning years that you'll experience seasonal variations in business. Print advertising of any type during the normally poor months is a waste of money. A prospective client who has been tweezing for years sees no urgency to start treatments during the holiday season.

Phone consultation: After a series of emails, the majority of prospective clients will phone you before making a personal appearance. The phone interview is your most important initial contact. Your phone conversation should be honest; but the way you answer questions influences the conversation. For example, if a caller immediately asks, "How much?" and you blurt out, "100-dollars per hour," you will probably hear "Thanks" – click!

This kind of interview is over before it starts. Try to direct the conversation and establish a basis for dealing with time and cost. The questions you ask early in the conversation can win the caller's confidence as well as enable you to deal diplomatically with the questions about the cost. If, for example, you discover that the caller has a problem such as a lip growth, which requires only fifteen-minute treatments, quote the fifteen-minute price rather than the hourly rate.



There are two purposes of the phone conversation: 1) to develop a working knowledge of the caller's problem, and 2) to gain enough of the caller's confidence to encourage her to come in for a consultation. When a prospective client phones, try to think of her as someone with whom you will be spending many hours. *You hope!*

Since the client will be entrusting you with an intimate problem, show sympathetic interest. Let the client tell her story. Ask her questions about the location of the growth: face or body? If, for example, the growth is on the face, find out if it is on the lip, chin or sides. What is she doing to the hair right now? If she is tweezing or waxing, comment on the futility of these methods. If she is shaving, express sympathy for her problem.

When it seems appropriate, suggest a consultation to answer all of her questions, explaining that you are busy with client at the moment and a face-to-face will answer all her questions. When a client enters your office after a phone interview of this type, she will feel that she already knows you; you are not strangers. Even if you have no clients at all, never say, "Oh,

come in right now, I don't have anyone scheduled." Make an appointment and don't appear like an eager novice.

Early in the phone interview try to determine how the prospective client found your phone number. Sometimes she'll say she saw your ad or that someone told her about you, perhaps a doctor or a friend. By determining how she located you, it's possible to evaluate what she knows about electrolysis. The direction of your discussion, over the phone and during the consultation, should be adjusted to meet her level of familiarity with electrolysis.

If the person was referred to you by a doctor or one of your satisfied clients, you'll have little convincing to do. She is practically pre-sold. Just the setting-up of an appointment time is necessary and perhaps a little advice not to tweeze or shave a few days before coming in.

If the person is responding to print media, she usually knows nothing about electrolysis and is surprised to hear that hair can be removed permanently. With this client, keep your dialogue simple. There is no need to discuss methods, currents or sterilization. Because she knows little or nothing about electrolysis, she must be assured of its effectiveness by reference to articles that have appeared in magazines and the many on-line articles. A state license, a diploma from a licensed school of electrolysis, or certification from a national or state association, also reassures the prospective client. After you have gotten a good grasp of the caller's problem, invite her to come in for a consultation or offer to send her literature, or refer her to your website; that will convince her that electrolysis is effective.



If your prospective client has been researching the internet, and read conflicting articles ... especially those promoting fraudulent hair removal devices ... you'll have more work to convince her. This client has been exposed to words like electrolysis, IPL, thermolysis, transdermal, laser, short wave, diathermy, as well as numerous brands and trade names. Too much information has caused her to be somewhat confused and distrustful. If she has had previous electrolysis treatments she will be somewhat knowledgeable by her experiences and by what she was told by her previous electrolysis specialist. However, she may have been told half-truths, or she may not have understood what she was told. In trying to convince this client, don't discredit her previous electrolysis specialist because doing so is unethical. Also, don't tell her that her previous choice was a mistake. People don't like being told they made a mistake.

It's always best to keep your phone interview as short as possible by suggesting an office consultation. But if the person wants to converse by phone, and you have a client on the table, tell her your situation and ask permission to keep her phone number on your cell phone so you can call her when you have free time. What do you say to convince this type of client? Simple: the facts and the truth to the best of your knowledge and ability. If that's not good enough, then be glad she went elsewhere.

The Personal Interview and First Treatment: When a new client arrives at your office quickly determine whether additional discussions are needed or whether the client just wants to start treatment. If her first questions are about how electrolysis feels, suggest that you show her by removing a few hairs rather than trying to explain the sensation.

As you start the treatment, calmly explain what you're doing. Don't let the client see the needle. Tell her you are inserting a tiny probe alongside the hair. The probe is the same size as the hair and it goes into the same opening from which the hair grows. You are not piercing the

skin so she won't feel the insertion. After the probe is in place tell her that it has been inserted and that she did not feel it, *or did she?* This explanation is to reassure the client that the needle itself is not a source of pain. At the first treatment many clients tend to shy away from the insertion of the needle, thinking that the pain they felt was from being prodded or pierced by a sharp point.

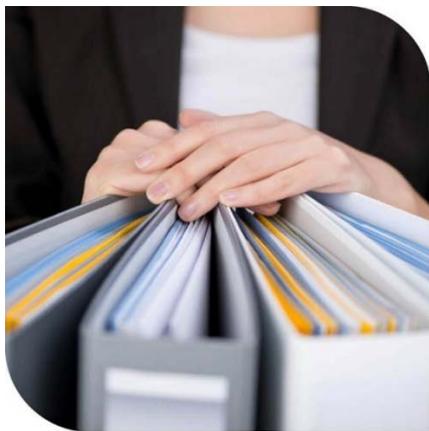
Tell the client when the hair has been released and explain that you will go through the same process for each hair. When using the blend or thermolysis, tell the client that you will advance the current's intensity gradually; the more "heat" she can tolerate the faster you can perform. Make the client aware that she determines the speed of hair epilation. The faster you can go, the less the over-all cost.

After the demonstration, the client can understand why her questions of "How many hairs do you remove per hour?" "Is it painless?" "Will I need more than one treatment?" "How long will it take to finish?" could not be answered easily.

It's common practice for some electrologists to place all the epilated hair with "fat juicy" roots on a piece of cotton to show the client how many hairs she "killed" today. Bad idea! For example, out of concern for his patient's feelings, a surgeon doesn't show the patient what he's removed nor does a dentist show you the extracted tooth. To many people the sight of epilated hairs is equally unpleasant.

Regrowth of hair that you treated should be mentioned briefly during the first appointment by explaining that any regrowth of insufficiently treated follicles would not appear for at least five or more weeks ... if, for example, they were deep terminal hairs. And, the hairs that appear in the meantime are hairs you haven't treated yet. Explain the shedding process, use hair diagrams and charts that illustrate the hair replacement cycle.

This first treatment and first consultation takes more time, but it lays the groundwork for completing the case. You must educate your client so that she understands the problems involved with unwanted hair and electrolysis. With a good understanding she will become a satisfied, happy client.



The Treatment Record Card: Electrologists differ widely in their views regarding case history information, but all are in agreement that the client's records should include a minimum of the following: the date, the length of treatment, the area being treated and the amount charged. Some operators prefer a ring binder while others prefer 3 x 5 or 4 x 6 cards. Several modern epilators allow you to keep records on the machine itself. And of course, you can do your record keeping on your computer or lap top. The reason for treatment cards is to keep an accurate record of areas treated, in order to set up proper scheduling. Maintaining good records also helps you when figuring out your taxes. *Ugh!*

Scheduling Appointments: Achieving a successful treatment outcome depends on establishing a schedule for your client. When she's succeeds, you succeed. After an appointment, don't say, "Would you like to come in again?" Instead, plan out a schedule for your client and have her understand the importance of keeping to the plan. If you are keeping good records, making a plan will be much easier for you and your client. Once again, when planning appointments with the

client try not to sound as if you have the whole day unscheduled, even if you do. People tend to think that a lack of clients reflects a lack of skill. Instead, advise her of specific hours you can treat her on days that are convenient for her.

The length of each appointment and the number of appointments per week will be determined by the number of areas to be treated, the density of the hair, the skin's tolerance, the rate of returning hairs, and what your client can afford. At times it will be necessary to schedule a temporary increase in treatment time to catch up with the returning hairs. For example, if she stopped tweezing for a few weeks after you started treatment, you can expect a large number of the tweezed hairs to return within a few weeks after you've started the treatments.

Value your time, and the client will value your time too. If you consistently give 25-minutes of treatment for a 15-minute charge you are devaluing your services. No-charge treatments are sometimes given by electrologists, but the client should be told what part is being charged and the free minutes are a gift. In this way, when you decide to stop the free work, the client is back on the correct price schedule. Never cut prices if you want to do a client a favor, but rather give a few minutes of the treatment without charge. With this policy no client can tell another client that she pays a lower rate. She will also be more appreciative of your gift.

Respect your appointment schedule. Don't keep your client waiting much beyond her scheduled time. If you consistently fail to be on schedule, it will not be long before the client pays little attention to her appointment times. Penalize the habitually late, or no-show client. If a client is late, reduce her treatment time rather than get behind your schedule and inconvenience the next client. Some people are always late, are no-shows, and have no valid excuse. When a client is constantly inconsiderate of your time; it's best to dismiss the client.

Questions Commonly Asked About Business Practice: Although it's not possible to discuss every business problem that might arise, several questions deserve talking about. The questions here have been asked by almost every electrology student at some time.

“How long is an hour treatment?” What is “an hour,” and how do you charge? Do you count from the first to the last insertion or from the time the client enters the treatment room until she leaves? The policy you adopt will depend on the way you conduct business. The efficient, busy electrologist values her time and therefore bases her hourly rate on the time she spends with the client. This may result in 50-minutes of actual hair removal in an hour. A less time-conscious operator who wishes to chat with her client may devote a total of 75-minutes to the client, while spending only 55-minutes on actual treatment. She will charge for an hour, allowing about 5-minutes for normal pre-treatment and post-treatment time, and the remaining 15-minutes for chatting and pleasantries. Still other electrologists base their charges on the time from the first to the last insertion. Ultimately, the timing system depends on your preferences, since there is no set policy for the profession.

“How do you keep track of your treatment time?” If you have the type of mind that enables you to remember what time it was when you started the treatment, then a wrist watch or wall clock is adequate for timing a treatment. You should, however, keep track of phone interruptions so that you can extend the treatment to compensate for the lost time. At 2-dollars per minute the average client is well aware of the time that goes by without treatment.



Mechanical or digital timers have a place if they are the right type. Some electrologists can't remember what time it was when they started the treatment, and for those operators a timer is a must. A loudly ticking "kitchen timer" is not desirable because it tends to cause the client to become overly time-conscious, making her think of you as greedy. There are many types of digital interval timers. Some models can be stopped to allow for phone interruptions and then restarted, without any need for resetting the display. Several epilators have built-in timers, and these can be an excellent asset. You can even use your cell phone as a timer.

“What do you tell the client who wants a guarantee?” This is a common and logical question and you should not be insulted when clients bring up the subject. It sometimes requires a lengthy answer. To refuse to answer the question *at all* makes the client suspicious of your honesty. An answer must be given directly and without hesitation. Since this problem always comes up; you can't give an absolute answer. The following dialogue is designed to guide you to the kind of answers you might give the guarantee-seeking client:

Electrologist: “Yes, I can guarantee that any hair follicle that has been treated to the point where all growth potential has been destroyed will never grow another hair, but I can't guarantee to perfectly treat every hair I remove. Let me explain this in another way. Under the skin lies the papilla which makes the hair grow. This is my target. Because I cannot see beneath the skin, I aim for a target I can't see. I aim to the best of my skill and ability but I'm are not always perfect. In every treatment I miss a few.”

Client: “Do you mean you have to treat some hair more than once?”

Electrologist: “Yes, but eventually we will get them all.”

Client: “You mean I will never have any more hair on my chin?”

Electrologist: “You will never have hairs growing out of the follicles that were destroyed, but remember, we have not treated your endocrine system, which is what made the hairs appear in the first place. Any tiny light-colored hair on your face can be converted into a big coarse hair if your endocrine system causes that to happen.”



Client: “You mean all these fine hairs will become big and black?”

Electrologist: “No, as a rule, just a few each year will coarsen. After I get all of your present growth thoroughly treated, you may, like most of my clients, grow only a few new hairs each year. Two or three 15-minute treatments each year will keep you free of hair, unless your endocrine system undergoes a change.”

Client: “Then you can't guarantee to get rid of the hair on my chin.”

Electrologist: “*I've had it!*” ... *electrologist leaps out the window!*