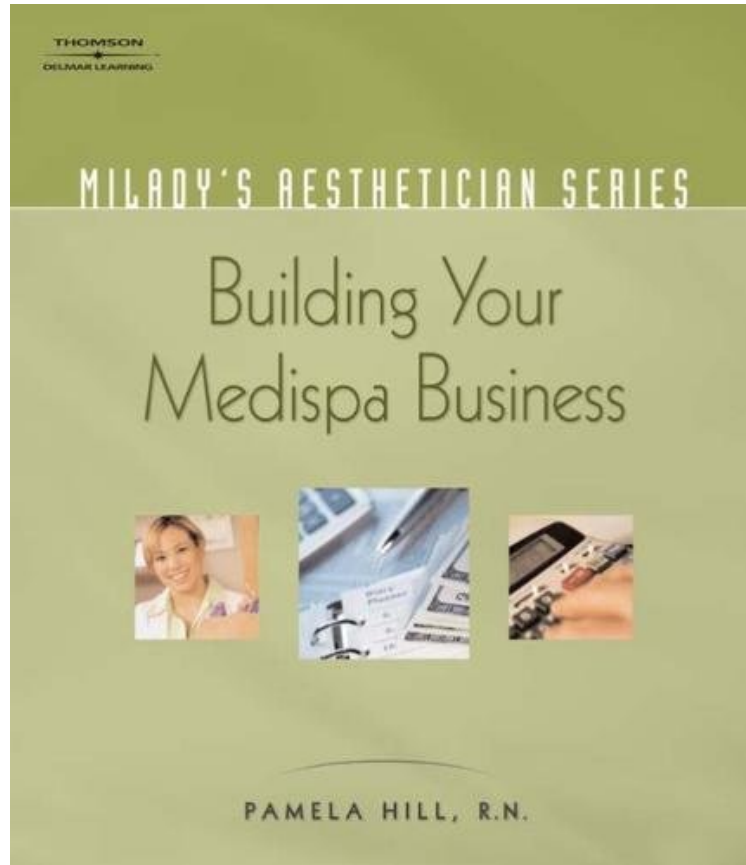


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## Milady's Aesthetician Series: Building Your MediSpa Business

*Pamela Hill*

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0 of 0 people found the following review helpful. goodBy Dan Q Yangood

Building Your Medispa Business, part of Milady's Aesthetician Series, focuses on the planning process of owning and operating a spa business. This book emphasizes the key components an individual will need when developing their business plan, beginning with what type of spa they envision. This comprehensive book includes new cutting edge information on operating a profitable spa with topics on employee hiring, training, employee management, customer service, and overall operations. In addition to the above topics, it focuses on developing marketing plans, setting quality standards, and understanding spa operations and legal issues. This unique reference will provide aestheticians who are considering opening a spa with the information they need to make informed choices giving them the greatest chance of seeing their business last and be successful.

Chapter 1: Introduction Chapter 2: Creating Your Venture with a Business Plan Chapter 3: Financing Your Business  
Chapter 4: The Financials Chapter 5: The Spa Operations Chapter 6: 10 Rules for Customer Service Chapter 7:  
Services and Retail in the Medical Spa Chapter 8: Hiring, Training and Staffing Chapter 9: Marketing, Advertising  
and Promotions About the Author Pamela Hill, RN is Chief Executive Officer and president of Facial Aesthetics, the  
Pamela Hill Institute, and Pamela Hill Skin Care.