



# THE STEP-BY-STEP GUIDE TO PRICING YOUR SERVICES



Welcome!

Setting your service prices as a new beauty professional can feel overwhelming, but don't worry—this guide will walk you through a simple, step-by-step process so you can confidently price your treatments. Each step includes an actionable exercise to help you apply the information as you go.

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## STEP 1: CALCULATE YOUR COSTS

Why It's Important: You need to know how much it costs to perform a service before setting a price.

### Actionable Steps:

1. List Your Fixed Costs (rent, insurance, licenses, equipment, software, marketing, etc.).
2. List Your Variable Costs for each service (products used, disposables, laundry, etc.).
3. Calculate Your Cost Per Treatment:
  - Example: If your supplies for a facial cost \$12 and other overhead per treatment is \$8, your cost per treatment is \$20.
4. Write down the total cost for each service you plan to offer.

✓ **Worksheet:** Fill in the costs for each service in the provided pricing calculator sheet.

## STEP 2: RESEARCH YOUR MARKET

Why It's Important: Knowing what other estheticians charge in your area helps you stay competitive.

### Actionable Steps:

1. Find 5–10 competitors in your area and write down their prices for similar services.
2. Identify your target market: Who are your ideal clients? Luxury? Budget-friendly? Wellness-focused?
3. Compare: Are you offering a unique experience (better products, more time, additional benefits)? If so, you may be able to charge more.
4. Decide: Based on your costs and market research, determine a baseline price range for each service.

✓ **Exercise:** Research and write down competitor pricing in the provided worksheet.

## STEP 3: SET YOUR PROFIT MARGIN

Why It's Important: You need to make a profit to run a sustainable business.

### Actionable Steps:

1. Take your cost per treatment from Step 1.
2. Decide on a markup percentage (e.g.,  $\text{cost} \times 2.5 = \text{profitable price}$ ).
  - Example: If your cost per treatment is \$20 and you mark it up 2.5x, your price should be \$50.
3. Ensure your price allows for profit after expenses.

✓ **Worksheet:** Use the pricing formula to set an initial price for each service.

## STEP 4: TEST & ADJUST YOUR PRICING

Why It's Important: Your pricing may need to be tweaked based on client feedback and profitability.

### Actionable Steps:

1. Test your prices with real clients.
2. Track how much time each service takes—time is money!
3. Adjust if needed (if you're constantly booked, you may be undercharging; if no one is booking, you may need to adjust your marketing).

✓ **Exercise:** Track the time and profitability of each service for a week and make necessary changes.

## STEP 5: COMMUNICATE YOUR PRICES CONFIDENTLY

Why It's Important: Clients respect estheticians who confidently stand by their pricing.

### Actionable Steps:

1. Practice saying your prices out loud. Example: "Our signature facial is \$85 and includes customized treatments to fit your skin's needs."
2. Avoid discounting services just to attract clients—offer value instead.
3. Offer Packages or Memberships to encourage repeat business.

✅ Exercise: Write down your price script and practice saying it.

### FINAL THOUGHTS & NEXT STEPS

You now have a solid pricing structure! Keep tracking and adjusting your prices as your business grows.

✉️ Want More Help? Check out our courses to further build your esthetics career!

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

# ESTHETICIAN PRICING WORKSHEET

## Step 1: Calculate Your Costs

Fixed Costs (Monthly Expenses)

List all of your fixed business costs per month:

Rent/Lease: \$\_\_\_\_\_

Insurance: \$\_\_\_\_\_

Licenses & Permits: \$\_\_\_\_\_

Software & Booking Systems: \$\_\_\_\_\_

Marketing (Website, Ads, Business Cards, etc.): \$\_\_\_\_\_

Other Fixed Expenses: \$\_\_\_\_\_

Variable Costs (Per Treatment)

List the cost of materials used per service:

Skincare Products: \$\_\_\_\_\_

Disposables (gloves, applicators, cotton rounds, etc.): \$\_\_\_\_\_

Laundry: \$\_\_\_\_\_

Other Per-Treatment Expenses: \$\_\_\_\_\_

💡 Total Cost Per Treatment: \$\_\_\_\_\_

## 2: Research Your Market

Competitor Pricing Research

Find at least 5 competitors in your area and write down their prices for similar services:

Business Name: \_\_\_\_\_ | Price for Facial: \$\_\_\_\_\_

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Your ideal pricing range based on research: \$\_\_\_\_\_ - \$\_\_\_\_\_

# ESTHETICIAN PRICING WORKSHEET

## Step 3: Set Your Profit Margin

Pricing Formula:

Cost Per Treatment: \$\_\_\_\_\_

Markup Multiplier (e.g., x 2.5): \_\_\_\_\_

Suggested Price: \$\_\_\_\_\_

Do your prices allow for profit? (Yes/No) \_\_\_\_\_

## Step 4: Test & Adjust Your Pricing

Track Service Time & Client Response

Service Name: \_\_\_\_\_

Time Taken (Minutes): \_\_\_\_\_

Client Feedback: \_\_\_\_\_

Adjustments Needed? (Yes/No) \_\_\_\_\_

## Step 5: Communicate Your Prices Confidently

Your Pricing Script:

Practice explaining your prices confidently: "My [Service Name] is \$\_\_\_\_\_ because it includes [Unique Value Proposition]."

Would you like to offer bundles/packages? List ideas below:

Final Notes & Adjustments

Use this worksheet regularly to review and adjust your pricing as your business grows!