



Build Your Esthetics Brand Online: Challenge Checklist

Welcome to the challenge! Below are thirty (30) tried-and-true tips to **create a standout digital portfolio in the beauty industry**. Plus, there are 30 quick tasks that will help you apply these best practices to your esthetics career right away. This challenge is beginner friendly i.e. you can start from scratch or share materials you created in the past.

PRO TIP		DETAILS		DAILY TASK	
Phase One: Branding Basics					
1	Craft a brand statement	Your brand statement is a one-to-two sentence message that explains who you are, what you do, and who you serve!	Write one (1) sentence that describes your skincare business and who it helps!	☐	
2	Define your brand tone and voice	Decide how your brand speaks (inspirational, educational, professional)	Choose three (3) words that describe your brand’s personality (e.g., friendly, clinical, empowering). Write a line of marketing copy in that tone.	☐	
3	Niche down your audience	Who is your dream client?	Choose 2-3 traits of your ideal client (e.g. age, skin concern, etc). Write a short reflection or record a voice memo that demonstrates how you'll speak to your ideal client directly.	☐	
4	Craft your skin-transforming brand story	What made you become an esthetician?	Film a short video (60 seconds max) or write a paragraph of your "why" i.e. what made you become an esthetician and who you want to help.	☐	
5	Build a consistent visual identity	Decide how your brand will look visually.	Create a mood board or brand kit that includes your preferred colors, fonts, and business logo. Show it to us!	☐	
6	Speak your client's language	Too much technical jargon in your marketing can confuse and frustrate clients. Use simple copy to reach clients on their level, when it comes to advanced skincane terms.	Write one service description using client-friendly language. Or, rewrite one you’re currently using and share the before and after.	☐	
Phase Two: Website or Booking Site					
7	Try a booking app	A booking site looks professional to clients and is easy to customize with your branding.	Tell us what features you think are a must-have for your booking app, OR Sign Up for a 30-day FREE Trial of the Esthetician Edition of PocketSuite and customize your booking site!	☐	
8	Create a landing page	Where do you want to direct potential clients? (Tip: When you're ready to launch a full website, you can try Prempage out, using the code skinbynicole, and have them build a website for you!)	Create a sample landing page for your business. It can be simple with just your business name, niche, brand statement, and booking link. Show it to us!	☐	
9	Invest in SEO and discoverability	Optimize your website, blog posts, youtube videos and your IG Bios and links to make them easy to find in search results.	Find popular keywords relevant to your business and ideal client e.g. "Charlotte acne facial," or "Austin DMK Skincare". Use these keywords to write a short paragraph for your website or booking page description.	☐	
10	QR codes	Use QR codes on business cards or your door to direct people to book you directly or see your services/brand. (Tip: You can use a free online tool like Canva to generate QR codes.)	Generate a QR code that links to your sample landing page or booking page. Show it to us!	☐	
11	Build an email list	Social platforms can always change, your email list is your direct line to your audience	Create an email sign-up form for your landing page or website. These sometimes provide an incentive, like a coupon, for visitors to leave their email address.	☐	
12	Ask for reviews	Client reviews and testimonials add credibility to your website or booking site. More trust, means more bookings!	Add a section for client reviews on your landing page, or craft a post-appointment message, asking clients to leave your business a review. Show it to us!	☐	
Phase Three: Social Media					
13	Organize your Links	Use a link-in-bio tool to organize all your important links, like your booking page, tip jar, affiliate links or other social media links. (Tip: You can use PocketSuite’s Suite Link to organize all of your important links.)	Create a customized link-in-bio page for your business. Show it to us!	☐	
14	Creat valuable audience-focused content	Don't just promote - educate, entertain, inspire and solve problems!	Create one (1) educational, inspirational, or entertaining social media post for your ideal client.	☐	
15	Share before and after transformations	Build your credibilty so that potential clients can see your work	Create one (1) “before and after transformation” post for social media with a caption explaining the service and how long it took. You can use stock footage, if you do not have real client examples.	☐	
16	Educate your audience	Your clients want to learn from you as much as they want your services! Take advantage of that in your social content. For example, break down how to layer products or what products are best for certain skin types or condtions. This will help you buidl trust with your audience.	Record a short video (60 seconds max) or write a post explaining one skincare tip or product layering strategy.	☐	
17	Share product and treatment spotlights	Your competition will offer similar services and products as you. Make your offers stand out by telling a relatable story about the product or treatment that engages your audience.	Create one (1) social post that spotlights a product or special treatment. Share an interesting story that explains to clients why it’s one of your favorites.	☐	
18	Engage meanigfully, not just another post	Be authentic so that your brand stands out from others.	Write sample text messages, DMs, or comment responses that demonstrate how you would engage authentically with a client or follower who’s asked about your services.	☐	
Phase Four: Marketing and Client Communications					
19	Try text marketing	Text marketing is a low-cost, high converting way to stay top of mind with clients. Your messages won't get lost in an inbox!	Write a short-copy for a text campaign highlighting a holiday promotion for one of your services.	☐	
20	Stay consitent on your main social platform	Choose which platform you want to pour most (or all) of your time into.	Create a 30-day content plan or schedule for one or more of your main marketing channels i.e. email, text, social media, blog etc.	☐	
21	Use hashtag strategies	Use tools like Hashtag Expert or ChatGPT to find local tags for estheticians.	Research and list 10 hashtags that are relevant to your services, clients, or city.	☐	
22	Collaborate with local influencers or wellness pros	Team up with other brands that would go well with yours to host events, giveaways, etc.	Find one (1) potential referral partner and write a sample outreach message, asking them for a collaboration.	☐	
23	Encourage user-generated conted	Ask clients to post about their appointments online and tag your business.	Write a post-appointment text or email asking clients to share their experience online and tag your business. Think about what incentives you can offer to them in exchange for this content.	☐	
24	Put specials out	Offer exclusive deals, like first time client pricing or packages i.e. service bundles!	Create a special promotion or discount for new clients. What marketing channel will you announce the promotion on (Instagram, email etc.)? What copy or visuals will be needed for the promotion? Show it to us!	☐	
Phase Five: Networking					
25	Join professional Facebook groups	Facebook groups are key to build connections and get industry-specific advice from business owners in your community.	Find 2-3 Facebook groups for estheticians or local entrepreneurs that you would like to join, and tell us why you chose them.	☐	
26	Attend industry events and conferences	When you attend skincare or business events (in person or virtual), you learn trends, get inspired, and make connections that can lead to collaborations, mentorships, and clients!	Research upcoming skincare or business events (local or virtual) and tell us about your top two (2) picks!	☐	
27	Go prepared	Don’t show up empty-handed - gather offerings to handout or display at industry events.	Create a business card, service menu, or other “goodie” that you could display at an event table or share with potential partners. Show it to us!	☐	
28	Develop a referral offer for business partners	Reach out to like-minded businesses, like wellness centers or gyms, that will share your referral offer with clients. It’s a win-win!	Create an email or flyer that can be shared with a local wellness center or gym. Remember to include a referral offer.	☐	
29	Drop of flyers at local businesses	Have a promo flyer for apartment complexes near your businesses, and other small businesses.	Find and list three (3) locations where you can display and drop off a printed flyer for your business. If you put up the flyers, send us a photo!	☐	
30	Develop a referral offer for existing clients	Reward clients for sharing your biz e.g. 25-50% OFF your next service for referring a friend!	Create a referral offer for your clients and an accompanying marketing graphic for your website or social media.	☐	