

# 10 Steps to Success with



*We're much more than insurance.*

*All of the following benefits come with your membership at no additional cost.*

- 1**  **Join ASCP.** Be part of a professional association that will partner with you throughout your career.
- 2**  Create your **FREE website.** With lots of designs, images, and pre-written content, we'll help you every step of the way, and there is NEVER a charge for hosting.
- 3**  Take a **Skinpro Education** class. Practical education at your own pace, with interactive online learning, certification, and personal help. See the back of this page for more information.
- 4**  Watch a **webinar.** More than 60 hours of product-neutral webinars, presented by experts in their field, are available in our online archive. See the back of this page for more information.
- 5**  Create marketing materials using our online resources:
  - \_\_\_ Customize **treatment brochures** for your waiting room.
  - \_\_\_ Publish **client newsletters** using the Newsletter Generator.
  - \_\_\_ Visit the **image library** to find hundreds of photos you can use.
- 6**  Read the latest **ASCP Skin Deep magazine**, in print or online, to keep up with the latest news, techniques, and ways to improve your business.
- 7**  Open up the **Successful Business Handbook**, our 230-page business guide for every esthetician, from new graduates to tenured professionals.
- 8**  Download a **client treatment/waiver form.** We have more than 25 forms to meet all your needs, including forms in Spanish.
- 9**  Check our **discount partners** to save money on your cell phone bill, travel, auto and home insurance, dental services, retail shopping, and more.
- 10**  Connect with thousands of your colleagues on our busy online community, **www.skincareprofessionals.com.** Read the discussions, get feedback, and share your own ideas with estheticians from all over the country.

ASCP's  
premium,  
**member-only\***  
education series  
will take your  
career to the  
next level.

Associated Skin Care Professionals

**Skinpro**  
education

\* Professional level only

- Choose from four focused training paths: employed, independent contractor, business owner, or instructor
- Practical online education at your own pace
- Product-neutral classes and resources
- Certificates granted on completion of key classes

Take **Skinpro** classes and view ASCP webinars 24-7 by logging in to the Members section at **[www.ascpskincare.com](http://www.ascpskincare.com)** and clicking on "Education."

## Explore Our Huge Online Library of Webinars

ASCP also partners with top experts on skin care and business topics to bring you product-neutral educational webinars—more than 60 hours of them.

Some of the available titles:

### **Skin Physiology & Ingredients**

- Acne Update: New Concepts and Challenges
- Key Ingredients to Watch
- Peptides and How They Work

### **Treatments & Modalities**

- Exfoliation Expertise
- Melasma: Proper Treatment for Hispanic Skin
- Waxing is a Money Maker

### **Career & Finance**

- It's Not About the Bad Economy
- Secrets to a Successful Career in a Medical Office
- Tax Time for Estheticians

### **Marketing**

- Skin Care Marketing 101
- Succeeding with Social Media
- Using ASCP's Website Builder

### **Successful Practice**

- Creating a Part-Time Practice
- Managing Problem Clients
- Retailing Success

[www.ascpskincare.com](http://www.ascpskincare.com)

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