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Constructive Criticism

How do you constructively criticize and critique trainees, or employees without hurting feelings that may last a lifetime.

This is a question that I asked my last areola class and had some interesting responses. For the most part, everyone said that it was my duty as a trainer, to call them up and tell them what their client said about them. I agree, but to say something to someone, that doesn't know how to put things into perspective, is more than likely, going to make an enemy.

Initially, I would probably be very upset, if someone did this to me. I'd probably get pissed, but if I took the time to really listen to the criticism, it would probably teach me a life lesson. An emotional knee jerk reaction, and getting upset, is something that we all need to get a handle on.

I call it as I see it and I can honestly say that you're all pushing too hard and making hamburger meat out of your clients. Please listen up, your machines aren't drills and you need to treat them as a very powerful piece of equipment, that can do damage, if not used properly. This goes for the veterans in this industry also.

I know how hard it is to get control of the machine after all; we can't see the layer of the dermis that we're supposed to be in. You must learn to feel this through the vibration, of the needle when it is in the skin. The skin is paper-thin and we don't have to pound pigment into it, to get it to stay. Nothing will teach you this, except for **time and experience**.

When you're starting a new career, or learning a new procedure the best thing for you to do is pay close attention, close your mouth and listen carefully. Fill your brain with questions and then ask all the questions you want. This isn't an easy career. Sticking needles close to someone's eye is scary. When we were growing up, tattooing was not what we dreamed of, but here we are and we need to take it seriously. Mistakes can ruin lives; tattoos are hard to remove, as we all know.

I receive questions on a weekly basis from some of you, but for the most part, you go to a fundamental training class and I rarely hear from you again. How do you think your going to get through the first few months on your own? It's not going to happen. It is important that you stay in touch by E-mail, or telephone. Keep in close contact with your trainer(s), we love what we do, that's why we do it. Advanced classes should be full and they're not.

I know we're in a recession Senator Obama, and the news broadcasters, tell us that we are. You almost want to let them repossess your house because everyone else is doing it, just kidding. The truth of the matter is, if you're good at permanent makeup, or just got into the business and are practicing your little butt off, I promise it will be a life changing experience.

Most of our clients are over 50 and they're the ones who have money. I believe that women are spending more money on themselves these days and it has been a long time coming. We deserve it, and you must portray this attitude to your clients and your business will stay steady.

What do I mean by steady, if you can do 3 - 4 procedures a week at \$300.00 to \$400.00, then you're on your way. Finding a job is a full time job and finding clients has to be treated the same way.

The summer is a little slower, because of traveling and the kids being out of school. The fact remains the same, most of our clients are over 50 and do not have young children to support anymore, this leaves them with somewhat of a disposal income. Gas prices haven't stopped us from living. We live in an awesome country and free society.

Plant your feet on the ground stop running around like a chicken with your head cut off, if the phone doesn't ring. Maybe your business needs some much-needed TLC and no one is going to do it for you.

Doing friends in their houses and undercutting other techs is a bad game plan also. "Free bees" will never get you business and doing all your relatives, may get you some practice, but if you mess one of them up, you will be listening to them complain in 20 years at Grandpa Joe's funeral.

I often wonder why women from all walks of life get into this business. I've met some awesome women who deserve a better life. We get in ruts with our husbands, our kids, our jobs, wake up one day, usually when we've turned 40 and say good God, who is that woman in the mirror? We then realize, we don't know, she got lost somewhere along the way. We deserve equal pay, equal respect and no one is going to give it to us until we demand it.

We need to pick ourselves up, and get back in the game. Start thinking positive do this job and do it well, you'll reap the benefits in the end. It has to be about you and what you yearn to do, or be. Treat your friends the way you would like to be treated.

Some of the veterans in this business are ready to pass the baton to the next generation. The road has been paved for you and it has been a long hard one but it is there for the taking. The pigments, anesthetics and machines companies are awesome today learn to use them properly.

I get calls from trainees criticizing other techs and my advice will always be, "sit on the fence". Calling someone names and talking down about their work isn't going to make you look better.

I hope this small piece of my heart has uplifted you through these trying times and you know that you matter. Kind words teach us as much as the harsh ones and today I believe it is a kind day. Do something nice for a stranger as Oprah says, "***pay it forward***".

Until next time

Debi

Monthly Tip

I recently had the honor of teaching a large class in NJ with Rose Marie Beauchemin and her accredited instructor Bonnie Hall, they gave me the best advice I have received: Apply *Duration*, or *NumbScentsliquid* to any procedure, then quickly apply *NumbScents Shea Butter (pre-numbing)*, top it off with Vaseline for 10 minutes, you can virtually numb any area.

Give it another cross over during the procedure along with a vigorous rubbing and they will be, as they say, “numb as a door nail”.

Lips are a vascular procedure and this works well with stopping bleeding. Good luck and call me if you have questions.

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*Don't miss this great opportunity! You've been asking me to watch you do a procedure. This is the **FIRST** time that I've offered an Advanced class with "Hands On" procedures, without it being a “one on one” class. Space is limited space.*

*You do the procedure on **your** client/model and I'll watch, and critique! The key words here are: **Critique not criticise!***

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