

POSHLOOK

Nailz • Makeup • Beauty



A GUIDE: YOUR BEAUTY CAREER

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INTRODUCTION

The beauty industry is booming, with more people than ever looking to beauticians for all manner of treatments. Did you know the beauty industry contributed £28.4 billion to the UK economy in 2018?! That's a lot of people wanting to look good!

Our complete guide details everything you need to know about pursuing a career in beauty, from the benefits of being a beauty therapist to the qualifications you need to start giving treatments. You can also print out this handy little guide and refer to it for inspiration and tips throughout your career.

If you've got a passion for all things beauty and have always dreamt of pursuing a career as a beauty therapist, then read on to find out how you can get started!



WHAT ARE THE BENEFITS OF BEING A BEAUTY THERAPIST?

SOCIAL

If you don't see yourself working a 9-5 office job, then **beauty therapy is a fun, hands-on and social career** that comes with plenty of opportunities.

One of the greatest aspects of being a beauty therapist is that it's a client-facing role, so you're always creating fun and friendly client relationships. The recurring nature of beauty treatments means that your clients will keep coming back, i.e. for a monthly wax or to have lash infills.

As a result, you can build up a strong rapport with your clients, which is not only great for the personal aspect but also your earning potential.

The ability to give people confidence and feel good because of your treatments also makes it a fulfilling job, and you can see your clients leave with smiles on their faces.

FLEXIBILITY

As a beauty therapist you have the option to work mobile or in a salon. This gives you a **great deal of flexibility** when it comes to working around your personal life, especially if you have three kids, two dogs and a social life to juggle! Managing your hours also allows you to pick when you want your holidays, so you can avoid the peak seasons and save extra money.

If a beauty therapist works mobile, they can either invite clients into their home or make home visits, meaning they don't have to rent a work premises. Starting a mobile business can make it trickier to establish yourself in the beauty community, but it also allows you to

become your own boss and take control of your working hours.

Working in a salon won't break the bank in terms of renting a space, and you'll also have the benefit of associating yourself with an established name, which should make it easier to win clients. It also comes with just as much flexibility as working freelance, as your hours depend on the number of clients you have.



CAREER OPPORTUNITIES

Beauty therapy doesn't just stop at lashes and brows; there are many areas a beauty therapist can specialise in. You can gradually build up your portfolio of work as you gain more experience. For example, you could start off applying lashes and then expand into other areas such as spray tanning or dermatological treatments. New procedures are invented every year, so a beauty therapist always has the opportunity to learn new skills and add more treatments to their list of offerings.

If you work freelance, you also have the opportunity to build up your business and eventually **become the owner/manager of a salon**, allowing you to offer beauty treatments while also boosting your earning potential. But bear in mind the added responsibility of hiring other beauty therapists and running the day-to-day business of a salon.

A beauty therapist may also choose to become an educator in beauty therapy. Teaching can add further variety to your everyday role and act as an extra source of income. It's easier than ever to become a qualified beauty educator with **Posh Look's online teacher training academy!** If you already have a teaching qualification, you can sign up to the online training academy to gain excellent course content for your students and become a certified Posh Look educator.



GROWING INDUSTRY

The beauty industry has seen exponential growth in the past few years, thanks to the explosion of the beauty community on social media. The growing market means that you'll never be out of a job as clients will turn to your services to feel confident and look amazing. Most beauty treatments are recurring, so once you have a loyal set of clients, you'll find yourself earning a reliable source of income every month. With no signs of slowing, the beauty industry is one of the most secure career paths you can take.

HIGH EARNING POTENTIAL

Depending on your level of qualifications, experience and the type of career you choose, **your earning potential can be high**. If you're committed to working up to 40 hours per week and offering up to 5 treatments a day, then your hourly rate will be much higher than the minimum wage.

Some beauty treatments, such as lash extensions, retail upwards of £50, often with a product cost as little as £4. If you become a manager or educator, alongside giving beauty treatments, then your earnings will be set to grow even higher. A beauty therapist must work hard to get where they want to be, but once they've built their client base and experience, the earning potential is worth it.



WHAT SKILLS DOES A BEAUTY THERAPIST NEED?

A successful beauty therapist needs a range of soft and hard skills to attract clients and deliver a professional service.

SOFT SKILLS

Soft skills are the personality traits and social skills that you need to interact with clients in a friendly and professional way. We've listed the main ones a beauty therapist needs:

Excellent Communication - As a beauty therapist you must make your client feel comfortable and safe in your hands, especially during intimate treatments such as waxing and spray tanning. No one wants to strip off in front of a stranger, so it's important to reassure your client in a friendly and professional manner, so they feel more relaxed.

It's a good idea to share knowledge with the client if they have any questions so they regard you as an industry expert, as this will give them further reassurance that their treatment will go smoothly. There is tough competition out there and your personality is what could set you apart from the crowd.

Patience - The nature of beauty treatments can be quite repetitive, and they often require precision and a steady hand. For example, applying lash extensions involves working with small apparatus and repeating the same process over 100 times. Therefore, a beauty therapist must have patience and never rush a job as this can lead to unhappy clients and low quality work.

Organised - Particularly crucial if you're working freelance, organisational skills are the key to a successful beauty therapist. You must have a rigid schedule and method of organising your clients - you never want to double book one time slot! It's also a good idea for a beauty therapist to keep an inventory of their kit, as this contributes to outgoings and you don't want to be caught short during a treatment. Being organised also improves hygiene, as equipment must be sterilised or disposed of between each treatment which adds more time onto a working day.

Entrepreneurial - A beauty therapist must have a sales head if they want to earn extra income. There's a misconception that a beauty therapist's wage is capped, but if you're business savvy and keen to learn the potential to upskill, teach and own a salon, then this will reflect your income.

During treatments, you may use products to recommend and sell to your clients, on which you'll receive a commission. If you've always fancied yourself as a candidate for The Apprentice, then becoming a beauty therapist is a great way to put those entrepreneurial skills to use!

HARD SKILLS

Hard skills are the teachable abilities you need to learn to carry out treatments safely and to an industry standard.

Hard skills are just as, if not more important than soft skills because you can put your client in danger if you're not suitably qualified. Each area of beauty therapy has different rules and techniques, so it's essential to complete industry-standard courses in the areas you want to specialise in.

You can learn these hard skills on a Posh Look training course and become a qualified beauty therapist.



WHAT CAREER PATHS CAN I TAKE?

The opportunities for career progression in the beauty industry are endless.

Whether you want to run a beauty business, become an educator or work in a salon, there are things you can do and courses you can take to make your dreams a reality.

WORK IN A SALON

Working in a salon is a great way to build up your portfolio of work even while training in other areas of beauty. You'll have to rent your space, promote salon products and build up your own list of clients, but these are all things that'll help you become an established name in the beauty industry and enhance your business prowess.

BUSINESS OWNER

If you're thinking of running a beauty business, you need to consider qualifications, your business organisation skills and the costs it'll take to get started. While it can be tricky to find your feet, going freelance allows you to be in control of every aspect, from pricing to location, so it's useful for building around your personal life. You'll need basic beauty qualifications to get started and then you can specialise in other areas to become an expert.

BEAUTY EDUCATOR

Training to be a beauty educator is an excellent alternative to traditional salon work as you get to add variety to your job role. It's not only another source of income but having the accolade of a teaching qualification allows you to position yourself as an industry expert. You can liaise with other educators to expand your network in the beauty industry and gain essential contacts and clients.

If becoming a beauty educator sounds like your dream job, and you already have a teaching qualification, then **Posh Look's online Teacher Training Academy** is the perfect way to gain course content for your students. When you sign up, you gain access to a series of videos and assessments that you need to complete to achieve your Posh Look Educator certification. Once complete, you can advertise your courses as a fully qualified educator and give your students the best knowledge!



WHAT ARE MY SALARY EXPECTATIONS?

A beauty therapist's salary is dependent on the area they specialise in and how many treatments they carry out in a day. Below is an estimation of the potential profit a beauty therapist can make in relation to product cost for each type of treatment. Please note, that this doesn't factor in other costs such as rent and varying treatment lengths.

POTENTIAL PROFIT IN THE FOLLOWING LIST EXCLUDES ANY OUTGOINGS - PLEASE REFER TO THE BELOW CHART FOR PRODUCT COSTS.

Estimated Beauty Therapist Earning Potential



MASSAGE

Various prices depending on the length of massage.

You can charge from £50 upwards for a one-hour massage treatment.

LASH LIFT

Based on 3 treatments a day, 5 days a week

Cost of Treatment: £49

Earnings per week: £735 Potential profit per year: £38,220

LASH EXTENSIONS

Based on 2 treatments a day, 5 days a week

Cost of Treatment: £45

Earnings per week: £450 Potential profit per year: £23,400

SIX-STEP BROW

Based on 3 treatments a day, 5 days a week

Cost of Treatment: £25

Earnings per week: £375 Potential profit per year: £19,500

WAXING

Various prices depending on the type of waxing you offer.

Generally, range from £15 per treatment for legs up to £40 for intimate waxing and package deals.

SPRAY TANNING

Based on 3 treatments a day, 5 days a week

Cost of Treatment: £15

Earnings per week: £225 Potential profit per year: £11,700

Although you won't be working 5 days a week 52 weeks a year, beauty therapy is still a lucrative business if you're willing to put in the work. You can earn far more in one hour than the typical minimum wage, and it gives you the freedom to schedule appointments around your personal life.

HOW DO I BECOME A BEAUTY THERAPIST?

It's easier than ever to become a beauty therapist with a Posh Look training course. We offer beauty therapy courses across all eight of our training centres, where you can learn in a fun and friendly environment with our expert tutors.

You can choose between a private or government-funded course, depending on your preference and current level of experience/qualifications.

POSH LOOK L3 BEAUTY THERAPY

- ▶ Level 3 Day or Evening Course
- ▶ Fully funded via Advanced Learner Loans
- ▶ Covers: Lashes, Massage, Tanning, Client Care, Product Promotion and Health and Safety
- ▶ Full Kit Included
- ▶ No Experience Required

POSH LOOK PRIVATE COURSES

- ▶ Various Courses in Specialised Areas
- ▶ ABT Accredited
- ▶ Complete in Less than One Day
- ▶ Full Kit Included
- ▶ Varied Experience Levels Required

POSH LOOK LEARN TO TEACH

- ▶ Online Video Portal
- ▶ Complete at your own pace
- ▶ Learn Course Content for your Students
- ▶ Monthly Payment Option
- ▶ Must have a Teaching Qualification



POSH LOOK TRAINING

Our **Level 3 government-funded Beauty Therapy course** is a great way to kickstart your career in the beauty industry. It covers all bases, including: semi-permanent lashes, full-body and Indian head massage, tanning, client care, product and service promotion, and health and safety. As a result, you learn all of the soft and hard skills you

need to get started in your beauty career. On top of this, all students receive a free kit to help them start giving treatments.

The course is carried out over several weeks, day or evening, so you can really get to grips with the skills in a way that's flexible around your current life. Assessments on the course allow you to practice and build a portfolio of work that you can show to future employers and clients. Students also receive a certification which they can hang with pride to prove that they're qualified!

Head to the [Training Page](#) on our website for a full list of training centres and courses.



POSH LOOK TRAINING

Posh Look also offers shorter, one-to-one **private courses** that allow you to build up your skills in specialised areas. Courses include skin needling, six-step brow, hot stone massage and many more! Private classes are perfect for those with busy schedules, as most of them can be completed in as little as a day (plus your coursework), so you can become qualified in no time.

Our private courses are ABT Accredited, which is a nationally recognised training body used by thousands of beauty professionals. As a result, Posh Look courses are carried out to an expert level, and once you're qualified you can apply for insurance to protect your equipment should you choose to go freelance. Some of the private courses are for beginners, while others are a good way to build on previous experience. You can check each one out in detail on our Private Training page.

BUILD UP YOUR EXPERIENCE

When you've completed a course and built up your beauty qualifications, it's time to get some more experience! A great way to start is by shadowing a beauty therapist and gradually building up your own responsibilities. You can learn a lot from watching how a professional interacts with the client and carries out the treatment, without being thrown in the deep end!

You could also offer free treatments to your friends and family or advertise for models on social media. Setting up a business page on social media is a great way to advertise your services in general so that you can build up your client base. You can use social platforms to post appointment times, show examples of work and encourage reviews to create a community around your work.

GET STARTED

So, now you know the typical expectations, potential earnings and career paths of a beauty therapist, there's only one thing left to do - get started!

For updates about Posh Look training courses and product offers, sign up to our **mailing list**. You can also find a full list of courses on the **training page** where you can pick the perfect one for you!

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