

The New Manager's Guide to Medspa Leadership

Featuring **Skya Jones**



Expert tips to help you build your team,
optimize your day, and step into your success

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The Meteoric Rise of Medspas

The medspa industry is on fire – and is showing no signs of slowing down. According to AmSpa's State of the Industry Report, the number of medspas in the US has doubled every 5 years since 2010, and is **forecasted to grow to 20 billion by the end of 2023!** With that rapid growth comes quite a few unique challenges. Most notably, a shortage of experienced managers.

With so much demand for medspa services and so much opportunity on the horizon, more medspas are opening than there are experienced managers to lead them. This rapid growth, coupled with an industry still very much in its infancy, has led to many first-time managers who need to hit the ground running and find their footing quickly.

Not to worry. We've tapped our in-house medspa education expert and former medspa manager, **Skya Jones**, to pull together five tips you can start using right away to see serious results, fast. With learnings from the trials and errors of past first-time managers, this guide delivers the insight you need to become a better leader, boss, and manager today, so you can take over the world tomorrow.

Skya Jones

Education Manager,
Boulevard



Tip #1 - Soft skills are more important than hard skills



"You don't hire for skills, you hire for attitude. You can always teach skills."

- Herb Kelleher



The biggest mistake first-time managers make is overlooking the importance of soft skills when interviewing and hiring their staff.

Yes, you need experienced aestheticians and practitioners with the hard skills necessary to provide high-quality treatments to your clients. But what will ultimately make or break your business isn't the treatments you offer. **It's the experience you create for your clients and staff** – and soft skills are far more critical to delivering memorable client experiences and building a strong, close-knit culture among your staff than hard skills.

Soft skills are also much harder (if not impossible) to teach. If you're willing to invest the time, you can teach someone how to properly give an injection or operate a laser. But good luck getting someone who isn't friendly, curious, compassionate, and empathetic to suddenly develop those attributes. When in doubt, hire for soft skills.

Tip #2 - Clarity is more important than flexibility



Yes, employees want flexibility in the workplace. But there's a significant difference between flexibility within structure and flexibility without boundaries. Setting clear expectations for your team around the expectations of their role, current and future compensation, and goal-setting, will help your employees be more engaged and happier with their work.

Too many first-time managers make the mistake of being too flexible and carefree. Managers often don't realize that employees don't just want flexibility, they also want clear direction and framework.

This is especially true in the medspa industry, where there aren't historical norms to fall back on. Most of your employees are like you: this is their first time working in a medspa, or they're relatively new to the space. They're looking to you to provide some structure and direction. That doesn't mean you have to be overbearing, but even basic policies such as a dress code, overview of benefits, compensation, and PTO or vacation planning can go a long way toward creating happy, thriving team members – and keeping everyone on the same page.

Tip #3 - It's okay to ask for help with HR, marketing, and back-of-house



Chances are you've got a full plate and then some just trying to look after the front-of-house. Don't make the mistake of thinking you can also tack HR, marketing, and all the other back-of-house operations onto your to-do list without a little help. As anyone who has overseen back-of-house operations in a self-care business will tell you, managing these things takes more time and mental energy than you initially think they will. *Lots* more.



Simply put, you cannot manage everything on your own. (And no, you're not the exception to this rule.) It's a one-way ticket to burnout, which helps no one. Whether through a part-time employee or contractor, a technology platform, or an outside party, be sure to budget for and hire support when and where you need it. Stand up for yourself and make a clear case as to why you need the extra help. Doing so will allow you to spend more of your time and energy on creating amazing staff and client experiences.

Tip #4 - Your success depends on your client experience

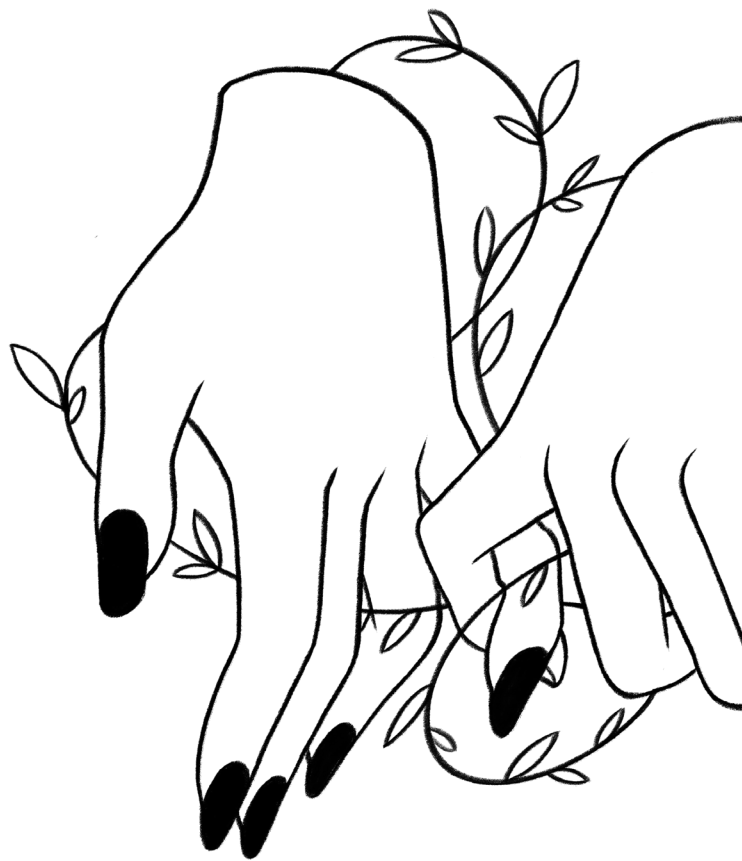
You cannot run a successful medspa if you fail to create a great client experience. Cut and dry, simple as that. For every ounce of time and energy you put into thinking about the treatments you provide, an equal amount of time and energy should go into thinking about the client experience you want to create.

It's important to ask yourself:

- How do we want clients to book with us?
- How do we want clients to feel when they arrive?
- How do we want to keep in touch with clients?
- How do we keep clients coming back?

If “client experience” sounds like a broad and encompassing concept, that’s because it is. From the moment a client decides to book an appointment at your medspa to the moment they walk out the door after treatment, every interaction matters. Certainly, providing treatments that deliver the desired client outcome is critical, but so too is ensuring that it’s easy to book an appointment online, that check-in and check-out are seamless (and ideally touch-free) processes, and that **every time a client walks in the door they feel seen, heard, valued, and understood.**

This is where the right tech can make a big difference, helping you automate and simplify the many aspects of the client experience. Remember, your client experience isn’t just incredibly important – it’s also fragile and all-encompassing. It’s essential to zoom out and look holistically at how you can deliver a truly amazing experience from A to Z.



Tip #5 - Client retention is easier than new client acquisition



We know what you're thinking, "we need to go find new clients if we want to grow!" While that may be true when opening a new location, the real secret to long-term, sustainable growth is client retention.

If you create a revolving door of new clients, you'll always be searching for new business. And eventually, you'll run out of prospects who fit your ideal target market. It's much easier to retain the existing clients you already have by providing an exceptional client experience, service, and follow-up communications.

Client retention leads to more reliable, recurring revenue. Things like memberships, loyalty programs, and automated marketing campaigns can help you achieve world-class client retention. The sooner you prioritize client retention, the better. And it all starts with delivering an amazing client experience – from the very first visit to their thirty-second (here's to hoping!).

Bonus tip: Be yourself and lean into your strengths

At the end of the day, we're all human. We all have our strengths and weaknesses. Be honest with yourself (and your team) and lean into your strengths. And don't shy away from asking for help with the skills you lack. Something you despise doing might actually be enjoyable to someone else.

Being a first-time manager of any business is challenging. While medspas are no exception, by avoiding the mistakes others have already made and implementing the right tools and processes, you can hit the ground running and set your business up for success.

Rooting for you always.

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ALWAYS

About Boulevard



Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses.

From initial booking to final payment, Boulevard's modern, easy-to-use platform empowers you and your staff to deliver personable, enjoyable experiences that keep clients coming back. Founded in LA in 2016, Boulevard has earned the trust of thousands of salons and spas across the nation by delivering simple yet powerful technology and the best-in-class support they deserve.

Make a move on your margins with Boulevard:

16%

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booked

71%

Fewer no-shows
& late cancels

18%

More retail
value

24%

More gratuity
from clients

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* Average impact T+90 days after switching to Boulevard