

MAIDEN, MOTHER, CRONE

***Does not refer to your age or even your stage in life, but the stage of growth of your practice.



A LIFETIME OF LEARNING AND SERVICE

Congratulations on finding yourself as a part of the community of passionate, lifetime learners who consider themselves Holistic Estheticians.

YOUR PRACTITIONER "MAIDENHOOD"

The early years of your career:

In the early years of your career, hands-on experience is essential. You may remember Malcom Gladwell's Book, *Outliers*, which introduces the notion that it takes 10,000 hours of doing something (anything) in order to make someone an expert. So do it. Get up and do it. Get those hours in any way that you can. Even if it doesn't pay well, think of it as a work-study or apprenticeship where experience is the teacher (and you make a little money too!). The affiliations you make, the money you earn and the titles you take on will change (and perhaps fade away), but the skills you acquire and the experience you grind into your precious hands are yours to keep.

Finding meaning in your work is less about finding the job you want and more about living the life that you want. Doing the work behind the work to define your personal truth is worthwhile. Ask yourself:

Needs: What are my needs? What kind of salary and flexibility do I need to survive and thrive in this world? When possible, live below your means and create a financial cushion for your success. When it was time to grow, I invested 4 months of tips into the creation of *Between You & The Moon*. My first service room was in my apartment and cost me less than \$800 to furnish in 2006. I started small and grew as I needed to, without ever borrowing money or going into debt.

Skill: What skills am I cultivating? Remember the importance of: Suppleness of hands, skillful ways of working with people, recognition of topical problems and practice talking about them, researching through analyzing each client and appointment in order to truly learn something.

Belonging: Does the culture of my work environment align with my core values and beliefs? (If not, it's ok—just recognize it so that you can grow beyond it and not get sucked into it.)

Your resources:

- **Self:** Analyze your work and your services regularly. Become your own guru. (Meaning one who "rues" the "goo" of false teachings and the BS you will come across regularly.)
- **Mentorships:** There are people out there who not only are able to recognize your strengths and weaknesses, but are willing and able to pull you up their level. Find them and make yourself useful to them.
- **Community:** Look for like-minded Holistic Practitioners to support you, let you test hypotheses and help you make decisions.

Go Deeper, Not Wider

After you have a general idea of what your interests are, take a break for learning new things and spend a year just going deeper in what you are already involved in. This is how you become an expert.



YOUR PRACTITIONER "MOTHERHOOD"

Catching Your Stride:

It takes a few years to catch your stride in most fields, and your holistic practice is no exception. After spending an ample amount of time getting the work ingrained into our hands and minds to such a place where you can "move" them both simultaneously, you can back off from being such a go-getter! Let them come to you. Raise your prices and take less appointments!

Begin to think about Your Personal Immortality Projects (PIP):

What kind of body of work do I want for my legacy? Let go of the expectation that it will ever get "out there" or change the world or even that you will ever get credit for the work you have done—but do it anyway because it is important for you to know who you are and where you are coming from. Don't be afraid to look back at it and realize there were times you were wrong—really wrong—and give yourself credit where it is deserved.

Direction is more important than speed.

Sidenote for literal mothers:

It takes many years of hard work to get those 10,000 hours in, and, for many of us proficiency in our field has coincided with our young motherhood years.

This can be a frustrating time because you know so much and you want to get hands on, but when you have young children, it can be nearly impossible. People want facials and workshops on nights and weekends—precisely the time when your kids aren't in school (so you either don't have childcare or you want to be spending time with your kids!)

Just know that it will be ok. Even though you may feel like you are missing out on something, just keep going along doing exactly what you are doing. Now may not be the time for you to be front and center in your career and that is just fine. Take notes, find ways of collecting the information that you may need (digital or otherwise) as you go along and do your best to carve out times to put it all together.

YOUR PRACTITIONER "CRONEHOOD"

Giving Back:

Once you have reached your 10,000 + hours of work, there is a very good chance you are now an expert in your field.

You are the resource:

- **Self:** Continue Analyze your work and your services regularly. Look within yourself for the answers. Make your own resources to share with others.
- **Mentorships:** There are people out there who benefit from you recognizing their strengths and weaknesses. If you are able, be open and willing to pull them up to your level. Let them find you by being transparent about the work you are doing. Give the most basic lessons freely, but keep the deeper, more meaningful wisdom to those who have made the investment and are truly committed.
- **Community:** Put yourself out there as a thought leader and someone who speaks with experience. You have earned it. Remember that your voice is needed to cut through the noise as a beacon of truth.

At this point, There is wisdom in keeping your "titles" fresh by spending a bit of time or effort to keep them fresh. Keep your qualifications active by doing a little work on them. There's a time limit to how long you can hold onto a piece of your identity if you aren't practicing. Stay relevant within yourself. Don't get stuck in the past. Create new ways that honor the old ways.