

Pillar #7 Stress and Your Skin

Today's Agenda:

- Different types of stress and their causes
- Effects of “good” stress vs “bad” stress
- Why stress should be top focus for CNAPs!
- More advice for transitioning your practice to virtual
- Discussion and questions!



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Different Types of Stress and Their Causes

- **Physical/physiological stress**--stress that occurs on the PHYSICAL body due to intrinsic and extrinsic factors--over-exercising, pesticides, environmental toxicants, endotoxins, processed food, dehydration, substance abuse, etc
- **Mental/emotional/spiritual stress** (from fear, grief, rejection, failure, feeling disconnected, identity crisis, relationship stress, depression, anxiety, etc)



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Different Types of Stress and Their Causes

- **Oxidative stress**: an imbalance between the free radicals and antioxidants in the body. All types of stress cause this.
- **Acute stress**--short-term, reactive stress--can be isolated or episodic instances
- **Chronic stress**--stress that just does not go away--can be physical like from injury or illness or mental/emotional like war, abuse, living with an addict, or poverty--the effects last past the duration of the stressor



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The Effects of "Good" Stress vs. "Bad" Stress

- **Eustress**--"good" stress--considered positive stress where it's the result of something that benefits the person--like feeling pumped after a great workout, winning money, etc
- Eustress is a good thing when it is short-term and sporadic--can be motivating, help us focus, lifts our mood, helps us adapt to situations.
- **Distress**--"bad" stress that causes anxiety or concern and pushes us past our coping abilities.
- Affects performance, reduces concentration, negatively affects mood, energy levels, health and wellbeing



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Why Stress Should Be Top Focus for CNAPs

- Stress is not a medical diagnosis! Which means that helping your clients manage stress is within your scope
- SO many ways to manage stress fall into the nutrition and lifestyle changes that you can teach to your clients
- Unmanaged stress affects the skin directly and indirectly (through the gut-brain-skin axis)
- The only caution really is to make sure you are not "counseling" your clients in a way that could be interpreted as acting as a therapist, psychologist, or psychiatrist.



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More Advice for Transitioning to Virtual

- **MINDSET** is your top priority right now! Now is the time to RALLY, brainstorm, get creative, think outside the box
- Don't allow yourself to fall into negative thought patterns
- What you create NOW is something that can supplement your practice and income even after your doors reopen
- Keep it simple, and don't overspend right now--take inventory of what you have currently and only spend on things you absolutely need to run a virtual practice



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More Advice for Transitioning to Virtual

- Think about--what part of getting results can you teach clients to do at home?
 - Proper cleansing
 - Facial massage
 - Masking
- Start every session with a consultation--ask about food, sleep, stress, movement, etc
- Ensure confidentiality--but HIPAA is not necessary since you are not providing healthcare services



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Virtual Practice Essentials

- A computer with a webcam. Yes you can do virtual sessions from a phone or ipad, but the quality and connection won't be as good.
- A solid internet connection--hardwired is best if at all possible
- Earbuds or a headset--you don't need a fancy mic when you're just getting started
- A quiet place with decent lighting and a pleasing background--does not have to be fancy



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More Virtual Practice Essentials

- An organizational system to keep your client files and notes organized--either digitally or hard files
- A way to take payments online--can be as simple as paypal invoices, or you can integrate PayPal/Square/Stripe with your online scheduling system
- Social media platform(s)
- Website--can be super simple, or just a landing page--people need to be able to find you



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How Do You Get Virtual Clients?

- Start with the clients you have! Let them know you can consult with them virtually. Tell them the benefits they'll still receive from a virtual consultation.
- Ask them for referrals!
- Local Facebook groups--these tend to be very supportive of small businesses, and during scary times, people tend to want to support local businesses



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How Do You Get Virtual Clients?

- Content marketing--creating valuable content that's shareable, comes up in online searches, and starts your client journey
- Offer free "challenges" or other free group experiences on social media or via your email community. This gives people a sample of working with you.
- Social media--create community. Introduce yourself, what you're about, and how you can help. Offer connection and educational content. Pick 1-2 platforms and be consistent.



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How Do You Get Virtual Clients?

- Build your email list. This is more valuable than your social following because you own your list. Use this to continuously stay connected and provide value to your potential clients. People are also more likely to see an email than a social post these days.
- Use a freebie (checklist, e-book, coupon code, free shipping code, etc) on your site and social media to entice people to join your list
- Press. Guest post on blogs, be a podcast guest, even contribute to local newspapers, radio, and TV!



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Online Business Tools/Tech I Recommend

- Website--I highly recommend Wordpress (either WooCommerce or ThriveCart for shopping cart if you are selling products)
- Email marketing--If you have less than 2000 subscribers, Mailchimp is free. Once you hit 2000, switch to ConvertKit or ActiveCampaign.
- Video calls--Skype, Facetime, Zoom, WebEx
- Canva for easy DIY graphic design (they have a free version)



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Online Business Tools/Tech I Recommend

- Video calls--Skype, Facetime, Zoom, WebEx
- Webinars--StartMeeting, Zoom Webinar, WebinarJam, Instant Teleseminar
- Ring light with tripod and phone holder
- Online scheduling--Acuity, Calendly, Schedulicity
- Project/task management--Asana (they have a free version)
- iMovie or Screenflow if you have a Mac for editing--Camtasia if you have a PC



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Online Business Tools/Tech I Recommend

- Budgeting--YNAB (youneedabudget.com)--create separate personal and business budgets so you can track expenses
- Separate business bank account--CapitalOne's Spark Business account is free
- Bookkeeping and invoicing--Xero, Freshbooks, Quickbooks
- Document e-signing--HelloSign (you get three free documents a month)
- Unsplash, Pixabay, Photopin, or CC Search for royalty free images you can use in your blog posts and social posts



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Pricing Recommendations

- Though you are not using your hands/product, you are still using your brain, your time, your technology. You need to be compensated for that!
- Offer single session and package pricing (packages can include product) to start. Group pricing is usually 50% less per person than individual. *It is ok to offer a lower than usual introductory price for now*
- I do not recommend free consultations in most cases. If you do, limit it to 15 minutes and be clear that this is a “discovery” session, not a “give me all your best advice for free” session



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Last Bits of Advice

- KEEP IT SIMPLE. It can be tempting to do ALL THE THINGS at once, but you will spread yourself thin and burn yourself out. Now is not the time for that.
- Content marketing, start with something with only few steps--blog posts, short videos (that you can have transcribed and then turn into blog or social content)--make content as reusable as possible.
- Don't let perfectionism take over. Everyone starts somewhere, and then you improve from there.



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Last Bits of Advice

- Edited videos, podcasts, virtual summits are way more complicated, time consuming, and can be expensive (editing, a podcast platform that syndicates to iTunes, etc., a summit hosting site or dedicated platform, plus lots of virtual help to produce and implement)
- Be conservative with hiring virtual help. Be very clear on what type of support/task/project you need, and whether it is more feasible to (learn to) do it yourself or hire it out.
- Learn proactively! Use Google, YouTube, and whatever support videos, webinars, tutorials are available from your platforms.


